



**MINUTES
CITY OF NORCO
ECONOMIC DEVELOPMENT ADVISORY COUNCIL
PARKS DEPARTMENT CONFERENCE ROOM
2870 CLARK AVENUE
REGULAR MEETING
APRIL 28, 2011**

EDAC Members:

Kevin Bash, Mayor Pro Tem
Ed Dixon, Community Business Representative
Berwin Hanna, Mayor
Patrick Malone, Community Business Representative
Bill Schwab, Community Business Representative
Pamela Smith, Chair, Community Business Representative

EDAC Members Absent:

Wanda Crowson, Vice-Chair, Community Business Representative

Staff Present:

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

Guest:

John Fernandez, Norco Valley Dental

1. **CALL TO ORDER:** Chair Smith called the meeting to order at **9:32 AM**

2. **PUBLIC COMMENTS OR QUESTIONS:**

John Fernandez, Norco Valley Dental: Mr. Fernandez shared some information about his business, Norco Valley Dental, and his interest in the Façade Improvement Program offered by the Redevelopment Agency. He added that he and his brother-in-law recently acquired a dental practice that has been in business in Norco since 1962.

3. **APPROVAL OF MINUTES:** February 24, 2011:

M/S Hanna/Malone to approve the minutes of February 24, 2011 as written.

Mayor Pro Tem Bash abstained as he was absent on February 24, 2011.

Motion Passed

4. **DISCUSSION OF EDAC APPLICATIONS RECEIVED FOR TWO VACANT POSITIONS:**

Chair Smith opened discussions regarding the applications received for the two vacant seats. She stated that she recommends Kim Calabrano to be appointed by the City Council. Chair Smith noted that she is familiar with her work; Ms. Calabrano's job is to bring businesses into town. Chair Smith asked for input from EDAC Members on both applicants.

EDAC Member Malone noted that in reviewing the applications he felt Kim Calabrano would be a great fit.

In response to Chair Smith, a few of the members noted that each was familiar with Ms. Calabrano and they agreed with Member Malone's previous comment.

It was suggested that a letter be sent to the second applicant, Jose Arreola III, proposing that his background may be more suited to a position on the Parks and Recreations Commission. ED Specialist Grody offered to contact the applicant.

M/S Bash/Dixon to recommend Kim Calabrano for one of two seats to the City Council, and re-advertise for the second seat.

AYES: Unanimous

Motion Passed

5. DISCUSSION OF EDAC FUTURE DIRECTION (*ED Specialist Grody*)

- A. Business Retention Efforts
- B. Business Attraction Efforts
- C. Business Survey

ED Specialist Grody gave an overview of the information provided titled "EDAC Core Mission 2011-12". He stated that this "mission" statement was developed by staff after extensive discussions between Chair Smith, CM Groves and himself. He gave a brief summary on the three points listed: business attraction, business retention and a possible business survey. ED Specialist Grody stated that many local businesses have had no experience with City Hall. He suggested that EDAC Members begin to network with local businesses, and get some input from them. He added that a questionnaire/survey will be created to guide them.

Chair Smith proposed that Council Members not approach businesses but have the survey on-hand for when they are approached, adding that the other EDAC members be pro-active and start to network with businesses they currently frequent. She suggested that each can share experiences; get some input, good and bad; and ask what City Hall can improve on; let the business community know that City Hall is here to help.

ED Specialist Grody suggested the Members approach this concept like ambassadors for the City Council and the City.

Discussions continued.

The EDAC asked staff to develop a draft survey and email it to each member for review prior to the next meeting.

CM Groves recommended that the EDAC adopt the Core Mission 2011-2012 as written.

BASH/SCHWAB to adopt the Core Mission 2011-2012 as written.

AYES: Unanimous

Motion Passed

Discussion followed, sharing suggestions on types of businesses that could be invited to locate into Norco.

6. INFORMATIONAL UPDATES (*ED Specialist Grody*)

A. Sixth Street Banner Program

ED Specialist Grody provided an update on the current Patriotic Banner Program, noting that only 14 of the available 33 spots have been sponsored. He stated that the second round is set to begin in August, adding that applications will be continually accepted until all poles are filled through the second round.

DCC Germain shared how many banners are going up on May 2nd, 2011, adding the she will continue to take applications for the next two weeks in the hopes of filling the remainder of the spots for the first round.

B. Electronic/Digital Sign

ED Specialist Grody shared a mockup of the electronic/digital sign; the sub-committee is looking at funding options. He stated that the Sub-committee will be meeting shortly and that he will have an update for the next meeting.

7. OTHER MATTERS:

- Chair Smith asked for an update on the film project; in response, ED Specialist Grody stated that the City is still in negotiations with the Inland Empire Film Commission. He added that a web site is being developed; it is currently in draft mode for the City Manager's review.
- Mayor Hanna invited everyone to join in the Best of America on Horseback event which will begin Friday, May 6, 2011. He stated that sign-ups will be taken up to the day of the rides. He added that a banquet, followed by a concert, is open to everyone, the fee is \$35 per person.
- Member Schwab inquired about pavers being used across trails in the bluffs area; he was told certain types have been approved and samples are available to view at the Building Department counter.
- Mayor Hanna gave a brief overview concerning the current situation at the auto mall.

8. SETTING OF NEXT MEETING: **May 26, 2011 at 9:30 AM**

9. ADJOURNMENT: Chair Smith adjourned the meeting at **11:00 AM**