



**MINUTES
CITY OF NORCO
ECONOMIC DEVELOPMENT ADVISORY COUNCIL
CONFERENCE ROOM "A" – 2870 CLARK AVENUE
REGULAR MEETING
FEBRUARY 24, 2011**

EDAC Members:

Jeff Compton, Community Business Representative
Wanda Crowson, Community Business Representative
Ed Dixon, Community Business Representative
Berwin Hanna, Mayor
Bill Schwab, Community Business Representative
Pamela Smith, Community Business Representative
Patrick Malone, Community Business Representative

EDAC Members Absent:

Kevin Bash, Mayor Pro Tem

Staff Present:

Beth Groves, City Manager
Roger Grody, Economic Development Specialist
Diane Germain, Deputy City Clerk

1. CALL TO ORDER: Chair Crowson called the meeting to order at **9:30 AM**
2. PUBLIC COMMENTS OR QUESTIONS: **NONE**
3. **APPROVAL OF MINUTES of JANUARY 27, 2011: M/S Schwab/Hanna** to approve the minutes of January 27, 2011 with corrections. **Motion Passed**
Members Dixon and Compton abstained due to absence on January 27, 2011.
4. **ELECTION OF CHAIRPERSON AND VICE-CHAIRPERSON:**
CM Groves asked the EDAC for nominations for the seats of Chair and Vice-Chair for a one-year term.
M/S Schwab/Malone to nominate Member Smith for Chair
M/S Malone/Smith to nominate current seated Chair Crowson for Vice-Chair

Member Smith noted that this group has grown and has accomplished a lot this past year. She added that the current projects and getting businesses in Norco must be continued.

Chair Crowson stated that she has enjoyed being Chair, noting that this is the best group she has worked with in a long time. She suggested that more needs to be done to generate activities to bring people into Norco.

AYES: Unanimous Motion Passed

5. **INTRODUCTION TO THE NORCO AREA CHAMBER OF COMMERCE AND VISITORS CENTER – Chairman Marvin Fortman**

Chair Smith welcomed Chairman Marvin Fortman of the Norco Area Chamber of Commerce and thanked him for coming in to speak to the EDAC.

Chairman Fortman gave an overview of the NACC, which launched in March of 2010. He stated that they now have a fully elected board consisting of 10 board members; adding that their main focus is to promote new businesses in Norco, development of a business to business program and the visitors' center to market Norco as a destination. Chairman Fortman shared the possibility of a business expo next summer, noting that their new location on Third Street could accommodate such an event.

Chairman Fortman handed out a restaurant guide and a draft picture of a community event board which has been in development with input from the EDAC. He noted that the two e-waste events, sponsored by the Chamber, have been very successful. He shared that through a rebate program, the NACC receives a portion of the fees collected by the state which helps with running the office and the many programs they sponsor.

Chairman Fortman shared additional information about the community event sign, such as funding needed, possibly through grants, business sponsorship, etc. He also noted some locations throughout Norco that would be visible to all.

Chairman Fortman answered questions from EDAC members; in closing he noted the one year anniversary event on March 3rd for the business, Front Porch located on Hamner Avenue.

6. INFORMATIONAL UPDATES:

A. Annual Banner Program – ED Specialist Grody

ED Specialist Grody gave an update from the sub-committee meeting regarding the decision on a possible new banner design, which would entail an additional tail of 18". He shared that two samples were hung along Sixth Street, one with a 12" extension and the other with an 18" extension. He added that the cost difference is \$12.00 increase for the 18" extension, which would not require changing the current cost to the public.

ED Specialist Grody stated that the first of two Patriotic Banner program is set to kick off within a week, adding that each round will run for 3 months.

B. Electronic/Digital Sign – ED Specialist Grody

ED Specialist Grody distributed a color copy of an electronic sign replica which was created by a volunteer, graphic artist Robert Byron from KO Graphics, per the specifications of the sub-committee. He stated that the actual electronic sign will be 16' from the ground and a possible location is on the South side of Sixth Street, East of Sierra Avenue, noting that it will be very visible for traffic traveling in both directions.

In response to Chair Smith, ED Specialist Grody stated that the pole/sign will last at minimum for ten years, as well as its powder coating, and confirmed that the cost will include the decorative metal topping. He said cost will be approximately \$60,000 and that the next step will be to get funding to build the pole.

Discussions ensued regarding options on how to get funding such as approaching non-profits to contribute with an offer of free or low-cost advertisement, offer pre-purchase advertising, or the City allocating funds to get the project started then recoup the cost thru monthly fees.

EDAC Member Schwab suggested that the sub-committee can begin discussions on ways of getting funds and will report back to the EDAC.

C. Film Norco Project – ED Specialist Grody

ED Specialist Grody reviewed the recently adopted Ordinance Number 930 setting the guidelines for filming in Norco. He shared that this program was met by enthusiasm by the City Council. He noted that the next step will be to develop a fee schedule which is scheduled to be presented to the City Council at its meeting of March 2, 2011.

ED Specialist Grody shared that he, City Manager Groves, Mayor Pro Tem Bash and Council Member Azevedo have met with the Inland Empire Film Commission recently. He explained the services provided to member cities such as attending trade shows to promote the member cities.

Chair Smith suggested that a picture of the Lake Norconian Resort not be used as it is mis-advertisement since the Resort is not readily available for anyone to visit.

D. Equine Affaire: Verbal Report – ED Specialist Grody

ED Specialist Grody noted that the Equine Affaire at the Pomona Fairgrounds was well attended and beneficial to advertise Norco.

Mayor Hanna shared that he worked the Norco booth on Friday, adding that it was very crowded and that the City's booth always draws a good crowd, noting that the horse cookies are very popular.

EDAC Member Dixon stated that he worked the booth on Thursday morning and was kept very busy noting that it was also well attended.

E. Redevelopment Agency 5-Yr Implementation Plan – City Manager Groves

CM Groves reviewed the 5-Yr Implementation Plan and the power-point exhibit which was presented to the City Council at its meeting of February 16th, 2011. She noted that this is required by state law and was created to help guide the Economic Development department stay focus on what redevelopment should be doing, like setting aside money for affordable housing.

In response to EDAC Member Malone, CM Groves noted that a staff report was done and that most numbers were inputted as assumption based on projection and economic indicators and is strictly based on our local economy.

In response to questions by EDAC Members, CM Groves explained where the Redevelopment Agency gets its funding, adding that the funds taken from the Redevelopment Fund does not affect the City's budget. She also stated that the State took money from both the City and the Redevelopment Agency. She further explained that an initiative is in place to make the State give the property tax money back within 3 years, and with that the City was able to get some property tax funds back. CM Groves noted that the RDA funds taken by the State is not a loan, the money is gone.

7. **OTHER MATTERS:**

- EDAC Member Jeff Compton reluctantly gave his notice of resignation, effective at the end of this meeting. He noted that he has enjoyed serving on the EDAC for the last two years, but a new business opportunity will require more of his attention and additional travel time.
- Chair Smith stated that there is a need to review the time frame of the EDAC meetings as it has been going well over one hour. All agreed that one and a half hour would be feasible for all to attend.
- Chair Smith also shared that Robert Leonard was recently appointed to the Planning Commission so can no longer be on the EDAC. CM Groves advised that the City Clerk will advertise for the two vacant seats.
- EDAC Member Schwab asked for a list of the tenure service of each EDAC members from staff.
- Vice Chair Crowson gave an update on the mural that will be placed on the west side wall of the Century-21 building.

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

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