



AGENDA
CITY OF NORCO
ECONOMIC DEVELOPMENT ADVISORY COUNCIL
2870 CLARK AVENUE
CONFERENCE ROOM "A"
APRIL 24, 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 Schwab

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. BROWN ACT REMINDER
3. APPROVAL OF MINUTES: **Recommended Action: Approval** (*Deputy City Clerk*)
 - Regular Meeting of January 23, 2014 (*due to a lack of quorum at the previous meetings, this item needs reconsideration*)
 - Regular Meeting of February 27, 2014 (*due to a lack of quorum at the previous meeting, this item needs reconsideration*)
 - Regular Meeting of March 27, 2014 (*was cancelled due to lack of quorum – no minutes available*)
 - Special Meeting of April 3, 2014 (*was cancelled due to lack of quorum – no minutes available*)
4. PRESENTATION ITEM:
 - A. City Infrastructure Needs and Funding Options / Appointment to Ad-Hoc Committee (*City Manager*)
5. DISCUSSIONS:
 - A. Reports of Recent Sub-Committees' Activity:
 - Business Development and Retention Sub-Committee – *Calabrano, Dixon, Malone & Schwab*
 - Electric Sign Sub-Committee – *Schwab & Dixon*
 - Film Norco Sub-Committee – *Calabrano, Crowson & Bash*
 - Equestrian Activities Sub-Committee – *Villapando, Schwab, Dixon & Azevedo*
 - Hospitality Sub-Committee – *Desai, Villapando & Bash*

- B. Update from the Norco Area Chamber of Commerce and Visitors Center (*Paul DiGerolamo - Board Member/NACC*)
 - C. Development of Strategic Plan (*Chair Malone*)
 - Promoting Horsetown USA
 - Media Relations
 - EDAC Member Assignments
 - D. Discussion on Prospective Speakers at Future Meetings (*Econ. Development Specialist Grody*)
 - E. Attendance Issues (*Chair Malone*)
 - F. Economic Development Update (*Econ. Development Specialist Grody*)
 - G. City Manager Update (*City Manager Okoro*)
6. Next Regular Meeting Scheduled: May 22, 2014
7. 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.