



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

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**EDAC Members:**

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

**Absent Members:**

Kathy Azevedo, Mayor  
Ann Bedwell, Norco Area Chamber of Commerce Representative

**Staff Present:**

Roger Grody, Economic Development Specialist  
Diane Germain, Deputy City Clerk

**Guest:**

Pamela Smith, Board Chair, Norco Area Chamber of Commerce

CALL TO ORDER:     **9:30 A.M.**

PLEDGE OF ALLEGIANCE:             **Member Crowson**

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 October 24, 2013, these minutes must be approved.

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

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

**ABSTAIN:        Bash, Calabrano, Crowson**

**ABSTENT:        Azevedo**

- Regular Meeting of October 24, 2013

**M/S Schwab/Calabrano** to approve the minutes of the regular meeting of October 24, 2013 as written

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

**ABSTAIN:        Dixon**

**ABSENT:         Azevedo**

3. DISCUSSIONS:

A. Reports of Recent Sub-Committees' Activity:

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

**NONE**

**AGENDA ITEM 2**

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

Member Schwab gave an overview of a meeting with staff and Jerry Lunde. Member Schwab stated that Mr. Lunde, a Norco resident who runs many events at the Ingalls arenas, offered to assist with seeking funding for an electronic sign along Sixth Street; adding that he has also offered suggestions for a design.

Sub-Committee Members Schwab and Dixon stated they will be meeting for further discussions and attempt to get other interested parties involved. A report will be given at the next regular meeting in January 2014.

- Film Norco Sub-Committee – *Calabrano, Crowson & Council Member Bash*  
**NONE**

- Equestrian Activities Sub-Committee – *Villapando, Schwab, Dixon & Mayor Azevedo*  
**NONE**

Member Villapando stated that she will set up a meeting time for the Sub-Committee to meet in the next few weeks.

- Hospitality Sub-Committee – *Desai, Villapando & Council Member Bash*

Member Desai shared that he had done some research and will make arrangements to have a meeting with the Sub-Committee Members for further discussions. A report will be given at the next regular meeting in January 2014.

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

NACC Chair Smith shared that new Board Members have been elected, noting that a new NACC representative may be chosen to attend the EDAC meetings starting in January 2014. Chair Smith stated that she is pleased to announce that the NACC membership is growing at a slow and steady pace. She invited all Members to attend the NACC Installation Dinner scheduled on January 30, 2014, at the Norco American Legion on Old Hamner Avenue; presale tickets are available for \$35.00.

C. Development of Strategic Plan – *Chair Malone*

- Revenue - Generating Strategies

Chair Malone presented the memo on file in the Economic Development Division.

Specialist Grody noted that Hobby Lobby is planning an opening in February 2014; adding that Winco is now open and very busy. He also shared that the Discover IE, Inland Empire Tourism Marketing Board, Members recently met with staff, Mayor Azevedo, Council Member Bash and Chair Malone. Specialist Grody stated that the Board is familiar with Norco's assets, noting that a partnership with the Tourism Board would be beneficial for the City, which could potentially lead to participation in advertisement statewide and nationwide.

Council Member Bash suggested that Norco needs a "P.R." company, noting that although it is expensive, they would target and work with Norco only.

Further discussions ensued.

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Member Desai stated that attendees to the recent dog show stayed and played in town; their visit was very busy and successful. He is hopeful that the group will return to Norco for future events.

D. Economic Development Update – *Econ. Development Specialist Grody*  
Specialist Grody stated there was nothing more to add as the topics had already been covered in earlier discussions.

E. City Manager Update – *City Manager Okoro*  
City Manager Okoro was unable to attend due to a scheduling conflict.

Council Member Bash provided some information regarding the Silverlakes project, noting that work should resume shortly. He also provided an insight on the Hamner Bridge, North of the City, noting that many agencies are involved in the project and that it may take up to five years to complete.

**M/S Bash/Schwab** to add discussion on franchise fees on a future EDAC agenda, asking staff to prepare a report noting all franchise fees the City receives.

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

**ABSENT:** Azevedo

Member Crowson shared with the Committee information on two new businesses coming to Norco, a bike shop and a mini “chuck-e-cheese” type business.

4. Next Regular Meeting Scheduled: Dark in December; January 23, 2014

5. ADJOURNMENT: Chair Malone adjourned the meeting at **10:20 A.M.**

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