



**MINUTES**  
**CITY OF NORCO**  
ECONOMIC DEVELOPMENT ADVISORY COUNCIL  
CONFERENCE ROOM "A" – 2870 CLARK AVENUE  
REGULAR MEETING  
JANUARY 24, 2013

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**EDAC Members:**

Kathy Azevedo, Mayor  
Kevin Bash, Council Member  
Wanda Crowson, Community Business Representative – arrived at 9:36am  
Ed Dixon, Community Business Representative  
Patrick Malone, Community Business Representative - Chair  
Bill Schwab, Community Business Representative  
Pamela Smith, Community Business Representative

**Members Absent:**

Kim Calabrano, Community Business Representative – Vice Chair

**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 **9:33 A.M.**

PLEDGE OF ALLEGIANCE:       **Member Schwab**

**1. PUBLIC COMMENTS OR QUESTIONS:**

Introductions were made of the following applicants for the one open position on the EDAC: Melissa Villapando, Director of Sales at the Hampton Inn, Norco; Sharon Higman, Norco resident, retired from the banking industry; and Diane Collins, Executive Director of the Norco Area Chamber.

**2. APPROVAL OF MINUTES: Recommended Action: Approval (Deputy City Clerk)**

- Regular Meeting of October 25, 2012

**M/S Bash/Smith** to approve the minutes of regular meeting of October 25, 2012 as written

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

**ABSTAIN:       Dixon** (absent on October 25, 2012)

**ABSENT:       Crowson** (arrived late)

- Special Meeting of November 27, 2012

**M/S Bash/Smith** to approve the minutes of regular meeting of October 25, 2012 as written

**AYES:           Unanimous**

**ABSENT:       Crowson** (arrived late)

3. GUEST SPEAKERS: NORCO AREA CHAMBER OF COMMERCE AND VISITORS CENTER – *Board Member & Executive Director*

Guest speaker, Diane Collins, Executive Director, gave an overview of the Norco Area Chamber events from the previous year; and shared information on upcoming events for 2013. She noted that the Chamber membership is continuously growing, providing a great source of networking for local businesses, which includes the quarterly mixer hosted by business members.

Ms. Collins stated that staff is working on many projects including grand openings, when contacted; the upcoming Instillation Dinner; e-waste events scheduled the following weekend, as well as one in mid-summer; restaurant guide; welcome packets for new businesses and residents; and much more. She shared the Chamber is also developing an e-blast type program which would send out information to any interested party, business, resident or public member, regarding upcoming community events in Norco, promoting local businesses, with an emphasis on *Shop Norco*.

In response to an inquiry, Ms. Collins noted that the Visitors Center is currently being organized, hoping to have the doors open soon.

Member Crowson offered to provide the Chamber information on new business tenants and to encourage them to join the Chamber. Ms. Collins stated that all will receive a welcome packet.

Economic Specialist Grody commended on the assistance received from the Chamber with Ms. Collins in place.

4. DISCUSSIONS:

A. Discussion on Business Improvement Districts & Voluntary Merchants Associations

Chair Malone reviewed previous discussions regarding this subject and opened discussions.

Member Smith stated that creating a separate business district is a conflict of interest as it would impede the Chamber's efforts in increasing its membership. She suggested a centralized district within the individual business centers.

Mayor Azevedo agreed, noting that these districts or associations should be self-motivated by the individual centers and not involve outsiders.

Chair Malone suggested tabling this subject at present.

B. Discussion on Norco's Future as a Tourist Destination

Council Member Bash stated the need to share with the business community the importance of getting involved with City events by taking advantage of the crowds that come to see the parade or the rodeo, as prospective customers. He noted his concern as to why businesses are closing when events are happening.

Discussion ensued on potential services to be provided once Silverlakes Equestrian and Sports Park is open; such as hotels, shuttle services, eateries, etc.

It was proposed that Norco could become a weekend destination such as for outsiders becoming cowboys/cowgirls for a weekend, ride in the river bottom and through the hills.

Chair Malone asked staff to provide information on zoning for stable locations, besides Sixth Street, provide a list of current state-of-the-art stable companies that may have interest and a location ideal in creating this type of service.

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

- Business Status – Update on New Businesses

Economic Specialist Grody reviewed a list of businesses from last quarter, opened and closed. He also provided an additional list of businesses that have expanded/improved in the last three years. He shared the HDL report for 3<sup>rd</sup> quarter sales tax.

D. Review of Applications received for the EDAC vacancy

Chair Malone offered for each applicant to speak and give the EDAC Members an opportunity to ask a few questions.

- Sharon Higman shared her potential contributions to the group, noting a few suggestions to bring business to Norco.
- Diane Collins noted her experience working with the public and businesses through the Chamber. She made recommendations on process and promotion of the City to bring in good tax revenue.
- Melissa Villapando stated that although she is currently a Board Member for the Chamber in Eastvale, she would like to join this group and help bring change and improvements to the Norco business community.

Discussions ensued among the Members as to their recommendation to the City Council.

**M/S Smith/Crowson** to recommend to the City Council the appointment of Melissa Villapando for the EDAC vacant seat for the remainder of the term ending June 2013.

**AYES: Malone, Azevedo, Bash, Crowson, Dixon, Schwab, Smith**

**ABSENT: Calabrano**

**Motion Passed**

E. City Manager Update – *City Manager Groves*

- Auto Mall Zone Change: City Manager Groves shared that a zoning change was made to allow more commercial uses within the auto mall area.
- Norco Trading Post: City Manager Groves stated that a staff report will be presented at the City Council meeting of February 20 to approve its permit and invited the Member to attend.
- Sixth Street Revitalization (Zoning Working Group/Planning Commission): City Manager Groves shared that recommendations have been made, such as hospitality uses and offering incentives to combine parcels.
- WinCo Foods: City Manager Groves confirmed that they will be moving into the Albertsons' location; noting that permits for signage have been pulled, but that it may take approximately up to one year for the store to open. Mayor Azevedo suggested that the City attract similar businesses that are currently near other Wincos, due to its success.
- Centralized Information System of Events in Norco: Specialist Grody provided an update, stating that a set structure to advertise routinely is needed. He shared that he has an intern, a graphic artist from Norco College, to assist in the development. He suggested bringing this subject back for further discussions and updates.

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

- Council Member Bash asked staff to look into expanding the Patriotic Banner Program to include a photo of the service person on the banners.
- Mayor Azevedo spoke about the 50<sup>th</sup> Birthday events for next year.
- Members asked staff to bring up for discussion, at its next meeting, a request to add additional regular meetings, as opposed to quarterly, as the Members feel that momentum is lost between meetings because of the length of time between meetings.

6. SETTING OF NEXT MEETING: **April 25, 2013 at 9:30 A.M.**

- Schedule of future regular meetings: July 25 and October 24, 2013

7. ADJOURNMENT: Chair Malone adjourned the meeting at **11:18 A.M.**