



MINUTES
CITY OF NORCO
ECONOMIC DEVELOPMENT ADVISORY COUNCIL
CONFERENCE ROOM "A" – 2870 CLARK AVENUE
AUGUST 22, 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
Melissa Villapando, Community Business Representative
Ann Bedwell, Vice Chair, Norco Area Chamber of Commerce Representative

Absent Members:

Kathy Azevedo, Mayor
Ronak Desai, Community Business Representative

Staff Present:

Andy Okoro, City Manager
Roger Grody, Economic Development Specialist
Diane Germain, Deputy City Clerk

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

PLEDGE OF ALLEGIANCE: **Member Dixon**

1. INTRODUCTION OF NEW MEMBER:

Pam Smith, Chair of the Norco Area Chamber of Commerce Board of Directors, introduced Ann Bedwell, its Vice Chair, as the new representative for the Norco Area Chamber of Commerce and Visitors Center.

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

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

- Special Meeting of June 27, 2013: Due to a lack of quorum on July 25, 2013, these minutes must be approved.

M/S Schwab/Bash to approve the minutes of the Special Meeting of June 27, 2013 as written

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

ABSTAIN: **Crowson**

ABSENT: **Azevedo, Desai**

- Regular Meeting of July 25, 2013

M/S Dixon/Schwab to approve the minutes of the regular meeting of July 25, 2013 as written

AYES: **Dixon, Malone, Schwab, Villapando**

ABSTAIN: **Bash, Calabrano, Crowson**

ABSENT: **Azevedo, Desai**

The motion failed due to a lack of quorum available to approve the minutes of July 25, 2013; approval will be re-agendized for the next regular meeting.

4. DISCUSSIONS:

A. Reports of Recent Sub-Committees' Activity:

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

Nothing to report, has not met in the previous month.

- Electric Sign Sub-Committee – *Schwab and Dixon*

Nothing to report, has not met in the previous month.

Council Member Bash shared information about an opportunity to have an electronic sign made at no charge to the City. He suggested that the Sub-Committee Members make arrangements to meet with the company and get additional information.

City Manager Okoro suggested that EDAC invite the company to make a presentation at a future meeting.

- Film Norco Sub-Committee – *Calabrano, Crowson & Council Member Bash*
Specialist Grody handed out a memo detailing current filming activity, both completed and pending, based on film permits issued. He also shared the following review from a recent production company: *"It was a great experience working with the City! I will definitely spread the word for people to come film in Norco!"*

Council Member Bash provided information on the upcoming Film Festival, which is scheduled in February 2014. He added that details are still being worked out, and they are looking for additional sponsors.

- Equestrian Activities Sub-Committee – *Villapando, Schwab, Dixon & Mayor Azevedo*

Member Villapando shared information of recent Sub-Committee visits with local stables, Bash Boarding Stables, TLC Riding Center and Blue Tulip Ranch. She stated that she will continue to contact ranches and stables within Norco for the Sub-Committee to visit and report back.

Discussions ensued regarding potential tourist services by these and other stables within Norco, as well as what the requirements might be for those stables that are interested in getting involved. City Manager Okoro confirmed that if you are providing any type of services within City limits, you are required to have a business license.

Chair Malone asked that agenda items 4.C. and 4.D. be heard at this time.

B. Development of Strategic Plan Outline – *Chair Malone*

- Long Range Goals for Norco: Lifestyle and Economic Issues

Chair Malone opened the discussions on the development of a strategic five-year plan for EDAC. He provided a list of themes, which he and Specialist Grody prepared. The list was divided into two categories, economic and lifestyle issues.

Specialist Grody provided additional input on how and why the subjects were chosen, and noted that these are simply suggestions for discussions.

Discussions ensued.

Council Member Bash and Specialist Grody commended and thanked the Members of EDAC for their perseverance and hard work in the past year; noting that the EDAC input is eminent in the many changes that have occurred within the City.

Council Member Bash asked Member Bedwell for a monthly report from the NACC providing updates on new businesses and events; he also asked to have this as an added item of discussion on future agendas.

City Manager Okoro shared a potential workshop for discussions on the pending closure of the prison, and the historic significance of the location.

Chair Malone noted that further discussions are needed towards the goals and benchmarks to finalize an EDAC Strategic Plan.

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

Specialist Grody thanked the Members that were able to attend the meet-n-greet with representatives from WinCo Foods this past week. He noted that they will be open 24 hours/7days a week and will be hiring over 150 local employees, and they expect to be opened by mid-November.

Specialist Grody provided an update on Hobby Lobby retail store, stating that they anticipate opening before the holidays.

Discussion ensued regarding the City having a presence at future travel shows.

D. City Manager Update – *City Manager Okoro*

City Manager Okoro gave an overview on business activity in Norco. A summary of the most recent quarterly sales tax report provided by HdL Companies was provided to the Members for their review. He noted that the City is on the right track for economic recovery from the down slope of 2008-2009.

5. ADJOURNMENT: Chair Malone adjourned the meeting at **10:43 A.M.**