



MINUTES
CITY OF NORCO
ECONOMIC DEVELOPMENT ADVISORY COUNCIL
2870 CLARK AVENUE
CONFERENCE ROOM "A"
AUGUST 19, 2014



EDAC Members:

Kathy Azevedo, Council Member (arrived 8:21 am)
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, Diane Collins

Absent Members:

Kevin Bash, Council Member

Staff Present:

Andy Okoro, City Manager
Roger Grody, Economic Development Specialist
Diane Germain, Deputy City Clerk
Kelli Newton, Economic Development Intern

CALL TO ORDER: **8:16 A.M.**

PLEDGE OF ALLEGIANCE: **Member Leonard**

1. PUBLIC COMMENTS: **NONE**

2. APPROVAL OF MINUTES: **Recommended Action: Approval** (*Deputy City Clerk*)
• Regular Meeting of July 22, 2014

M/S Schwab/Villapando to approve the minutes of July 22, 2014 as written.

AYES: **Desai, DiGerolimo, Dixon, Leonard, Malone, Renfree, Schwab, Villapando**

ABSENT: **Azevedo, Bash**

Motion Passed

3. SUB-COMMITTEES:

A. Appointments to Sub-Committees

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

Chair Malone reviewed the purpose of each sub-committee and what each is responsible for. He then asked for volunteers to each sub-committee. The EDAC Members offered their assistance to serve as follows:

- Business Development and Retention: Michael Bell, Patrick Malone, Melissa Villapando and the Norco Area Chamber of Commerce
- Hospitality: Michael Bell, Ronak Desai, Vicki Leonard, and Brad Renfree
- Equestrian: Kathy Azevedo, Ed Dixon, Bill Schwab, and Melissa Villapando

- Film: Kevin Bash, Ronak Desai, and Vicki Leonard
- Electric Sign: Ed Dixon and Bill Schwab

B. Reports of Recent Activity:

- Business Development and Retention Sub-Committee – *Malone & Schwab*
Nothing to report at this meeting

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

Member Schwab noted that an informal request for proposals for an electronic sign, to be placed across Sixth Street, had been sent out. He stated that four proposals had been received to date. The next step is to present them to the Successor Agency for review and possible approval of allocated funds.

Specialist Grody stated that once the Successor Agency has reviewed and approved the proposals, each company will be invited to make a presentation to the EDAC.

- Film Norco Sub-Committee – *Bash*
Nothing to report at this meeting
- Equestrian Activities Sub-Committee – *Villapando, Schwab, Dixon & Azevedo*
Nothing to report at this meeting
- Hospitality Sub-Committee – *Desai, Villapando & Bash*

Member Desai stated that the sub-committee is considering a “Shop Norco” campaign.

Specialist Grody and Chair Malone stated that the Navy Technology Transfer issue will be rolled into one of the existing sub-committees.

4. EQUESTRIAN RESOURCE GUIDE PRESENTATION:

Kelli Newton, Intern, gave a presentation of the Equestrian Resource Guide. She provided draft copies to the Members, stating only business licensed ranches and boarding businesses in Norco are listed. She explained the process followed in order to accumulate the information and finalize the draft. Ms. Newton stated that a report will be prepared for the City Council to review and approve. The information will also be provided on the City’s new website, which will allow for continuous updates when necessary.

Specialist Grody stated that the Equestrian Sub-Committee was a key role on developing this brochure, along with Ms. Newton.

Chair Malone commended Kelli Newton and the Sub-Committee for a job well done. He suggested that the Hospitality Sub-Committee take a look at the brochure, and consider additional informational products to help the growth of tourism in Norco.

5. DISCUSSIONS:

A. Update from the Norco Area Chamber of Commerce and Visitors Center (NACC)
Diane Collins, Executive Director, stated that although this is a slow time for the Chamber, the membership continues to grow steadily, with constant promotion of the Chamber’s availability to assist all businesses.

Council Member Azevedo shared details of the recent event at the Sons of Liberty, celebrating their 2nd Anniversary in Norco, which took place on August 16th. She suggested that the EDAC Members start attending these types of events, including grand openings.

Ms. Collins stated that she will add the EDAC Members to the NACC email list for special events, and invited everyone to attend the upcoming Grand Opening of the Fairfield Inn on September 9, 2014, at 5:00 pm.

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

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

Chair Malone suggested that a strategic plan be developed to help bring revenue to the City, as well as hospitality growth. He added that the group should focus on one element at a time at each monthly meeting.

C. Economic Development Update (*Econ. Development Specialist Grody*)
Specialist Grody noted that much has been covered in previous discussions.

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

City Manager Okoro shared that an updated look and new technology is being considered by the Auto Mall Association for the Auto Mall sign, noting that the current sign has gotten old over time due to the elements. He estimated that the City's share of the cost is approximately \$115,000, and that the City gets about 15% time usage. He stated that as auto sales are a large tax contributor to the City, it needs to be updated.

City Manager Okoro noted that a speaker with the Navy base will be in attendance at the September regular meeting.

City Manager Okoro provided an update of the Ad-Hoc on Infrastructure Needs Committee; they continue to meet and are currently discussing trail needs. He stated that an Oversight Board Successor Agency meeting will be called soon in order to discuss and approve the budget for the electronic sign, among other issues. City Manager Okoro also provided an overview of the City potentially serving as the Successor Housing Agency and what that would entail.

7. Next Regular Meeting Scheduled: September 23, 2014, at 8:15 a.m.

8. ADJOURNMENT: Chair Malone adjourned the meeting at **9:14 A.M.**