



**MINUTES**  
**CITY OF NORCO**  
ECONOMIC DEVELOPMENT ADVISORY COUNCIL  
2870 CLARK AVENUE  
CONFERENCE ROOM "A"  
APRIL 24, 2014

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**EDAC Members:**

Kevin Bash, Council Member – arrived 9:45 a.m.  
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

Pam Smith, Chair, Norco Area Chamber of Commerce Board Member

**Absent Members:**

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

**Staff Present:**

Andy Okoro, City Manager  
Lori Askew, Public Works Director  
Roger Grody, Economic Development Specialist  
Diane Germain, Deputy City Clerk

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

PLEDGE OF ALLEGIANCE:       **Member Schwab**

1. PUBLIC COMMENTS OR QUESTIONS: **NONE**

2. BROWN ACT REMINDER:

Deputy City Clerk Germain provided information on a recent amendment to the Brown Act concerning votes taken at formal meetings that fall within the Brown Act.

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)*

**M/S Malone/Schwab** to approve the minutes of the regular meeting of January 23, 2014, as written

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

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

- Regular Meeting of February 27, 2014 *(due to a lack of quorum at the previous meeting, this item needs reconsideration)*

**The motion failed due to a lack of quorum available to approve the draft minutes of February 27, 2014; approval is postponed to the next regular meeting.**

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

- Regular Meeting of March 27, 2014, was cancelled due to lack of quorum – **no minutes to approve.**
- Special Meeting of April 3, 2014, was cancelled due to lack of quorum – **no minutes to approve.**

4. PRESENTATION ITEM:

A. City Infrastructure Needs and Funding Options / Appointment to Ad-Hoc Committee (*City Manager*)

City Manager Okoro and Public Works Director Askew presented the staff report, including a PowerPoint presentation, on file in the Economic Development Department.

City Manager Okoro provided an overview of the City's current financial situation and how it pertains to current and future City infrastructure needs. He also explained the goals of the Committee and the future funding needs for the City's infrastructures such as trails, streets, city buildings and parks.

Public Works Director Askew presented the issues pertaining to the City's water, sewer, and trail systems, streets, and storm drains. She reviewed funds on hand and the future funding needs.

City Manager Okoro presented the report on the current and future needs of the City's buildings and parks, the importance of maintaining the aging buildings, roofs and air conditioning systems.

City Manager Okoro asked that the EDAC nominate and vote for one of its Members to serve on the Ad-Hoc Committee.

**M/S Malone/Dixon** to appoint Member Schwab to serve on the Ad-Hoc Committee to review the City's future infrastructure and funding needs.

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

**ABSENT:** Azevedo, Bash, Calabrano

**Motion Passed**

5. DISCUSSIONS:

A. Reports of Recent Sub-Committees' Activity:

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

**NONE**

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

Members Schwab and Dixon noted on a recent meeting held with Jerry Lundy, where discussions included estimates on structure and the sign's location across Sixth Street. Member Schwab stated that additional information will be shared at the next EDAC regular meeting.

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

**NONE**

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

**NONE**

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

Although the Sub-Committee has not met recently, Member Desai shared that he has learned that many hotels are coming to California, which could mean additional hotels in Norco, a plus for potential tourism growth.

B. Update from the Norco Area Chamber of Commerce and Visitors Center (*Pam Smith – Board Chair/NACC*)

NACC Chair Smith provided information on upcoming events, including the E-Cycle Event scheduled this weekend, April 26 and 27, 2014, EZ-Up Online Retail ribbon cutting at noon today, and a possible Candidates Forum for the District Attorney race tentatively scheduled in mid to late May. She also shared that the Norco Area Chamber has donated \$5,700 to the George Ingalls Veterans Memorial.

C. Development of Strategic Plan (*Chair Malone*)

- Promoting Horsetown USA
- Media Relations
- EDAC Member Assignments

Due to time constraint, Chair Malone continued this item to the next regular meeting.

D. Discussion on Prospective Speakers at Future Meetings (*Econ. Development Specialist Grody*)

Specialist Grody continued discussions to the next regular meeting.

E. Attendance Issues (*Chair Malone*)

Chair Malone presented the memo on file in the Economic Development files. He touched on the importance to every member's attendance and commitment to the group.

F. Economic Development Update (*Econ. Development Specialist Grody*)

**NONE**

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

**NONE**

6. Next Regular Meeting Scheduled: **May 22, 2014**

7. ADJOURNMENT: Chair Malone adjourned the meeting at **10:57 A.M.**