



**MINUTES
CITY OF NORCO
ECONOMIC DEVELOPMENT ADVISORY COUNCIL
CONFERENCE ROOM "A" – 2870 CLARK AVENUE
REGULAR MEETING
JANUARY 27, 2011**

EDAC Members:

Kevin Bash, Mayor Pro Tem
Wanda Crowson, Community Business Representative
Berwin Hanna, Mayor
Bob Leonard, Community Business Representative
Bill Schwab, Community Business Representative
Pamela Smith, Community Business Representative
Patrick Malone, Community Business Representative

EDAC Members Absent:

Jeff Compton, Community Business Representative
Ed Dixon, Community Business Representative

Staff Present:

Beth Groves, City Manager
Roger Grody, Economic Development Specialist

1. **CALL TO ORDER:** Chair Crowson called the meeting to order at **9:35 AM**
2. **PUBLIC COMMENTS OR QUESTIONS: NONE**
3. **APPROVAL OF MINUTES: M/S Bash/Schwab** to approve the minutes of October 28, 2010 as written. **Motion passed.**

Member Dixon abstained as he was absent on October 28, 2010.

4. **UPDATE ON ELECTRONIC/DIGITAL SIGN:** Economic Development Specialist Grody indicated that he and the Sub-committee, Mayor Hanna and Member Schwab, met in December to review the three proposals received. He noted that based on preferred architectural elements from each of the illustrations, a composite drawing will be created by a graphic artist at no cost. He added that once it is completed the Sub-committee will visit the prospective sites to determine the best possible placement of the sign.

Discussion ensued regarding the policies and fees that would apply and the potential of allowing an Ingalls event to advertise at a minimal fee in addition to their rental cost,

CM Groves suggested that these details be deferred until there was more certainty on funding for the project. EDS Grody stated that he and the Sub-committee would keep working on these issues and report back to the EDAC.

Member Schwab verified that the Norco Area Chamber was still involved with the wooden informational signs and that EDS Grody was working with Marv Fortman to identify potential grant funds for this project.

Chair Crowson noted her support of NACC's involvement with this project. CM Groves suggested that Mr. Fortman be invited to an EDAC meeting to provide an update.

5. **FILM NORCO PROJECT:** EDS Grody gave a short presentation on the *Film Norco* program, indicating that City Council would be considering a new filming ordinance at its meeting of February 2, 2011. He reviewed the policies that will be in place by the ordinance, the economic benefits and the appeal the City of Norco has to offer.

EDS Grody further stated that this economic development initiative is at no cost to the City and requires minimal staff time. He added that the filming projects would support local hotels, restaurants and stores.

Many great locations were suggested by the EDAC, such as the Navy Base, C.R.C., the river bottom and George Ingalls Equestrian Center covered arenas, including the many ranches which would be a great draw, particularly for commercials. All members were in support of the proposed program.

CM Groves provided some additional background on the process, indicating that the California Film Commission has statutory authority to review all local ordinances. EDS Grody stated that he will keep the EDAC up to date on this program.

6. **INFORMATIONAL UPDATES:**

A. **Annual Banner Program:**

CM Groves presented the staff report, indicating that staff had created an annual schedule which includes two patriotic banner cycles through the summertime. She added that each cycle would run for three months with a discount offered for sponsors of the first cycle to keep their banner up through the second cycle, space permitting. She reported that the Shop Norco promotion was not as well received as the patriotic banners.

Member Malone suggested that the two patriotic cycles be different so that it does not get old. Chair Crowson noted that she has heard comments that people liked the patriotic banners without business names.

In response to Mayor Pro Tem Bash, CM Groves stated that it would be possible to have the patriotic banners be up in time for the Best of America ride scheduled the first weekend in May.

Discussion continued.

CM Groves recommended that the Sixth Street Banner Sub-committee meet to further discuss the program schedule, potential change in length of the banner and business sponsorship.

B. Equine Affaire: Verbal Report:

CM Groves reviewed staff preparations for this event, including the literature that will be provided at the table.

C. Best of America by Horseback: Verbal Report:

CM Groves discussed preparations for the Best of America on Horseback ride in May, and responded to questions regarding costs to the City. Member Leonard explained the different options for participating.

7. OTHER MATTERS:

- EDAC Member Schwab commented about the need to repair and widen various streets in Norco. He also commented on the flood control channel work that has impacted traffic. In response, CM Groves stated that there are many issues to be addressed. She noted that she will bring back information and status, when it's available, on some of the specific projects mentioned.
- CM Groves reported that The Kosmont Companies has been retained to prepare an Economic Development Strategy Report, focusing on opportunities for Sixth Street and Hamner Avenue.
- Chair Crowson inquired about staff assisting in getting the property owner of the Sixth Street lot adjacent to the planned mural to lease or sell to the City.
- CM Groves described the flooding situation at Silverlakes and indicated that the State of Emergency declared on December 22, 2010, will make FEMA funds available to supplement assistance from the Army Corps of Engineers and Riverside County Flood Control. Once a solution is found to prevent future flooding Silverlakes will likely move forward noting that the first event will now be January 2012.
- CM Groves gave information on the 3/50 project, a website which promotes patronage of local businesses.

8. SETTING OF NEXT MEETING: February 24, 2011 at 9:30 AM

9. ADJOURNMENT: Chair Crowson adjourned the meeting at **11:10 AM**