



MINUTES CITY OF NORCO

ECONOMIC DEVELOPMENT ADVISORY COUNCIL
CONFERENCE ROOM "A" – 2870 CLARK AVENUE
JULY 25, 2013

EDAC Members:

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

Absent Members:

Kathy Azevedo, Mayor
Kevin Bash, Council Member
Kim Calabrano, Community Business Representative – Vice Chair
Wanda Crowson, Community Business Representative

Staff Present:

Andy Okoro, City Manager
Roger Grody, Economic Development Specialist

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

PLEDGE OF ALLEGIANCE: **Member Schwab**

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

2. INTRODUCTIONS: The EDAC Members welcomed and congratulated the newly appointed City Manager, Andy Okoro.

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

- Special Meeting of June 27, 2013

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

AYES: Dixon, Malone, Schwab, Villapando

ABSTAIN: Desai (not yet a Member on June 27, 2013)

ABSENT: Azevedo, Bash, Calabrano, Crowson

The motion failed due to a lack of quorum for approval of the minutes for June 27, 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*

Specialist Grody distributed a draft "Frequently Asked Questions" for people opening a business in Norco. It was well received and Specialist Grody said that the subcommittee would review it for changes and eventually bring it back to the full EDAC for final approval.

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

Member Schwab provided a list of discussion points on raising funds to finance an electronic sign along Sixth Street.

Discussions ensued.

Specialist Grody indicated that an LED sign manufacturer in Corona had approached the school district with a proposal to build and install signs on all school campuses in exchange for some of the revenue generated by them. The proposal could include a Sixth Street sign, but that the City needs to see a written proposal before we can respond to it.

- Film Norco Sub-Committee – *Calabrano, Crowson & Council Member Bash*

Specialist Grody indicated that Council Member Bash has been working with several productions interested in filming in Norco.

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

Member Dixon requested that he be added to this Sub-Committee because of his expertise on the subject, there were no objections.

Member Villapando reported that some members of the Sub-Committee will be visiting local stables, including Western Trails.

Specialist Grody emphasized how important it is to have a reputable stable for horse rentals in town to accommodate visitors, and reported that stable operator Sonja Trefethen is no longer negotiating with the owner of Mickey's Mountain but is looking for other properties in Norco.

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

- Business Status – Update on New Activity:

Specialist Grody indicated interest in Norco from major firms remains strong.

- Riding Stable Update: Noted under Equestrian Activities Sub-Committee.

C. City Manager Update

City Manager Okoro provided a summary of the financial impact of the business community, from sales tax revenue, license fees, etc., noting that \$6 million of the \$14 million of General Fund revenue can be directly attributed to business activity. He emphasized the importance of retaining good businesses and attracting new ones. He reported that the former perception that Norco is a difficult place to do business is no longer valid and said the City is committed to being business-friendly. He also reported that Norco ranks very high in terms of sales tax revenue per capita, which is an extremely very positive indicator.

City Manager Okoro also updated the EDAC on the Silverlakes project, which could commence in the next 30 days and complete the first phase of construction in nine months.

5. GOALS & STRATEGIES

Chair Malone proposed that the EDAC put together a strategic plan that would guide it in the pursuit of specific issues that the board could advise the City Council on, such as the attraction of specific business types, enhancing Norco as a destination, etc. Chair Malone asked staff to agendize this for the next meeting, so the group could discuss various ideas.

6. OTHER TOPICS: **NONE**

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