



**MINUTES
CITY OF NORCO
ECONOMIC DEVELOPMENT ADVISORY COUNCIL
CONFERENCE ROOM "A" – 2870 CLARK AVENUE
REGULAR MEETING
MAY 26, 2011**

EDAC Members:

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

Staff Present:

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

Absent Members:

Wanda Crowson, Community Business Representative – Vice Chair

CALL TO ORDER: Chair Smith called the meeting to order at **9:30 AM**

PLEDGE OF ALLEGIANCE: **Member Dixon**

1. PUBLIC COMMENTS OR QUESTIONS: **NONE**

2. **WELCOME NEW EDAC MEMBER:** Kim Calabrano
Chair Smith welcomed the newest member, Kim Calabrano.

Kim Calabrano shared some information about herself and her work. She noted that she deals with retail and industrial type businesses, and added that she is always trying to bring people to the community.

3. APPROVAL OF MINUTES: April 28, 2011
M/S Malone/Hanna to approve the minutes of April 28, 2011 with minor corrections.

Kim Calabrano, abstained as she was not yet a member of the EDAC.

Motion Passed

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

A. **Survey** (draft emailed to each Member)

ED Specialist Grody reviewed the draft survey questionnaire. He stated that this questionnaire is to assist each Member to start a conversation when visiting local businesses. He added that this is just one part of the EDAC Core Mission to help support the City in keeping businesses and bring in new businesses.

Member Dixon shared his views on the questionnaire, adding that he feels Norco is business-friendly. He noted that one disadvantage for larger businesses to locate in Norco is the lack of density and population, and suggested that the City advertise itself more. Chair Smith asked for additional input from other members.

Member Malone stated he agrees that this is a good start and it should provide for some great feedback, good or bad.

In response to inquiries, Mayor Hanna gave a quick update on the status at Silverlakes, adding that the dike construction at the property is set to begin June 6, 2011.

Mayor Pro Tem Bash noted that among others, the City of Eastvale, Supervisor Tavaglione, Representative Calvert and Assemblyman Miller are on board to promote Silverlakes, adding that Norco businesses need to get ready for a big influx of business when the park opens. He stated that it may take a little while longer but Silverlakes will happen.

Discussions continued.

Chair Smith summarized the discussion as follows, everyone is in agreement with the questionnaire, each Member will go forward with their list of ten businesses and submit information to ED Specialist Grody, and the findings will be reviewed at the next EDAC meeting in July.

5. INFORMATIONAL UPDATES

A. **Sixth Street Banner Program** (*ED Specialist Grody*)

DCC Germain stated that six additional banners were sponsored for the first round of the Patriotic Banners, for a total of 28 banners along Sixth Street. She noted that at this time applications are being accepted for the second round, which will run August to November, adding that there are five applications in for round two.

M/S Smith/Schwab to allow Round One individuals to keep their banner up for an additional round should Round Two not fill up by one week prior to the July 29 deadline for a minimal fee of \$45.

Motion Passed

B. **City Budget** (*City Manager Groves*)

CM Groves provided an update on the City budget for the next fiscal year 2011-2012. She noted some changes that have been approved by the City Council as to the future meetings for the EDAC. She stated that meetings for the EDAC, along with a few other Commissions, will now meet quarterly beginning in July, 2011. CM Groves suggested that a sub-committee be created to take in and review the information of the surveys with staff, as they could meet more frequently.

CM Groves also shared that the Tenant Improvement and the Façade Improvement programs are still available and that ED Specialist Grody's contract will continue through the next fiscal year, noting that if the Redevelopment Agency were to be abolished by the State, it would just mean that all these services would have to be reorganized.

The Survey Sub-Committee will consist of Chair Smith and Members Malone, Dixon and Calabrano.

6. **OTHER MATTERS:**

- ED Specialist Grody provided an update from the Electronic Sign Sub-Committee. He distributed a report giving an outline on financing of the sign, on sponsorship, and the potential of grants. He noted that the Norco Area Chamber is moving ahead with the smaller advertisement signs as previously discussed at a passed meeting.
- ED Specialist Grody shared that one application was received for the one vacancy remaining on the EDAC. He stated that the applicant is John Fernandez; he had attended the last EDAC meeting. Member Dixon stated that he felt Mr. Fernandez would fit in the EDAC. EDS Grody noted that because he is not a resident he would bring in a different perspective to the group. He added that Mr. Fernandez owns his own business building on Hamner Avenue at Lampton Lane. **M/S Malone/Bash** to recommend John Fernandez for appointment to the EDAC to the City Council at its next meeting of June 15, 2011.
- Staff was asked to provide the 2011-2012 meeting schedule based on the newly approved quarterly meetings.

7. **SETTING OF NEXT MEETING: June 23, 2011 at 9:30 AM**

8. **ADJOURNMENT: Chair Smith adjourned the meeting at 11:02 AM**