



**MINUTES**  
**CITY OF NORCO**  
ECONOMIC DEVELOPMENT ADVISORY COUNCIL  
CONFERENCE ROOM "A" – 2870 CLARK AVENUE  
REGULAR MEETING  
JANUARY 19, 2012

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**EDAC Members:**

Kim Calabrano, Community Business Representative  
Wanda Crowson, Community Business Representative – Vice Chair  
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:**

Kevin Bash, Mayor  
Berwin Hanna, Council Member

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

PLEDGE OF ALLEGIANCE: **Member Fernandez**

1. PUBLIC COMMENTS OR QUESTIONS: **NONE**
2. DISCUSSION ON CHANGING ELECTION OF CHAIRPERSON AND VICE-CHAIRPERSON TO JULY OF EACH YEAR, TO COINCIDE WITH THE TERM SCHEDULE:

City Manager Groves reviewed the format previously used to select the Chair and Vice-Chair for a one-year term, based on the lack of set terms for the Economic Development Advisory Council (EDAC). She suggested that since four-year terms are now set for the EDAC and become effective on the first of July each year, the selection of a new Chair and Vice-Chair should also be changed to July of each year to coincide with the beginning of scheduled terms.

Discussions ensued.

**M/S Malone/Crowson** to allow the current seated Chair and Vice-Chair to remain in their positions until the July 2012 meeting and continue as such on an annual basis.

**AYES: Unanimous Motion Passed**

3. APPROVAL OF MINUTES:
  - A. Re-approve July 28, 2011, due to lack of quorum when previously presented
  - B. Regular meeting October 20, 2011
  - C. Special meeting December 5, 2011

**M/S Crowson/Calabrano** to approve the minutes of July 28, 2011

**M/S Fernandez/Dixons** to approve the minutes of October 20, 2011

**M/S Schwab/Calabrano** to approve the minutes of December 5, 2011

**Due to absences the following Members abstained from approval of certain minutes:**

**Member Fernandez, absent on July 28, 2011**

**Members Crowson and Calabrano, absent on October 20, 2011**

**Member Crowson, absent on December 5, 2011**

**AYES: Unanimous, with exceptions due to absences as listed above**

**ABSENT: Bash, Hanna**

4. CITY SIGN CODE WORKING GROUP UPDATE – *Members Malone and Schwab*  
Member Malone gave an overview of discussions that have occurred to date of the Sign Code Working Group, noting additional meetings are set for the next four weeks. He reviewed the issues discussed to date such as an assessment of the signs currently displayed throughout the City, as well as compatibility with businesses needing to advertise and the City's equestrian lifestyle. Member Malone noted that members of the Norco Area Chamber of Commerce have been invited to speak to the group, and most recently, the Code Compliance Officer gave a presentation.

Economic Development Specialist Grody added that discussions have provided for some interesting ideas to allow advertising and keeping the streets clean of unsightly signs, noting that it is a delicate balancing act. He also commended Member Malone for a great job as the Working Group's Chair.

5. SUB-COMMITTEE REPORTS

A. **Business Attraction Sub-Committee** – *Members Calabrano, Fernandez and Smith*

ED Specialist Grody distributed a list of potential retail targets that the sub-committee put together for review. He stated that the sub-committee discussed many of the listed retailers in order to focus on the best fit for Norco.

Chair Smith asked for additional input from other members.

Vice-Chair Crowson noted that business/industrial rental prices are starting to get lower which will potentially fill the empty store fronts and also benefit the City economically.

It was mentioned that small chain-type stores may be easier to work with as they may have the flexibility to make decisions without the additional process required by many corporations.

Discussions ensued.

B. **Electronic Sign Sub-committee** – *Member Schwab and Council Member Hanna*

Member Schwab stated that no further discussions or meetings have taken place, mostly due to lack of funds.

ED Specialist Grody noted that this project is on the back-burner for now, but that he continues to explore options. He shared that the Sign Code Working Group has discussed the possibility of a rotating program on an electronic sign that would change the information throughout the day based on the time of day and type of events scheduled.

**C. Economic Development Agency Update – *City Manager Groves***

City Manager Groves provided a status update on the dissolution of the Redevelopment Agency for the City of Norco. She explained the decision made by the Superior Court to uphold Governor Brown's decision to abolish all Community Redevelopment Agencies within the State of California and the process to be followed by the Agency.

City Manager Groves and ED Specialist Grody assured the EDAC Members that this committee will continue to thrive and assist the City with economics, even without an Economic Development Agency in place.

City Manager Groves also provided an update on Silverlakes Equestrian and Sports Park, noting that the first phase is scheduled to open by September 2012. She stated that some work has begun on the property and the anticipated full operation of the park is set for the beginning of next year, 2013.

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

**Banner Update:** ED Specialist Grody gave an overview of suggested changes to the City Banner Program. He noted that despite aggressive marketing efforts, the January banner cycle could not be filled, possibly due to the holiday season timing. Staff has decided to postpone the cycle of banners until May 2012 and have it run through the summer and fall seasons. Staff is also recommending a two-cycle Banner Program calendar consisting of Holiday Banners displayed in November-December, and Patriotic Banners from January through October, continuously. He reviewed the details of the new guidelines and new lower cost, adding that the new marketing will begin shortly.

**7. SETTING OF NEXT MEETING: April 26, 2012 at 9:30 AM**

**8. ADJOURNMENT: Chair Smith adjourned the meeting at 10:45 AM**