



**MINUTES**  
**CITY OF NORCO**  
ECONOMIC DEVELOPMENT ADVISORY COUNCIL  
CONFERENCE ROOM "A" – 2870 CLARK AVENUE  
SPECIAL MEETING  
JUNE 27, 2013

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**EDAC Members:**

Kathy Azevedo, Mayor  
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

**Absent Member:**

Wanda Crowson, Community Business Representative

**Staff Present:**

Beth Groves, City Manager  
Roger Grody, Economic Development Specialist

**Guest:**

Ronak Desai, New Appointee (eff. 07/01/2013)

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

PLEDGE OF ALLEGIANCE: **Chair Malone**

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

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

- Special Meeting of May 23, 2013

**Schwab/Malone** to approve the minutes of Special Meeting of May 23, 2013, as written

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

**ABSTAIN:** **Azevedo**

**ABSENT:** **Crowson**

3. DISCUSSIONS:

A. Reports of Recent Sub-Committees' Activity:

- Business Retention Sub-Committee – *Calabrano, Dixon, Malone & Smith*

The Sub-Committee reported on its most recent meeting, at which it decided to: 1) revisit some respondents of the business retention survey conducted last year; 2) begin building a database of email addresses for local businesses, including requesting email addresses on business license renewal forms; and 3) prepare a brochure/checklist for new businesses. In the long-term, the Sub-Committee would concentrate on communication and education. It was suggested that the Sub-Committee schedule a meeting to discuss ideas for a Shop Norco campaign.

- Electric Sign Sub-Committee – *Schwab and Dixon*  
Member Schwab reviewed the cost of an electronic sign, and options on raising funds.

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June 27, 2013 – Special Meeting

- Film Norco Sub-Committee – *Calabrano, Crowson & Council Member Bash*  
Council Member Bash shared information on a film project looking into filming in Norco.

- Equestrian Activities Sub-Committee – *Villapando, Schwab & Mayor Azevedo*  
Member Villapando shared her experience when visiting the stables of Sonja Trefethen, who wants to move her business to Norco, and discussed ideas on equestrian activities. Mayor Azevedo suggested that the Sub-Committee schedule a meeting to visit Norco ranches, and look into potential “horse hotels” for overnight equestrian visitors.

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

- Business Status – Update on New Activity

Specialist Grody provided an economic update, effects on the City, and shared that several national chains were seriously looking at Norco, demonstrating the perceived locational advantages of the City.

- Riding Stable Update: NONE

### C. City Manager Updates – *City Manager Groves*

City Manager Groves shared that her last day with the City of Norco will be on July 17<sup>th</sup>, 2013. Mayor Azevedo invited the Members to the special reception for Beth Groves, scheduled on July 18<sup>th</sup>, 2013.

## 4. CHAIR AND VICE CHAIR ELECTION (Term begins July 1, 2013)

**M/S Azevedo/Bash** to reelect Patrick Malone as Chair for another year.

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

**ABSENT:** Crowson

**M/S Bash/Malone** to reelect Kim Calabrano as Vice Chair for another year.

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

**ABSENT:** Crowson

## 5. SCHEDULE OF FUTURE MEETING DATES: Fourth Thursday of each month at 9:30 a.m.

- July 25; August 22; September 26; October 24; November 21 (4<sup>th</sup> Thurs. is Thanksgiving Day); December 19 (4<sup>th</sup> Thurs. is day after Christmas – potential no staff); January 23, 2014; February 27; March 27; April 24; May 22; and June 26.

- Option to be “dark” in the months of November and December, due to holiday season. Specialist Grody reviewed the future dates of the EDAC meeting for the upcoming fiscal year.

## 6. ADJOURNMENT: Chair Malone adjourned the meeting at **10:30 A.M.**