



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

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**EDAC Members:**

Kathy Azevedo, Council Member  
Kevin Bash, Council Member  
Michael Bell, Community Business Representative  
Ronak Desai, Community Business Representative  
Ed Dixon, Retired/Resident Representative  
Vicki Leonard, Community Business Representative  
Patrick Malone, Community Business Representative – Chair  
Brad Renfree, Community Business Representative  
Bill Schwab, Retired/Resident Representative  
Melissa Villapando, Community Business Representative  
Norco Area Chamber of Commerce Representative

CALL TO ORDER: 8:15 A.M.

PLEDGE OF ALLEGIANCE:      Member Dixon

1. INTRODUCTION AND OATH OF OFFICE OF NEW MEMBERS (*City Clerk Link*)

- Michael Bell
- Vicki Leonard
- Brad Renfree

2. ELECTION OF CHAIR AND VICE CHAIR (Term begin July 1, 2014)

3. PUBLIC COMMENTS: 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.

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

- Regular Meeting of June 24, 2014

5. REPORTS FROM SUB-COMMITTEES:

A. Reappoints to Sub-Committees

- Maximum of four (4) per Sub-Committee
- Maximum of two (2) Sub-Committees per Member

B. Reports of Recent Activity:

- Business Development and Retention Sub-Committee – *Malone & Schwab*
- Electric Sign Sub-Committee – *Schwab & Dixon*
- Film Norco Sub-Committee – *Bash*
- Equestrian Activities Sub-Committee – *Villapando, Schwab, Dixon & Azevedo*
- Hospitality Sub-Committee – *Desai, Villapando & Bash*

6. DISCUSSIONS:

- A. Update from the Norco Area Chamber of Commerce and Visitors Center
- B. Development of Strategic Plan (*Chair Malone*)
  - Promoting Horsetown USA / Media Relations
  - EDAC Member Assignments
- C. Discussion on Prospective Speakers at Future Meetings (*Econ. Development Specialist Grody*)
- D. Economic Development Update (*Econ. Development Specialist Grody*)
- E. City Manager Update (*City Manager Okoro*)

7. Next Regular Meeting Scheduled: August 26, 2014, at 8:15 a.m.

8. 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.