



**MINUTES**  
**CITY OF NORCO**  
ECONOMIC DEVELOPMENT ADVISORY COUNCIL  
CONFERENCE ROOM "A" – 2870 CLARK AVENUE  
REGULAR MEETING  
OCTOBER 20, 2011

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**EDAC Members:**

Ed Dixon, Community Business Representative  
John Fernandez, 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  
Kim Calabrano, Community Business Representative  
Wanda Crowson, Community Business Representative – Vice Chair

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

PLEDGE OF ALLEGIANCE: **Member Malone**

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

2. APPROVAL OF MINUTES: July 28, 2011

**M/S Malone/Schwab** to approve the minutes of July 28, 2011 with no corrections.

Upon staff review of the approval of the July 28, 2011, minutes it was determined that a quorum was not present at the time Chair Smith asked for approval as Member Fernandez had to abstain due to his absence on July 28, 2011. Therefore, the approval of the July 28, 2011 minutes must be continued to the next scheduled meeting.

3. SUB-COMMITTEE REPORTS:

**A. Business Survey Sub-Committee:**

ED Specialist Grody passed out a summary of the Business Retention Survey conducted by the EDAC members. He noted that a trend had been established based on the feedback from the surveys. ED Specialist Grody stated that the sub-committee had met to discuss some of the issues brought up by the survey, some noting lack of customer-friendly service by city staff.

Member Malone suggested that a proposal needs to be created to take care of some of the issues brought up by the surveys. In response, EDS Grody noted that the City Manager has shared these concerns with the department heads and that efforts to improve service were underway.

Discussion ensued, suggesting a “secret shopper”, re-training staff and providing tools to guide in better customer service and pro-business attitude.

EDS Grody shared that another issue high on the list was the restrictions on signage. He offered the EDAC members an opportunity to have a voice in the process and provide recommendations based on the business surveys to the City Manager so that she may present them to the City Council when the sign ordinance is brought up for revamping.

Discussion ensued in the EDAC assisting with amending the sign ordinance.

Chair Smith asked for the availability of the Business Survey Sub-Committee members present for a meeting on Tuesday, November 8, 2011, at 9:00 a.m.; the members are Chair Smith, Members Malone and Dixon, and absent Member Calabrano. She asked that all EDAC members take digital photos of current signs within the City and forward them to Member Malone by November 1st so that he can put a memo together for the sub-committee to review. The sub-committee will come up with a list of suggestions regarding signage and share it with the remainder of the EDAC at its next scheduled meeting. EDS Grody emphasized that all recommendations must be based on the findings of the survey, rather than personal opinions.

Chair Smith suggested that a thank you letter be sent to those companies that have participated in the survey.

**B. Banner Program Sub-Committee:**

EDS Grody provided a memo detailing results of the Banner Program Sub-Committee meeting held in September which included a set annual schedule for the upcoming year and a new lower price. He also noted that the day-to-day handling of the program has been turned over to staff member Jessica Hochderffer, and he further thanked DCC Germain for her continued dedication to the program.

**C. Electronic Sign Sub-committee:**

EDS Grody stated that due to the unknown state of the Economic Development Agency, this project is currently on hold. The electronic sign project can be revisited once funds become available.

Mayor Hanna noted his confidence that once the Silverlakes Equestrian and Sports Park is open and running, sponsors will become available to sponsor the sign.

**4. DISCUSSION AND REVIEW OF CITY COUNCIL RESOLUTION NO. 2011-18 ON EDAC RESPONSIBILITIES:**

The EDAC members reviewed the resolution and its purpose and responsibility to the City.

Chair Smith encouraged the EDAC to take to heart its purpose as noted in Section 2 of the City Council Resolution No. 2011-18, which includes proposing recommendations to the City Council to help improve economics and the development of strategies aimed at increasing sales tax revenues in the City.

5. EDAC MEMBER COMMENTS – Regarding Matters Not on the Agenda:

- Chair Smith gave an update on the Norco Area Chamber of Commerce. She noted a change in staff as Chairman Fortman has resigned. Vice-Chair Tom Wilson has stepped up to the responsibility of Chair. The NACC Elections are scheduled in November; there are four seats up for election.
- Member Malone suggested that special meetings be scheduled to keep the momentum up for the EDAC. DCC Germain explained that special meetings can only be scheduled on an as needed basis for specific items that need to be addressed and cannot wait until the next regular meeting.
- EDS Grody shared a presentation that is regularly sent to potential hospitality-related businesses, such as hotel developers or investors. He added that he has received some feedback from a few, noting that the prospects are very good.
- In response to Member Schwab, Mayor Hanna stated that the Norco Animal Control Shelter Project had been approved by the Council and included in the RDA budget. He added that since the contract was approved prior to the State freezing redevelopment funds, the project is going forth.

6. SETTING OF NEXT MEETING: **January 19, 2012** (Date corrected from meeting agenda)

7. ADJOURNMENT: Chair Smith adjourned the meeting at **10:52 AM**