



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

EDAC Members:

Kathy Azevedo, Mayor Pro Tem
Kevin Bash, Mayor
Kim Calabrano, Community Business Representative – Vice Chair
Wanda Crowson, Community Business Representative
Patrick Malone, Community Business Representative - Chair
Bill Schwab, Community Business Representative
Pamela Smith, Community Business Representative

Members Absent:

Ed Dixon, Community Business Representative
John Fernandez, Community Business Representative

Staff Present:

Beth Groves, City Manager
Roger Grody, Economic Development Specialist
Diane Germain, Deputy City Clerk

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

PLEDGE OF ALLEGIANCE: **Chair Malone**

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

2. APPROVAL OF MINUTES: April 26, 2012 (due to lack of quorum at prior meeting) and July 25, 2012

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

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

ABSENT: Dixon, Fernandez

ABSTAIN: Schwab (absent on April 26, 2012)

M/S Bash/Crowson to approve the minutes of regular meeting of July 25, 2012 as written

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

ABSENT: Dixon, Fernandez

3. SUB-COMMITTEE REPORTS (Verbal Reports)

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

Economic Development Specialist Grody stated that CGI Communications came to Norco to film on Tuesday and Wednesday, October 23 and 24, 2012, and thanked Mayor Bash and Member Calabrano who escorted the Videographer throughout the City.

Both Mayor Bash and Member Calabrano shared their experiences, noting the areas visited included miscellaneous businesses, the Norco Community College and Norco High School campuses, the City Clock and the water wheel on Sixth Street. The Videographer was also able to film horseback riders in the equestrian trails.

Economic Development Specialist Grody reviewed the next steps to be taken prior to the short videos going live on the City's website.

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

Economic Development Specialist Grody provided an update on the status of the Economic Development within the City of Norco. He shared that he is getting a lot of inquiries from credible developers and large companies, adding that 2013 looks promising.

Chair Malone suggested that the Business Attraction Subcommittee reconvene for further discussion on continued business attraction. In response, Economic Development Specialist Grody stated that many of the companies noted on the list previously created have contacted the City directly.

C. City Manager Update – *City Manager Groves*

Informational updates provided on the following:

- Auto Mall Zone Change: The Planning Commission reviewed the Auto Mall Specific Plan to make some adjustments to allow additional commercial options for the large area covered by the Specific Plan. She added that a recommendation will be forwarded to the City Council for its review.
- Norco Trading Post: An agreement has been solidified, and the swap meet is scheduled to begin business in March 2013.
- Prison Property Update: Discussions are in progress with the State Departmental General Services, which handles the closing of the property, expected to be 2016. She also explained the process to be followed by the State.
- Norco Area Chamber of Commerce and Visitors Bureau: The Chamber is now a tenant of the City, leasing rooms located behind the Norco Library. Member Smith shared information regarding preparations and the potential opening of the offices which is set for December 2012.

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

- Member Smith inquired about the Sixth Street revitalization. In response, City Manager Groves stated that the EDAC suggestions have been shared with the Zoning Working Group. She will provide an update as soon as information is available.
- In response to Mayor Pro Tem Azevedo's inquiry, Member Crowson provided information on the status of the Waterwheel business located on Sixth Street.
- In response to Member Schwab, City Manager Groves stated that the City currently has over 300 registered volunteers who assist in many capacities based on their qualifications and preferences.
- Member Schwab noted that the Rotary Club is preparing for its Annual Springtime fundraiser event, which will include food vendors, bands and wine tasting.
- Chair Malone asked staff for an update on businesses opening and closing, as well as an update on the closing of the Albertsons on Hamner Avenue and the future use of its location.

Economic Development Advisory Council Agenda

Page 3

October 25, 2012

- Member Schwab asked that an item be added to the January 2013 agenda, discussion on EDAC goals for 2013.
- Economic Development Specialist Grody advised the members that Member Fernandez will be resigning from the EDAC due to work conflicts with the commitments needed to serve. He advised that the City Clerk will advertise the opening once an official resignation letter is received.

5. SETTING OF NEXT MEETING: **January 24, 2013 at 9:30 AM**

6. ADJOURNMENT: Chair Malone adjourned the meeting at **10:45 AM**

/DI