



MINUTES
CITY OF NORCO
ECONOMIC DEVELOPMENT ADVISORY COUNCIL
CONFERENCE ROOM "A" – 2870 CLARK AVENUE
REGULAR MEETING
APRIL 25, 2013

EDAC Members:

Kevin Bash, Council Member
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
Melissa Villapando, Community Business Representative

Absent Members:

Kathy Azevedo, Mayor – arrived at 10:40am

Staff Members:

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

Guest:

Sonja Trefethen, Owner of Sunshine and Daydreams Stables

CALL TO ORDER: **9:33 A.M.**

PLEDGE OF ALLEGIANCE: **Member Dixon**

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

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

- Regular Meeting of January 24, 2013

M/S Bash/Crowson to approve the minutes of Regular Meeting of January 24, 2013 as written

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

ABSTAIN: **Calabrano (absent on January 24, 2013), Villapando (not yet a member)**

ABSENT: **Azevedo**

3. PRESENTATION OF COMMUNITY VIDEOS (*Econ. Development Specialist Grody*)

Specialist Grody presented the new Community videos developed for the City of Norco by CGI Communications; stating that there are five categories, each just-over one minute long, available for viewing on the City's website. He thanked the Sub-Committee, Kim Calabrano, Wanda Crowson and Council Member Bash, for their time and assistance in compiling the information needed, as well as guiding the film crew around the town.

4. DISCUSSIONS:

A. Attraction of Riding Stables and Other Tourist-Related Businesses

Specialist Grody began discussions on the creation of tourism in Norco. Staff has reached out to several established stables/equestrian centers for potential investment in Norco. He suggested that a few EDAC Members visit with local stables to share information, suggestions and get input/interest. Member Villapando and Mayor Azevedo volunteered to do so.

Sonja Trefethen: Ms. Trefethen shared information about her stable business, Sunshine and Daydreams, noting that she has been in business for over 20 years. She stated that she is located just outside of Norco, near Hidden Valley Wildlife Reserve off of Arlington Avenue; adding that she is looking to relocate in Norco.

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

- Business Status – Update on New Businesses:

Specialist Grody stated that he continues to receive calls of from viable businesses interested in moving into town.

City Manager Groves shared that staff continues in making cold-calls to potential businesses, and commended Specialist Grody.

- Possible change on meetings from quarterly to bi-monthly:

Chair Malone reminded the EDAC of why meetings had been cut to quarterly, budget cuts.

City Manager Groves noted that staffing is the concern. She stated that the EDAC can meet more frequently, but staff may not be available; suggesting that the Committee elect a meeting secretary among themselves to take minutes when staff is not available for monthly meetings.

M/S Malone/Villapando to meet monthly

Under discussion:

Member Dixon suggested meeting bi-monthly at first and see if monthly is would be necessary.

Further discussions on monthly versus bi-monthly meetings continued.

City Manager Groves stated that monthly meetings could keep them shorter; and to continue meeting the third Thursday of each month.

AYES: Malone, Calabrano, Bash, Crowson, Dixon, Schwab, Smith, Villapando

ABSENT: Azevedo

C. City Manager Update – *City Manager Groves*

- Norco Trading Post: Grand Opening this weekend on Saturday, April 27 at 10:00 am at Norco College; Eastvale and Corona Chambers are also involved.
- WinCo Foods: Began permit process; no opening date yet.
- Tractor Supply Co.: Will be located in the Auto Mall area; would like to open by the end of the year.
- Hobby Lobby: Has started their process; will locate next to Floor n Décor; will open by the end of the year.
- Fairfield Inn: Began grading the grounds; opening date not set yet.
- Silverlakes: City Council received an update at its March 20th meeting; things are moving forward; has been paying rent since last July.

D. Business Retention/Attraction Subcommittee:

Specialist Grody asked if the Sub-Committee has any input; Member Dixon, Smith and Chair Malone noted there are no current projects.

Smith asked if there has been any follow-up letters to the surveys done in 2012, adding that the Sub-Committee should schedule to meet soon to start follow-ups.

Member Villapando shared that she had spoken to the EZ Up Company and was told that they love being in Norco.

5. APPLICATIONS FOR EDAC MEMBERSHIP:

Deputy City Clerk Germain gave an overview on filing deadline and the requirements to serve.

6. UPCOMING CHAIR ELECTION: Continued to a future meeting.

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

- Member Dixon shared a recent experience at Hemborg Ford dealership, adding that the new staff is enthusiastic, friendly and much better to deal with.
- Member Crowson invited everyone to a Grand Opening on Saturday, April 27th, from 12:00 pm to 5:00 pm at the Waterwheel Saloon & Deli.
- Member Crowson shared that a new army surplus store for kids and a French bakery are coming soon to Norco.
- City Manager Groves stated that the bridge project has been approved as a Federal Bridge Project which will help to move the project forward. Funds will be provided through TUMF grants as well as contributions from the Cities of Riverside and Eastvale. Staff will be contacting other entities for additional financial assistance.

8. SETTING OF NEXT MEETINGS: Special meeting set for May 23, 2013.

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