



**MINUTES**  
**CITY OF NORCO**  
ECONOMIC DEVELOPMENT ADVISORY COUNCIL  
2870 CLARK AVENUE  
CONFERENCE ROOM "A"  
FEBRUARY 27, 2014

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**EDAC Members:**

Kim Calabrano, Community Business Representative – Vice Chair  
Wanda Crowson, Community Business Representative  
Ed Dixon, Community Business Representative  
Patrick Malone, Community Business Representative - Chair  
Melissa Villapando, Community Business Representative  
Norco Area Chamber of Commerce Board Member Representative

**Absent Members:**

Kathy Azevedo, Council Member  
Kevin Bash, Council Member  
Bill Schwab, Community Business Representative  
Ronak Desai, Community Business Representative

**Staff Present:**

Andy Okoro, City Manager  
Diane Germain, Deputy City Clerk

CALL TO ORDER: **9:36 A.M.**

PLEDGE OF ALLEGIANCE:      **Chair Malone**

1. PUBLIC COMMENTS OR QUESTIONS:

**Sonja Trefethen:** Ms. Trefethen, Sun Shine and Day Dreams Stables, thanked the group for its support of her business' recent move into Norco. She stated that her business is doing well, noting that its location on California Avenue couldn't be better. She provided an update on steps she has taken, and will be doing, in beautifying her property to provide great curb appeal, and be a good representation of what the City is all about.

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

- Regular Meeting of January 23, 2014

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

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

**ABSENT:**    **Azevedo, Bash, Schwab, Desai**

**ABSTAIN:**   **Calabrano**

**Due to a lack of quorum, the draft minutes of January 23, 2014, could not be approved; approval is postponed to the next regular meeting.**

### 3. DISCUSSIONS:

#### A. Reports of Recent Sub-Committees' Activity:

Chair Malone asked for the Sub-Committees that have met to make their individual presentations.

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

**NONE**

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

**NONE**

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

**NONE**

- Equestrian Activities Sub-Committee – *Villapando, Schwab, Dixon & Azevedo*  
Member Dixon provided an update on the Sub-Committee's meeting from February 18, 2014. He stated that the new Economic Development intern, Kelli Newton, will assist in creating an equestrian directory, adding that all businesses listed on the directory must be in compliance with the Norco Municipal Code including having a valid current City business license.

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

Member Villapando provided information on behalf of Member Desai, who was unable to attend today's meeting. The information provided was based on the Sub-Committee's meeting, also held on February 18, 2014. He noted the items covered, such as making Norco a center for equine education, organize more equine related events, and involve businesses, residents and local groups to create a message about the City that all can support.

Member Dixon stated that he had heard that the Pomona Fairgrounds is getting away from equestrian events, which could be good for Norco.

#### B. Update from the Norco Area Chamber of Commerce and Visitors Center – *Board Member/NACC: NONE*

#### C. Development of Strategic Plan – *Chair Malone*

Chair Malone spoke about the options available for local businesses to help promote Norco, such as Facebook, Twitter, and other social media outlets.

- Marketing Opportunities Presented by 50<sup>th</sup> Birthday Celebration
- Promoting Horsetown USA
- Media Relations

#### D. Economic Development Update – *Econ. Development Specialist Grody*

Specialist Grody was not able to attend the meeting due to unforeseen circumstances.

E. City Manager Update – *City Manager Okoro*

City Manager Okoro spoke on the City's pro-business stance, noting that staff works very closely with all interested businesses and/or developers. He shared that any issues presented are handled by staff in a timely manner. He stated that Hobby Lobby is now open and is an attractive addition to Norco. He also noted that Tractor Supply Company is hard at work in order to open soon.

City Manager Okoro also provided an update on the City budget, noting that current sales tax reports are very promising and provide an insight on the City's financial future. He shared that the City also needs people to help support these businesses, and that he will continue to work with any business prospect, including with the old egg ranch property developers. He also provided a brief update on the Silverlakes project as presented to the City Council at its last meeting.

Member Dixon agreed with the City Manager regarding the need to support the incoming businesses, noting that the issue becomes that Norco is not Corona.

Member Crowson, as a long time Realtor, provided her view on local housing and business rentals, adding that Norco is in high demand, as she gets many inquiries from individuals wanting to relocate here.

City Manager Okoro suggested that EDAC Members become involved such as attending the pre-budget workshop scheduled on March 7, 2014, as well as any future workshops or study sessions which will provide insight on the City's future and other potential projects.

Chair Malone asked staff to notify the EDAC Members when study sessions/workshops are scheduled.

4. Next Regular Meeting Scheduled: March 27, 2014
5. ADJOURNMENT: Chair Malone adjourned the meeting at **10:20 A.M.**