

Economic Development Specialist Grody summarized a community video program which gives highlights and benefits of a given city. He stated that CGI Communications works closely with National League of Cities. He gave a demonstration using the City of Cypress' website to show a couple of the 60-90 seconds videos, which included various topics such as quality of life, economic development and tourism. Specialist Grody noted that there is no cost to the city as the company makes its money from community businesses contributions and advertisements.

Mayor Bash stated his support noting that this can be a wonderful tool and a great opportunity for the City.

Discussions followed.

City Manager Groves noted that more information will be available once staff has met with CGI Communications. She suggested that a subcommittee be created to further discuss this issue and to provide suggestions on key points to help promote the City.

M/S Malone/Fernandez to create the Community Showcase Video Sub Committee

AYES: Azevedo, Bash, Calabrano, Crowson, Fernandez, Malone, Smith

ABSENT: Dixon, Schwab

Motion Passed

Chair Smith asked for volunteers for the Community Showcase Video Sub Committee. Members Calabrano and Crowson and Mayor Bash offered to serve on the Sub Committee.

Mayor Bash suggested that the Norco Area Chamber become involved in the near future.

5. SUB-COMMITTEE REPORTS

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

Economic Development Specialist Grody stated that the Sub Committee has had several meetings, noting that the Business Retention Sub Committee has morphed into the Business Attraction Sub Committee. He added that based on the wish list, which had been distributed at the last EDAC meeting, many contacts have been made. He shared that he is in discussion with many potential interested parties, such as Farrells Ice Cream Parlor and Black Angus Restaurant.

Specialist Grody shared that he will be receiving assistance from a new intern in making some cold-calls to attempt to get additional businesses interested in the City.

Member Fernandez stated that he has had discussions with miscellaneous business owners outside of Norco with the hope that they may become interested in coming to Norco.

Mayor Pro Tem Azevedo asked staff to have the Silverlakes website updated as she refers many potential businesses to the website for additional information on the future Equestrian and Sports Park.

In closing, Chair Smith noted that it takes all committee members to speak about Norco to any and all potential business/retail venues.

B. Economic Development Update – *Econ. Development Specialist Grody*

Economic Development Specialist Grody stated that he has noticed an increase in interest with Norco, adding that he has received a few calls from hotel developers.

City Manager Groves agreed and noting credit to the fact that the construction at Silverlakes is visibly underway. She also noted potential development on Sixth Street, based on the Hospitality Development Zone area recently approved by the City Council. She commended staff for being proactive in visualizing a great opportunity for future development. City Manager Groves shared that she has been approached with future business opportunities for the City.

City Manager Groves also gave a short summary of the announcement made by the California Rehabilitation Center on its closing by the end of June 2016.

Discussions ensued with potential opportunities for the City.

City Manager Groves encouraged Members to attend the Community Workshop scheduled on April 30, 2012, which will provide information and discussions on the City's future.

6. ELECTION OF CHAIR AND VICE-CHAIR EFFECTIVE JULY 1, 2012.

M/S Bash/Calabrano to nominate Member Malone as Chair of the EDAC

AYES: Azevedo, Bash, Calabrano, Crowson, Fernandez, Smith

ABSENT: Dixon, Schwab

Motion Passed

M/S Bash/Calabrano to nominate Member Calabrano as Vice Chair of the EDAC

AYES: Azevedo, Bash, Crowson, Fernandez, Malone, Smith

ABSENT: Dixon, Schwab

Motion Passed

7. EDAC MEMBER COMMENTS – Regarding Matters Not on the Agenda

- Mayor Bash asked staff that the Sixth Street Revitalization be brought back for discussion.
- Mayor Bash provided information on a potential fundraiser event to care for the roof at the Norconian Hotel.
- Mayor Bash shared that residents need to understand that cuts are needed, including items that are close to their heart, such as parks; adding that the City is on its own financially, there is no assistance available at State level.
- Mayor Bash commended the City's staff's continuous hard work and dedication.

8. SETTING OF NEXT MEETING: **July 26, 2012 at 9:30 AM**

9. ADJOURNMENT: Chair Smith adjourned the meeting at **10:43 AM**