



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



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, Paul DiGerolimo

Staff Present:

Andy Okoro, City Manager
Roger Grody, Economic Development Specialist
Cheryl Link, City Clerk
Diane Germain, Deputy City Clerk

Guest:

Diane Collins, Executive Director

CALL TO ORDER: **8:16 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

City Clerk Link provided the Oath of Office for the new Commission Members Michael Bell, Vicki Leonard, and Brad Renfree for their service to the Economic Development Advisory Council.

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

M/S Azevedo/Dixon to re-elect Patrick Malone as Chair for the EDAC.

AYES: Azevedo, Bash, Desai, DiGerolimo, Dixon, Leonard, Malone, Renfree, Schwab, Villapando

M/S Azevedo/Bash to elect Melissa Villapando as Vice Chair for the EDAC.

AYES: Azevedo, Bash, Desai, DiGerolimo, Dixon, Leonard, Malone, Renfree, Schwab, Villapando

3. PUBLIC COMMENTS: **NONE**

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

- Regular Meeting of June 24, 2014

M/S Bash/ Malone to approve the minutes of regular meeting of June 24, 2014, with a minor corrections

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

ABSTAIN: Azevedo, DiGerolimo

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

Specialist Grody explained the set number of members to each sub-committee, based on the Brown Act guidelines, and asked for full participation.

Chair Malone detailed what each sub-committee entails.

Council Member Bash suggested adding or changing a sub-committee to work with the Navy base for its Navy Technology Transfers, to encourage Navy presence and growth in Norco.

Council Member Azevedo suggested that this responsibility be added to one of the existing sub-committees; the sub-committee could reach out to the Navy and assist and offer support.

Diane Collins stated that the Navy has noted interest in working with local companies, but each must be on the approved Navy list. She offered the assistance of the Norco Area Chamber to get local companies signed up and be included on the pre-approved list.

City Manager Okoro suggested that the Navy be invited to speak to the EDAC; explain their needs and advise on how the group can assist.

Chair Malone suggested that appointments be reconvened at the next regular meeting, so that each member has an opportunity to think about which sub-committee their interest would serve best.

B. Reports of Recent Activity:

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

Chair Malone suggested that the sub-committee meet soon.

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

Member Dixon stated that the sub-committee had met with a sign company and construction company to get all pertinent information to provide for the Oversight Board's review for the approval of the funds allocated for the electronic sign.

Member Schwab explained the sub-committee's involvement for the benefit of the new members; adding that the information will be sent to Specialist Grody.

Specialist Grody stated that an RFP has prepared to invite quotes.

Vice Chair Villapando suggested an additional potential location for an electronic sign, at Hidden Valley Parkway, which could be viewed by Corona residents as well as out of town residents inviting them to Norco.

- Film Norco Sub-Committee – *Bash*

Nothing to report at this time.

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

Vice Chair Villapando stated that she had made contact with a brochure rack company for the brochures that are being developed. She said that the company offers to distribute the brochures and racks throughout California, including hotels, restaurants, and military bases. She provided an update on the activities brochure being developed by Kelli Newton, Economic Development Intern.

Azevedo shared information about a sample small magazine for Big Bear, noting all events and all things to do within Norco – marketing the city.

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

Member Desai stated that he would like to set a meeting for this sub-committee, inviting additional members.

6. DISCUSSIONS:

A. Update from the Norco Area Chamber of Commerce and Visitors Center (NACC)
Mr. DiGerolimo, NACC Board Member, shared that the upcoming Military Luncheon is sold out. He invited the members to join the NACC for Cocktails and Conversations at Mavericks Saloon, on Hamner Avenue, on July 31, 5:00p-7:00p, a social event for all businesses; and the monthly Membership Meeting on August 20, 11:30a-1:00p at Bob's Big Boy Restaurant, with guest speaker Pat Newman.

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

- Promoting Horsetown USA / Media Relations
- EDAC Member Assignments

Chair Malone reviewed what had been discussed so far on the branding and promotion of the City, noting that someone, staff or EDAC Member, needs to contact local radio and TV stations to ask that if Norco can be mentioned as Horsetown USA.

Council Member Azevedo stated that RFD TV is not available on Charter Communication line up, although it is available on Direct TV; she suggested that research needs to be done on making RFD TV available to more Norco residents.

Member Leonard suggested that a campaign be started via the Facebook page, Norco Forum, to get residents involved to push for RFD TV in Norco.

Specialist Grody gave an update on the new City website, all that it will offer including being more comprehensive and easier to use.

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

Specialist Grody reiterated that the Navy be invited to speak at a future meeting, as well as Norco College, asking for additional suggestions. He stated that the key is to invite individuals that will help bring business and stimulate the economy of the City. He also suggested having Patty Ireland, Administrative Facilities for George Ingalls Equestrian Center, to share the events that are booked and how each generates sales tax revenue for the City.

Council Member Bash suggested the Director of CSC, a business that works with the Navy. Member Schwab explained what CSC does and agreed that the Director could shed light on the type of businesses they deal with, and possibly bring in those businesses to Norco.

City Manager Okoro noted that the speakers should reflect subjects that the group would like to get involved with.

It was also suggested that a contact be made with a hospitality firm to assist with information and guidance on the process to generate business and promote Norco.

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

Nothing to report at this time.

In response to Member Schwab regarding the Wyle Lab property, Specialist Grody stated that the company that currently owns the property has not presented anything to the City for development to date. He stated that at this time the company is speaking to neighboring residents to find out what they would wish to see at the location, adding that a popular item brought up is a dude ranch or some kind of equestrian type of establishment.

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

City Manager Okoro stated that the City has met with the sales tax consultant, HdL, noting that the City is doing better than the State and County in its financial recovery. He shared that the old Mazda site in the Auto Mall area is now owned by Hemborg Ford; they are cleaning the property and working with staff to create site.

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

8. ADJOURNMENT: Chair Malone adjourned the meeting at **9:20 a.m.**