



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

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**EDAC Members:**

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 Board Member Representative

**Absent Members:**

Kathy Azevedo, Council Member  
Kevin Bash, Council Member  
Kim Calabrano, Community Business Representative – Vice Chair

**Staff Present:**

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

CALL TO ORDER: **9:30 A.M.**

PLEDGE OF ALLEGIANCE:      **Member Dixon**

1. PUBLIC COMMENTS OR QUESTIONS:

**Vicki Leonard, Everything Boutique:** Ms. Leonard introduced her business and shared how tourism is affecting her store in a positive manner, noting that tourism is alive and well in Norco.

2. APPROVAL OF MINUTES: **Recommended Action: Approval** (*Deputy City Clerk*)

- Regular Meeting of November 21, 2013

**M/S Schwab/Crowson** to approve the minutes of the regular meeting of November 21, 2013, as written

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

**ABSENT :**    **Bash, Azevedo, Calabrano**

3. DISCUSSIONS:

A. Reports of Recent Sub-Committees' Activity:

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

Specialist Grody distributed Economic Development standard business cards to the members for use as an introduction tool when visiting or speaking to businesses that may be interested in expanding or locating to Norco.

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

Member Schwab presented the staff report on file in the Economic Development Department. He noted that the manufacturer, Vantage LED, is still in talks with the school district, adding that the company is also meeting with the cities of Corona and Eastvale to offer the same program offered to Norco.

Member Dixon provided an overview of the benefits to the City and the community events scheduled throughout the year. He explained that the three pilot cities, Corona, Eastvale and Norco, would run the same content, as such, each of the cities' events would be presented in all three cities.

The sub-committee will follow up with Vantage LED, and Jerry Lundy, to make a recommendation to EDAC in March.

- Film Norco Sub-Committee – *Calabrano, Crowson & Bash*

Specialist Grody stated that he is continually receiving inquiries from location scouts for Norco to be used as a background. He reminded the Committee that the First Annual Film Festival is scheduled on February 1 and 2, 2014.

- Equestrian Activities Sub-Committee – *Villapando, Schwab, Dixon & Azevedo*

Member Villapando reported that Sunshine and Daydreams Stables has settled in Norco and is now open for business. She stated that the sub-committee will visit the business, as well as other stables located throughout the City, to discuss their potential support of the growing tourism business in Norco.

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

Member Desai shared details on steps taken by the Hampton Inn to promote Norco as a destination, adding that business has increased compared to last year. He stated that many visitors are looking for specialty packages which could involve local activities (e.g. horseback riding), wedding packages, etc. He noted that the sub-committee will meet and make a presentation at the next meeting on ways to entice participation of local businesses in promoting tourism.

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

Ann Bedwell, NACC Board Member, provided an update on upcoming events, including ribbon cutting, grand openings, and monthly luncheons. She invited everyone to the Annual Instillation and Awards Dinner on January 30, 2014, adding that sponsors are still needed.

C. Development of Strategic Plan – *Chair Malone*

- Point of Sale Strategies
- Marketing Opportunities Presented by 50<sup>th</sup> Birthday Celebration
- Promoting Horsetown USA
- Prospective Media Event

Chair Malone gave an introduction on the above referenced topics for continued discussions.

He asked Member Crowson to provide an update on the City's 50<sup>th</sup> Birthday Celebration. She noted that the Committee is creating a flyer which will entail all the scheduled events throughout the year's celebration.

Discussions ensued on sale strategies, promoting Horsetown USA and prospective media events.

Specialist Grody provided literature noting the Norco Cowgirls Rodeo Drill Team's participation at the Tournament of Roses Parade, and an article about Norco on the Discover IE website blog, which highlighted the City's Western heritage. He suggested that Members could help brand the City as "Horsetown USA" by contacting the media (TV stations, radio, etc.).

**D. Zoning Code Revision – Bed & Breakfast Inns (A-1-20 Zone)**

Specialist Grody presented the staff report on file in the Economic Development Department. He provided an overview of the Committee's purview on zoning, as such only recommendations may be made by the EDAC to the Planning Commission and/or City Council. He stated that Bed and Breakfast Inns are allowed along Sixth Street, but noting that the lots are small and could not accommodate horse-boarding, a popular option. He suggested that the EDAC make a recommendation to the Planning Department to initiate a zone change to allow Bed and Breakfast Inns with horse-boarding accommodations in the A-1-20 Zone.

**M/S Schwab/Crowson** to make a recommendation to the Planning Department to initiate a zone change in the A-1-20 Zone, to allow Bed and Breakfast Inns.

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

**ABSENT : Bash, Azevedo, Calabrano**

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

Specialist Grody provided an update on upcoming business openings. He shared an article from Entrepreneur Magazine showing that Western clothing is a major current fashion trend. Specialist Grody stated that press-releases with story ideas about Norco are forwarded to numerous media outlets. In the future, the City may look at hiring a PR firm to help promote its community.

**F. City Manager Update – *City Manager Okoro***

City Manager Okoro was unable to attend due to scheduling conflict.

Chair Malone asked that staff bring forth a report at the next scheduled meeting regarding franchise fees received by the City and its benefits.

4. Next Regular Meeting Scheduled: February 27, 2014

5. **ADJOURNMENT:** Chair Malone adjourned the meeting at **10:35 A.M.**