



**AGENDA**  
**CITY OF NORCO**  
ECONOMIC DEVELOPMENT ADVISORY COUNCIL  
CONFERENCE ROOM "A" – 2870 CLARK AVENUE  
NOVEMBER 21, 2013

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**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 Crowson

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 October 24, 2013, these minutes must be approved.
  - Regular Meeting of October 24, 2013
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*
    - Hospitality Sub-Committee – *Desai, Villapando & Council Member Bash*
  - B. Update from the Norco Area Chamber of Commerce and Visitors Center – *Member Bedwell/NACC*
  - C. Development of Strategic Plan – *Chair Malone*
    - Revenue - Generating Strategies
  - D. Economic Development Update – *Econ. Development Specialist Grody*
  - E. City Manager Update – *City Manager Okoro*
4. Next Regular Meeting Scheduled: Dark in December; January 23, 2014
5. 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.