



AGENDA
CITY OF NORCO
ECONOMIC DEVELOPMENT ADVISORY COUNCIL
2870 CLARK AVENUE
CONFERENCE ROOM "A"
AUGUST 19, 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 – Vice Chair
Norco Area Chamber of Commerce Representative

CALL TO ORDER: 8:15 A.M.

PLEDGE OF ALLEGIANCE: Member Leonard

1. 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.
2. APPROVAL OF MINUTES: **Recommended Action: Approval** (*Deputy City Clerk*)
 - Regular Meeting of July 22, 2014
3. SUB-COMMITTEES:
 - A. Appointments 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*
4. EQUESTRIAN RESOURCE GUIDE PRESENTATION
5. DISCUSSIONS:
 - A. Update from the Norco Area Chamber of Commerce and Visitors Center

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

- Horizon
- Promoting Horsetown USA / Media Relations
- EDAC Member Assignments
- Time

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

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

7. Next Regular Meeting Scheduled: September 23, 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.