

- Special Meeting of May 27, 2014

M/S Bash/Schwab to approve the minutes of special meeting of May 27, 2014, as written

AYES: Bash, Desai, Dixon, Malone, Schwab, Villapando

ABSENT: Azevedo, Calabrano, Crowson

Motion Passed

3. REVISED COMPOSITION OF EDAC:

Specialist Grody reviewed the recently adopted Resolution No. 2014-40, approved by the City Council at its meeting of June 18, 2014. He noted the addition of one member, and that the representative of the Norco Area Chamber of Commerce will now be a voting member of the EDAC.

4. DISCUSSIONS:

A. Reports of Recent Sub-Committees' Activity:

Specialist Grody stated that Sub-Committees re-assignments will be done at the next regular meeting to allow participation by new Members.

- Business Development and Retention Sub-Committee – *Calabrano, Dixon, Malone & Schwab* **NONE**
- Electric Sign Sub-Committee – *Schwab & Dixon*

City Manager Okoro stated that the City Council approved funds for the electronic sign within the budget for fiscal year 2014-2015, as requested by EDAC. The adopted budget has earmarked \$250,000 for the project. City Manager Okoro explained the next steps to be taken, including the approval by the Successor Agency Oversight Board, at which point a final approval is required from the State Department of Finance. He estimated that the final approval should be in September 2014.

Specialist Grody stated he will be working with the Sub-Committee on a site plan and to prepare information needed to request for bids in preparation for the approval of the funds.

Member Schwab stated that the Sub-Committee will be meeting after this meeting and will provide an update at the next meeting.

- Film Norco Sub-Committee – *Calabrano, Crowson & Bash* **NONE**

Council Member Bash noted that he and other Members have been busy with the planning of events for the City's 50th Birthday. He suggested that the Sub-Committee create an informational booklet and/or an ad video to push the potential that the City offers for the film industry.

- Equestrian Activities Sub-Committee – *Villapando, Schwab, Dixon & Azevedo*
Member Dixon provided an update from a recent Sub-Committee meeting, adding that the brochure is being created and is constantly being revised so that the best and most complete equestrian information can be provided to visitors and residents alike. He is hopeful that a sample of the brochure can be shared at the next meeting.

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

Member Desai stated that he strongly believes that PR is the most important in order to push Norco as a tourist destination. He agreed that the new City website will be helpful in streaming videos. He asked the group for additional assistance.

Specialist Grody stated that the Sub-Committee will need to formally meet to work on issues as a group.

City Manager Okoro shared that the City Council also approved a commercial budget for advertising purposes.

B. Update from the Norco Area Chamber of Commerce and Visitors Center (*Board Member/NACC*)

Diane Collins, Executive Director for NACC, provided an update on upcoming events scheduled by the Chamber, including the Military Appreciation Luncheon on July 26, 2014, at the American Legion. She stated that tickets are going quick, and invited all Members to attend. Ms. Collins reported that the Chamber continues to grow, currently at 150 members.

Ms. Collins noted on a recent meeting between the Chamber and the City, discussions included its request to become a voting member of the EDAC, what the City Council's expectations are from the Chamber as a community partner, and jointly working on business and residential welcome packets.

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

- Promoting Horsetown USA
- Media Relations
- EDAC Member Assignments

Chair Malone opened discussions by stating that he would like to set long term goals for EDAC and its Sub-Committees. He suggested that the media be contacted and asked to refer to Norco as Horsetown USA. He also suggested that the group look into point-of-service businesses so that the City could get sales tax credit which would be helpful for the City's survival.

Council Member Bash suggested that the Sixth Street businesses be aggressively pursued to get together to help clean up the street and surrounding area.

Discussion continued.

Chair Malone suggested that the Hospitality Committee work on this issue.

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

Due to time constraint, Specialist Grody deferred this discussion to the next meeting.

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

No updates available at this time.

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

- Presentation to Members Wanda Crowson and Kim Calabrano for their service on the EDAC.

City Manager Okoro commended the entire group for their continued participation, stating that this is the corner stone of the City's economic development. He shared information regarding the recently adopted budget, adding that a balanced budget was presented for the first time in many years.

5. Next Regular Meeting Scheduled: **July 22, 2014 at 8:15a**

6. ADJOURNMENT: Chair Malone adjourned the meeting at **9:01 a.m.**