



MINUTES
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
Patrick Malone, Community Business Representative - Chair
Bill Schwab, Community Business Representative
Melissa Villapando, Community Business Representative – Arrived at 9:45 a.m.

Absent Members:

Ed Dixon, Community Business Representative
Ann Bedwell, Norco Area Chamber of Commerce Representative

Staff Present:

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

Guest:

Diane Collins, Executive Director, representing Norco Area Chamber of Commerce

CALL TO ORDER: **9:35 A.M.**

PLEDGE OF ALLEGIANCE: **Member Desai**

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

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.

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

AYES: **Desai, Malone, Schwab, Villapando**

ABSTAIN: **Azevedo, Bash, Calabrano, Crowson**

ABSENT: **Dixon**

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.

- Regular Meeting of August 22, 2013

M/S **Bash/Villapando** to approve the minutes of the regular meeting of August 22, 2013 as written

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

ABSTAIN: **Azevedo, Desai**

ABSTENT: **Dixon**

- Regular Meeting of September 26, 2013, was cancelled due to lack of quorum – **No minutes to approve.**

3. DISCUSSIONS:

A. Reports of Recent Sub-Committees' Activity:

- Business Retention Sub-Committee – *Calabrano, Dixon, Malone & Schwab*
NONE

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

Member Schwab shared information about the Oversight Board Meeting he and Member Dixon attended to inquire about unspent Redevelopment funds that may be available for the electronic sign. He stated that the Board showed interest in the sign from a marketing point of view for the City. He added that the next step is sending out requests for bids to present to the Board.

Chair Malone asked that goals be set to get this done. He stated that he would like to meet with the Sub-Committee and staff.

City Manager Okoro explained the process, noting that not only does the City Council need to approve the expense, but also the State Department of Finance.

Discussion ensued.

Member Schwab stated that an update will be provided at the January meeting.

- Film Norco Sub-Committee – *Calabrano, Crowson & Council Member Bash*
Council Member Bash shared that his daughter, Angelique Bash, will be touring the area with a location scout for an upcoming film; which could lead up to a four-week film shoot.

Council Member Bash gave an overview on how and in which publications Norco is listed as a potential location for filming movies, commercials, etc.

- Equestrian Activities Sub-Committee – *Villapando, Schwab, Dixon & Mayor Azevedo*
Member Villapando shared information on an upcoming Arabian show, as well as noting that she has received some input to assist the City on being more inviting to these types of shows.

Chair Malone asked that the Sub-Committee also set goals on what can be done to enhance the City's visibility.

- Creation of Hospitality Sub-Committee:

Specialist Grody opened discussions. He stated that this sub-committee's purpose will be to make Norco a known destination for tourism, equestrian events and other special occasions. He asked for volunteers, suggesting that Members Desai and Villapando volunteer for this committee, based on their professional expertise.

Council Member Bash and NACC Executive Director Collins volunteered to assist the committee.

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

On behalf of Member Bedwell, Diane Collins, Executive Director of the NACC, provided an update on the happenings with the NACC, events passed and upcoming. She noted that the Chamber membership continues to grow, currently at 135 members.

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

- Long Range Goals for Norco: Lifestyle and Economic Issues

Chair Malone reviewed the mission/vision statements and goals. He also reviewed the sales tax chart update for the second quarter which was provided by Hdl Companies. He commented that in comparison with Cities in our area Norco ranks high in per-capital sales taxes.

Discussions followed including goals to enhance tax revenue, the 3/50 program, and business retention.

City Manager Okoro discussed the need to diversify sales taxes and not continue to depend solely on car sales. Referring to the Hdl chart, he stated it can be helpful in reviewing where improvements are needed and where changes can be made.

Chair Malone suggested that an EDAC report be presented to the City Council on a quarterly basis to provide an update on the Committee's undertakings.

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

Specialist Grody shared that Hobby Lobby should be pulling permits any day, and that they are aiming for a February opening.

E. City Manager Update – *City Manager Okoro*

City Manager Okoro shared highlights on the Silverlakes project, noting that he has been in touch with the bank involved and that financing is being finalized. He reviewed the timeline on the numerous delays that have occurred with the project, assuring that the project is progressing and will open. He estimated approximately nine months before it is operational, adding that once the City accepts the project as complete, payments will begin on the loan.

City Manager Okoro provided an overview of the City's financial picture as presented to the City Council at its recent regular meeting for the Fiscal Year 2012-2013.

City Manager Okoro stated that he will continue to provide updates to the EDAC so that each member can be an advocate for the City and its growth.

4. Next Regular Meeting Scheduled: November 21, 2013

5. ADJOURNMENT: Chair Malone adjourned the meeting at **10:55 A.M.**