



**AGENDA**  
**CITY OF NORCO**  
ECONOMIC DEVELOPMENT ADVISORY COUNCIL  
2870 CLARK AVENUE  
CONFERENCE ROOM "A"  
MAY 22, 2014

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**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 Villapando

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 February 27, 2014 (*due to a lack of quorum at the previous meeting, this item needs reconsideration*)
  - Regular Meeting of April 24, 2014
4. 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 (*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. Economic Development Update (*Econ. Development Specialist Grody*)

F. City Manager Update (*City Manager Okoro*)

6. Next Regular Meeting Scheduled: June 26, 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.