AGENDA
CITY OF NORCO
ECONOMIC DEVELOPMENT ADVISORY COUNCIL
CONFERENCE ROOM "A" – 2870 CLARK AVENUE
OCTOBER 24, 2013

EDAC Members:
Kathy Azevedo, Mayor
Kevin Bash, Council Member
Kim Calabrano, Community Business Representative – Vice Chair
Wanda Crowson, Community Business Representative
Ronak Desai, Community Business Representative
Ed Dixon, Community Business Representative
Patrick Malone, Community Business Representative - Chair
Bill Schwab, Community Business Representative
Melissa Villapando, Community Business Representative
Ann Bedwell, Norco Area Chamber of Commerce Representative

CALL TO ORDER: 9:30 A.M.

PLEDGE OF ALLEGIANCE: Member Desai

1. PUBLIC COMMENTS OR QUESTIONS: This is the time when persons in the audience wishing to address the Economic Development Advisory Council regarding matters NOT on the Agenda may speak.

2. APPROVAL OF MINUTES: **Recommended Action: Approval** *(Deputy City Clerk)*
   - Regular Meeting of July 25, 2013: Due to a lack of quorum on August 22, 2013, these minutes must be approved.
   - Regular Meeting of August 22, 2013
   - Regular Meeting of September 26, 2013, was cancelled due to lack of quorum – no minutes available.

3. DISCUSSIONS:
   A. Reports of Recent Sub-Committees' Activity:
      - Business Retention Sub-Committee – *Calabrano, Dixon, Malone & Schwab*
      - Electric Sign Sub-Committee – *Schwab and Dixon*
      - Film Norco Sub-Committee – *Calabrano, Crowson & Council Member Bash*
      - Equestrian Activities Sub-Committee – *Villapando, Schwab, Dixon & Mayor Azevedo*
      - Creation of Hospitality Sub-Committee

   B. Update from the Norco Area Chamber of Commerce and Visitors Center – *Member Bedwell/NACC*

   C. Development of Strategic Plan – *Chair Malone*
      - Mission Statements & Goals
      - Discussion of Prospective Sales Tax Goals

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

   E. City Manager Update – C*ity Manager Okoro*

4. Next Regular Meeting Scheduled: November 21, 2013 / ADJOURNMENT

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Clerk's office (951) 270-5623. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting. (28 CFR 35.102-35.104 ADA Title II)

Staff reports are on file in the Economic Development Department. Any writings or documents provided to a majority of the Economic Development Advisory Council regarding any item on this agenda will be available for public inspection at the City Clerk's Counter in City Hall located at 2870 Clark Avenue.