



MINUTES
CITY OF NORCO
ECONOMIC DEVELOPMENT ADVISORY COUNCIL
CONFERENCE ROOM "A" – 2870 CLARK AVENUE
REGULAR MEETING
JULY 28, 2011

EDAC Members:

Kim Calabrano, Community Business Representative
Wanda Crowson, Community Business Representative – Vice Chair
Ed Dixon, Community Business Representative
Berwin Hanna, Mayor
Patrick Malone, Community Business Representative
Bill Schwab, Community Business Representative
Pamela Smith, Community Business Representative – Chair

Staff Present:

Roger Grody, Economic Development Specialist
Diane Germain, Deputy City Clerk

Absent Members:

Kevin Bash, Mayor Pro Tem
John Fernandez, Community Business Representative

Guest:

Marvin Fortman, Chairman, Norco Area Chamber of Commerce

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

PLEDGE OF ALLEGIANCE: **Vice-Chair Crowson**

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

2. APPROVAL OF MINUTES: June 23, 2011

M/S Dixon/Schwab to approve the minutes of June 23, 2011 with no corrections.

Mayor Hanna and Member Malone abstained, as each were absent on June 23, 2011.

Motion Passed

3. DISCUSSION OF BUSINESS SURVEY PROGRESS (*ED Specialist Grody*)

A. **Presentation/Discussion of Survey Responses**

ED Specialist Grody opened discussions regarding the survey responses received. He reviewed many of the remarks forwarded by the members; he thanked them for their prompt return of the information. ED Specialist Grody noted the top disadvantages mentioned on having a business in Norco as the lack of foot traffic, the City isn't responsive to small businesses, and the signage restrictions. He added that the Planning Commission is in the process of revamping the sign ordinance. He stated that there seemed to be a big request for more programs to promote business growth.

Vice Chair Crowson stated that in her field she has noticed that many businesses would like to come to Norco but find the process to be difficult; she added that staff needs to be more helpful and assist in guiding prospective business individuals thru the process.

Mayor Hanna shared that he has also received complaints about rudeness and the length of time the business license process takes. He noted that the City needs to change its attitude towards businesses before businesses are displaced along the 91 Freeway in Corona, stating that the City should want to attract a few of those businesses.

Discussion ensued.

In conclusion, ED Specialist Grody noted that most businesses that responded are happy to be in Norco but there are many issues that need to be addressed with City staff.

Chair Smith asked staff for an updated questionnaire, adding the questions discussed to guide each member as they meet with local businesses.

B. Set next sub-committee meeting

Chair Smith asked for input from the Business Survey Sub-Committee for scheduling its next meeting; all agreed on August 25, 2011 at 9:30am. The sub-committee Members includes Ed Dixon, Pat Malone, Kim Calabrano and Chair Pam Smith.

4. INFORMATIONAL UPDATES

A. Norco Area Chamber of Commerce *(Chairman Marvin Fortman)*

Mr. Fortman gave an update regarding a commercial sign project which had been discussed at a previous EDAC meeting. He shared the list of potential locations throughout Norco, which included a few additional suggested areas, noting that the ultimate goal is to have seven signs throughout town. He stated that the Chamber is working on the sign design, sponsorship options and optional time frames allotted per advertiser and/or sponsors.

ED Specialist Grody shared that most vacant lot property owners contacted about having a sign placed on their lots were very receptive to the idea, at no cost to the Chamber. He stated that the City is unable to provide financial backing at this time, just its influence.

Member Schwab shared sites visited by the Sign Sub-Committee when the sign discussion first began, including Fifth Street and Hamner Avenue.

It was noted that temporary signage will have to be monitored better once this sign program is available through the Norco Area Chamber of Commerce.

Discussion continued

Mr. Fortman gave a second presentation regarding development of a website to allow public access to a one stop shop to include rummage sale options including permits, signs for rent, create a map showing all rummage sales in town on any particular weekend, as well as offer coupons advertising local businesses. He stated that the details are still being discussed.

Member Malone stated that he likes the idea, adding that there will be those who will have their yard sale on their own date instead of on a scheduled city-wide rummage sale.

Discussion ensued.

B. Sixth Street Banner Program

DCC Germain gave an overview on how the Patriotic Banner Program has progressed. She advised that the previous round did not fill all the light-poles available, and the next round to begin in a few weeks also has low numbers.

Discussion continued regarding the annual schedule for future banner programs.

Staff was asked to set a Banner Program Sub-Committee meeting to further discuss the program and its future timetable. The sub-committee members include Vice Chair Crowson and Mayor Pro Tem Bash.

C. City Manager

CM Groves was not in attendance for this meeting. ED Specialist Grody gave some updates on her behalf.

5. OTHER MATTERS:

- Chair Smith stated concerns regarding the distribution center being proposed at the Norco Egg Ranch property and that the EDAC was not included in the review process. In response, ED Specialist Grody stated that he would verify if such a project is under the purview of the EDAC; he added that he would inquire about any future projects to share with the EDAC.
- In response to Vice Chair Crowson, ED Specialist Grody stated that the first phase of the Silverlakes Equestrian and Soccer Park is set to open in 2012 and commended the suggestion to ask local businesses if they are preparing for the opening. He also noted that he will continue to provide updates on Silverlakes when available.

6. SETTING OF NEXT MEETING: **October 20, 2011 at 9:30 AM**

7. ADJOURNMENT: Chair Smith adjourned the meeting at **11:08 AM**