



MINUTES
CITY OF NORCO
ECONOMIC DEVELOPMENT ADVISORY COUNCIL
CONFERENCE ROOM "A" – 2870 CLARK AVENUE
REGULAR MEETING
JULY 25, 2012

EDAC Members:

Kathy Azevedo, Mayor Pro Tem – arrived 9:50 AM
Kevin Bash, Mayor
Kim Calabrano, Community Business Representative – Vice Chair
Wanda Crowson, Community Business Representative
Ed Dixon, Community Business Representative
Patrick Malone, Community Business Representative - Chair
Bill Schwab, Community Business Representative
Pamela Smith, Community Business Representative – arrived 9:55 AM

Staff Present:

Beth Groves, City Manager
Roger Grody, Economic Development Specialist
Steve King, Planning Director
Diane Germain, Deputy City Clerk

Absent Members:

John Fernandez, Community Business Representative

CALL TO ORDER: Chair Malone called the meeting to order at **9:33 AM**

PLEDGE OF ALLEGIANCE: **Member Schwab**

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

2. APPROVAL OF MINUTES: April 26, 2012

M/S Crowson/Bash to approve the minutes of regular meeting on April 26, 2012 as written

AYES: Bash, Calabrano, Crowson and Malone

ABSENT: Azevedo, Fernandez and Smith

ABSTAIN: Dixon and Schwab: both were absent on April 26, 2012

The motion failed as a quorum was not present at the time of the approval of the minutes. Approval will be re-agendized for the next regular meeting.

3. YEAR IN REVIEW/GOALS FOR COMING YEAR – *Chair Malone*

Chair Malone reviewed the achievements and challenges that faced the Economic Development Advisory Council (EDAC) through the previous fiscal year. He stated that the EDAC must manage its time for the next fiscal year since there are only four regular meetings scheduled in the year. He asked for input from the members.

Specialist Grody commended the achievements accomplished by the EDAC considering the obstacles they have had to maneuver.

Discussions ensued regarding promoting Norco as a destination for both visitors and businesses, and how the EDAC can provide recommendations and assistance.

Mayor Bash noted positive input he has received while visiting many local businesses. He also reported that Norco generates a high amount of sales tax revenue for its size, which proves Norconians are loyal to local businesses.

City Manager Groves stated that there has been great exposure about Norco through regional publications as well as during the special events held in Norco such as the upcoming National Day of the American Cowboy.

Chair Malone suggested deferring the goal setting portion of this item until later in the meeting.

4. DISCUSSION

A. Sixth Street Revitalization

Specialist Grody stated that EDAC members had asked to review the original Sixth Street Revitalization Specific Plan from 1999 to grasp what had been discussed. He added that moving forward, the EDAC can discuss and provide options to help generate business and make it a dynamic area.

Planning Director King joined the meeting to give a brief overview of the Specific Plan. He stated that its purpose was to create additional uses not allowed in the C-4 zone, to allow certain design features and provide guidelines for existing and new businesses. He further reviewed a few aspects of the Specific Plan noting that the main goal at the time was to establish a downtown feel to Sixth Street.

Discussions ensued with suggestions of changing the zoning along Sixth Street to accommodate more diverse types of businesses, address parking issues, have a stronger code enforcement presence, and to allow live/work situations for boutiques, art studios and other specialized retail activity.

5. SUB-COMMITTEE REPORTS

A. Community Showcase Video Sub-Committee – *Members Calabrano and Crowson and Mayor Bash*

Specialist Grody stated that the subcommittee has met and developed a list of key message points to be promoted in each of six short videos, as well as prospective images to be used. He shared that filming will begin sometime in the fall of 2012. He said that the next step for the subcommittee is to create scripts. He noted that CGI had begun to contact businesses in town to promote advertising on the web site; the Norco Area Chamber has also been contacted. CGI has been provided with a letter on City letterhead to forward to local businesses prior to contacting them. He announced that two businesses have already signed up.

It was suggested that a member of the subcommittee escort CGI staff throughout Norco when they are in town to market their services to local businesses. All members were very receptive to the idea.

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

Specialist Grody stated that staff has been reaching out to several companies from the list created by the subcommittee, and was able to get potential good leads. It was suggested that the City contact a sporting type store as the opening of Silverlakes Park is coming soon and it would be a great fit. He noted that the subcommittee will be meeting in the next few weeks.

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

Specialist Grody stated that he continues to receive calls from serious, sophisticated developers inquiring about developing in Norco, especially since the potential closing of the prison was announced.

Mayor Bash shared that he is working to rejoin some of the Lake Norconian property, mainly the lake and approximately another 90 acres of land the Navy owns to the prison land portion, upon its closure; asking the Navy to down size the amount of land needed for their work.

D. City Manager Update – *City Manager Groves*

City Manager Groves informed the EDAC on the upcoming swap meet at the Norco College, noting that final details are still being discussed. She stated that the group organizing the swap meet is the same company that runs the Orange County Swap Meet. She added that it will run on Saturdays and Sundays, and that this is a great opportunity for Norco. She shared that the name being considered is the Norco Trading Post. She will provide future updates when available.

City Manager Groves also noted that since a few cities around our community have filed bankruptcy, Chapter 9, many concerns have been raised. She stated that the City of Norco is not at all in the same situation as San Bernardino or Stockton, and does not have any issues that would call for the City to file bankruptcy.

6. EDAC MEMBER COMMENTS – Regarding matters not on the agenda

- **Mayor Azevedo** noted that Norco will be celebrating its 50th Anniversary in 2014, asking for EDAC Members to become involved with discussions for a huge event and to promote the City. She asked that a discussion item be added on a future EDAC agenda.
- **Member Schwab** noted blight on Broken Arrow Ave; stating that there are numerous unsightly and offensive signs in the neighborhood. In response, City Manager Groves explained that the resident went to court to be allowed to display these signs which make references to a group home next door to her.
- In response to **Member Schwab**, City Manager Groves confirmed that the Sheriff's substation will remain in Norco, and that the substation does get assistance from deputies of the Jurupa main station when needed.
- **M/S Smith/Crowson** for the EDAC to recommend a change in the zoning along Sixth Street to include more specific retail, allow live/work type businesses, offer parking incentives, provide public walk-ways, add strong code enforcements to property owners to keep properties clean and maintain their business signs.
AYES: Azevedo, Calabrano, Crowson, Dixon, Malone, Schwab, Smith
ABSENT: Bash, Fernandez **Motion Passed**
- **Chair Malone** reminded the EDAC that staff will agendaize the following items for its next regular meeting: 1) City's 50th Anniversary Celebration; 2) Goal-setting for the remainder of the year; 3) Sixth Street revitalization; and 4) Report on the number of businesses opening and closing.

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

8. ADJOURNMENT: Chair Malone adjourned the meeting at **11:20 AM**