



MINUTES
CITY OF NORCO
ECONOMIC DEVELOPMENT ADVISORY COUNCIL
CONFERENCE ROOM "A" – 2870 CLARK AVENUE
SPECIAL MEETING
MAY 23, 2013

EDAC Members:

Kevin Bash, Council Member
Kim Calabrano, Community Business Representative – Vice Chair
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

Staff Present:

Roger Grody, Economic Development Specialist
Diane Germain, Deputy City Clerk

Absent Members:

Wanda Crowson, Community Business Representative
Kathy Azevedo, Mayor

CALL TO ORDER: **9:30 A.M.**

PLEDGE OF ALLEGIANCE: **Member Schwab**

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

2. APPOINT MEETING SECRETARY (back-up to staff when not present):

Specialist Grody explained why a back-up meeting secretary was needed.

Chair Malone asked for a volunteer. Member Calabrano offered her assistance in taking the minutes at meetings when staff is unavailable.

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

- Regular Meeting of April 25, 2013

M/S Schwab/Bash to approve the minutes of regular meeting of April 25, 2013 as written.

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

ABSENT: Azevedo, Crowson

4. DISCUSSIONS:

A. Future Roles of Sub-Committees:

Chair Malone began discussions on the review of the listed Sub-Committees, asking if each was still needed or should be disbanded.

- Business Retention/Attraction Sub-Committee – *Calabrano, Dixon, Malone and Smith* - Member Smith stated this Sub-Committee is still needed, adding that business retention is important. She asked that a meeting be scheduled.
- Electric Sign Sub-Committee – *Schwab (Mayor Pro Tem Hanna no longer serving)* – It was suggested that it be temporarily disbanded. Member Schwab proposed that the Sub-Committee continue to meet to discuss ways of raising needed funds, as this is the issue holding up a potential project. He asked for additional volunteers; Member Dixon offered his assistance.

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- Community Showcase Video Sub-Committee – *Calabrano, Crowson and Bash* – It was suggested that this Sub-Committee disband as the work is completed, however it could be utilized in the future to assist film production companies shooting in Norco.

Council Member Bash noted that Mayor Azevedo asked that a video be created to showcase the City during the upcoming Norco 50th Birthday celebration, to be used as a marketing tool, and have it shown at the Film Festival in 2014.

It was suggested that the Sub-Committee be renamed the Film Norco Sub-Committee. All members agreed.

- Banner Program Sub-Committee – *Crowson and Bash* – This Sub-Committee is disbanded; the current Patriotic Banner Program is set to run annually from May through November at which time the Parade of Lights Committee take over the banner poles to decorate for the annual parade.

- Potential for other Sub-Committees:

Specialist Grody recommended that a new sub-committee be created to attract and work with horse stables and other equine businesses to potentially serve as tourist attractions.

Member Villapando noted that an attempt to visit the Western Trail Stables did not materialize as appointments are needed, adding she and Mayor Azevedo will try again soon.

A name was suggested as the Equestrian Activities Sub-Committee, consisting of Mayor Azevedo, and Members Villapando and Schwab. All members agreed.

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

- New Activity:

Specialist Grody stated that he has been monitoring the newest incoming businesses, WinCo Foods and the Tractor Supply Company, adding that each are aiming to open in the fall prior to the holidays.

- Riding Stable Update:

Specialist Grody stated that he has met with Sonja Trefethen, owner of Sunshine and Daydreams Stables, adding that she is looking to relocate in Norco.

- Equine Tourism:

Specialist Grody provided the Members with a sample press release for advertising equine friendly events, services, etc., in response to previous discussions on Norco becoming a destination for equine entertainment.

Discussions ensued.

5. REVIEW/RECOMMEND OF APPLICATIONS FOR EDAC MEMBERSHIP (3 Vacancies)

Deputy City Clerk Germain provided guidelines for reviewing the applications, and advised that it is the Members' prerogative to make a recommendation from either the applications turned in prior to the deadline, May 9, 2013, and/or consider the late application. She stated that the City Council will be given the same option, no matter what the EDAC's recommendation is.

Council Member Bash suggested that a permanent seat be added for a Board Member of the Norco Area Chamber to become a voting member of the EDAC.

Member Schwab asked if a member of the Planning Commission could also be added back as a permanent seated member of the EDAC.

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The following applications were submitted for consideration:

- Melissa Villapando – Re-applying
- William “Bill” Schwab – Re-applying
- Douglas Wozny – New applicant, Self-Employed Engineer
- Ronak Desai – New applicant, Hospitality Manager
- Pamela Smith – Re-applying (application received after the deadline)

Each applicant present was given the opportunity to speak:

Mr. Ronak Desai introduced himself, noting that he has worked for the Hampton Inn-Norco for two and a half years. He stated that Norco has a lot of potential and he would like to bring fresh ideas to the table.

Member Schwab stated that he is currently the longest standing member on the EDAC, adding that he would like to continue volunteering, even after his retirement which is scheduled in October 2013.

Member Villapando remarked that she would like to continue serving as she is just getting started with this group. She stated that she realizes there may be a conflict with Ronak Desai, as they both work for the same company; noting that each have something different to bring to the group, and that they work well together.

Member Smith stated she was late turning in her application, noting that the quarterly meetings were not enough to accomplish something but reconsidered when she heard that additional meetings would be added. She added that she is dedicated to this group.

Once all applicants stepped out, Chair Malone opened discussions.

M/S Bash/ Malone to make a recommendation to the City Council to reappoint Melissa Villapando and Bill Schwab and appoint Ronak Desai, and to add a permanent seat for a Norco Area Chamber of Commerce Board Member Representative.

A substitute motion was made by Member Dixon to recommend Melissa Villapando, Bill Schwab and Pam Smith. Without a second the motion died.

The original motion was reiterated, and seconded by Chair Malone.

AYES: Malone, Bash, Calabrano

NOES: Dixon

6. **ADJOURNMENT:** Chair Malone adjourned the meeting at **10:38 A.M.**