



AGENDA
CITY OF NORCO
ECONOMIC DEVELOPMENT ADVISORY COUNCIL
2870 CLARK AVENUE
CONFERENCE ROOM "A"
JANUARY 23, 2014



EDAC Members:

Kathy Azevedo, Council Member
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
Norco Area Chamber of Commerce Board Member Representative

CALL TO ORDER: 9:30 A.M.

PLEDGE OF ALLEGIANCE: Member Dixon

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 November 21, 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 & Bash*
 - Equestrian Activities Sub-Committee – *Villapando, Schwab, Dixon & Azevedo*
 - Hospitality Sub-Committee – *Desai, Villapando & Council Member Bash*
 - B. Update from the Norco Area Chamber of Commerce and Visitors Center – *Board Member/NACC*
 - C. Development of Strategic Plan – *Chair Malone*
 - Point of Sale Strategies
 - Marketing Opportunities Presented by 50th Birthday Celebration
 - Promoting Horsetown USA
 - Prospective Media Event

D. Zoning Code Revision – Bed & Breakfast Inns (A-20 Zone)

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

F. City Manager Update – *City Manager Okoro*

4. Next Regular Meeting Scheduled: February 27, 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.