



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



EDAC Members:

Kevin Bash, Council Member
Wanda Crowson, Community Business Representative
Ronak Desai, Community Business Representative
Ed Dixon, Community Business Representative
Patrick Malone, Community Business Representative - Chair
Melissa Villapando, Community Business Representative

Absent Members:

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

Staff Present:

Andy Okoro, City Manager
Roger Grody, Economic Development Specialist

CALL TO ORDER: **9:34 A.M.**

PLEDGE OF ALLEGIANCE: **Member Villapando**

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

2. BROWN ACT REMINDER: **NONE**

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*)

M/S to approve the minutes of regular meeting of February 27, 2014, as written

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

ABSENT: **Azevedo, Calabrano, Schwab**

ABSTAIN: **Bash, Desai**

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.

- Regular Meeting of April 24, 2014

M/S Dixon/Bash to approve the minutes of regular meeting of April 24, 2014, as written

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

ABSENT: **Azevedo, Calabrano, Schwab**

Motion Passed

4. 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*

Member Dixon was enthusiastic about prospects for an electronic sign, but all agreed to move forward very deliberately and cautiously, as this is a major expenditure.

Specialist Grody emphasized that proper engineering, architectural design and electronics are critical to ensure a structure the community is happy with.

- Film Norco Sub-Committee – *Calabrano, Crowson & Bash*: **NONE**
- Equestrian Activities Sub-Committee – *Villapando, Schwab, Dixon & Azevedo*: **NONE**
- Hospitality Sub-Committee – *Desai, Villapando & Bash*: **NONE**

B. Update from the Norco Area Chamber of Commerce and Visitors Center (*Board Member/NACC*): **A representative was not present.**

Council Member Bash suggested an EDAC subcommittee be created to meet with the Norco Area Chamber and monitor activities throughout the City.

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

Chair Malone deferred this topic to the next regular meeting.

- Promoting Horsetown USA
- Media Relations
- EDAC Member Assignments

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

Specialist Grody deferred this item of discussion to the next regular meeting.

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

Specialist Grody asked to set a Special Meeting to review applications and make a recommendation to the City Council for appointment to the EDAC, and to discuss a revised time for future EDAC regular meetings. The EDAC Members agreed to schedule the Special Meeting for May 27, 2014 at 8:15 a.m.

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

City Manager Okoro reported on the Budget Workshops of May 7 and May 21, 2014, noting that the City was on its way to submitting the first balanced budget since the recession. Excluding public safety contracts, the General Fund was actually reduced by two percent. He noted that among other things, the City Council recommended \$250,000 of residual bond funds be allocated for an over-the-street electronic sign on Sixth Street.

City Manager Okoro provided an update on the formation of an Ad-Hoc Infrastructure Committee to study the long term impacts of underfunded trails, streets, sewers, water and park facilities.

City Manager Okoro shared that RJ Brandes made a presentation to the City Council at its May 21, 2014 meeting on the status of Silverlakes. He stated that it was an encouraging report in which Mr. Brandes insisted several avenues of financing were being actively pursued and that no lease payment have been missed.

6. Next Regular Meeting Scheduled: June 26, 2014, possible change in date and/or time to be decided at the Special Meeting of May 27, 2014.

Council Member Bash reminded the group of the May 30, 2014 groundbreaking for the George A. Ingalls Veterans Memorial at Ingalls Park.

7. ADJOURNMENT: Chair Malone adjourned the meeting at **10:38 A.M.**