



MINUTES
CITY OF NORCO
ECONOMIC DEVELOPMENT ADVISORY COUNCIL
CONFERENCE ROOM "A" – 2870 CLARK AVENUE
SPECIAL MEETING
DECEMBER 5, 2011

EDAC Members:

Kevin Bash, Mayor Pro Tem
Kim Calabrano, Community Business Representative
Ed Dixon, Community Business Representative
John Fernandez, Community Business Representative
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:

Berwin Hanna, Mayor
Wanda Crowson, Community Business Representative – Vice Chair

CALL TO ORDER: **9:30 AM**

PLEDGE OF ALLEGIANCE: **Member Dixon**

1. ACTION ITEMS:

A. Appointments to City Council Ad Hoc Working Group on Signage:
Chair Smith stated that two members of the EDAC need to be appointed and asked for volunteers or nominations.

City Manager Groves shared the decision made by the City Council at its meeting of November 16, 2011, noting that Council Member Sullivan and Mayor Pro Tem Bash were appointed by the Mayor. She added that the Planning Commission will be meeting the following week to choose two of its members to sit on this Ad Hoc Working Committee. CM Groves gave an overview of what may be expected from an Ad Hoc Committee.

Chair Smith nominated Members Schwab and Malone; she then asked each of them if they were willing and available to serve on the Ad Hoc Working Committee.

Mayor Pro Tem Bash noted the importance to create a sign ordinance that would be conducive to our lifestyle and give each business the benefit of advertisement. He stated that his wife spent a few days taking pictures of the different signs within the City and found many needed repairs. Mayor Pro Tem Bash offered to provide a disk of the pictures to Member Malone so that he could share them with the Ad Hoc committee.

Member Dixon made a motion to nominate Members Malone and Schwab to represent the EDAC on the Ad Hoc committee; it was seconded by Member Calabrano.

AYES: Calabrano, Dixon, Fernandez, Malone, Schwab and Smith

ABSENT: Crowson, Hanna

ABSTAIN: Bash

B. Distribution of Final Summary of Business Retention Survey:

Economic Development Specialist Grody gave a presentation on the findings of the survey conducted by members of the EDAC over the last few months. He noted that the results indicate a good sampling of the issues, perceptions and concerns of Norco's local businesses.

In response to Chair Smith, Economic Development Specialist Grody stated that the City is looking into the possibility of including a line for an email address on its business license application to assist the City with continual communication with the business community. He added that staff is working on an e-magazine format to assist with said communication, keeping the business community informed.

City Manager Groves noted that a similar program is being developed for residents as well.

Discussions ensued.

Mayor Pro Tem Bash stated that residents need to take some responsibility for the City's welfare; they need to become a Norco customer and shop Norco.

Member Schwab agreed and gave two rules to live by, buy American and support the "mom-n-pop" stores.

C. Appointments to Business Attraction Sub-Committee:

Chair Smith reiterated that the business retention survey was the first phase of an economic development program. She noted that now is the time to begin the second phase by appointing a sub-committee to follow through with the business attraction. She asked for volunteers or nominations.

The following EDAC members volunteered to serve on the Business Attraction Sub-Committee: Kim Calabrano, John Fernandez and Pam Smith. It was noted that one more member can volunteer at a later date. Chair Smith will contact each volunteer to set up a meeting.

Economic Development Specialist Grody asked that staff be notified as well regarding the meetings.

2. PUBLIC COMMENTS: **NONE**

3. ADJOURNMENT: Chair Smith adjourned the meeting at **9:53 AM**