



MINUTES
CITY OF NORCO
ECONOMIC DEVELOPMENT ADVISORY COUNCIL
CONFERENCE ROOM "A" – 2870 CLARK AVENUE
SPECIAL MEETING
NOVEMBER 27, 2012

EDAC Members:

Kathy Azevedo, Mayor Pro Tem
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

Absent Members:

John Fernandez, Community Business Representative (resigned – 11/26/2012)

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 **2:02 P.M.**

PLEDGE OF ALLEGIANCE: **Member Smith**

1. PUBLIC COMMENTS: **NONE**

2. DISCUSSION ITEM:

A. Setting Goals and Objectives – *Report by Chairman Malone*

Chair Malone introduced the topics of discussion as follows:

- Evaluation of a Business Improvement District or Tourism Marketing District
- Strategies for positioning Norco as a competitive tourist destination
- Enhancing Norco's brand as Horsetown USA

Chair Malone elaborated on what a Business Improvement District (BID) is, noting that Sixth Street and Hamner Avenue would most likely qualify as Business Improvement Districts as each street is currently an established business corridor.

Discussions ensued regarding options to get local businesses involved.

City Manager Groves explained that a business district can only be established by the local businesses without the City's involvement; this is similar to a HOA but for businesses. In response to Chair Malone, she agreed that numerous business districts can be established and that these would strictly be run by the individual district organizations.

Further discussions ensued on strategies for getting information about the City out to the public-at-large, including information on events taking place in the City throughout the year, the soon-to-open Silverlakes Equestrian and Sports Park, as well as the upcoming 50th Year Anniversary of Cityhood in 2014.

Additional suggestions discussed included having all events information available on the City's website and through the new Visitors Center, as long as a viable communications person of the event/s provides the info; create an informational flyer for distribution to residents and visitors, with a calendar of upcoming events;

Member Smith offered to put a first run of a quarterly calendar of events in the Coffee News publication.

All Members agreed that the long term strategy is to bring people to the City of Norco which will help promote economic growth for the City.

Mayor Pro Tem Azevedo stated that 2013 needs to be a planning year for the 50th Year Anniversary in 2014 of the Incorporation for the City of Norco in 1964. She noted that she has recruited a few volunteers to begin meetings in January 2013, including Norco Community College and other businesses.

Mayor Bash suggested that there be a minimum of six events throughout the Anniversary Year; suggesting a film festival as one.

City Manager Groves noted that a Committee of resident-volunteers should be created to help plan the special event, raise funds, create a slogan, and a special logo for just this event to be used throughout the year, which local businesses can also use to sell memorabilia of the anniversary.

Chair Malone asked staff to schedule the following items on the next agenda of an EDAC regular meeting:

- Cost of advertisement cards
- Ask Chamber Board member to attend
- Centralize information system report

3. ADJOURNMENT: Chair Malone adjourned the meeting at 3:15 PM