

Presidents Message... continued

And of course, it is time for me to start making those phone calls to our loyal and ever helpful/faithful RURAL volunteers that man the Rodeo gates and Fair activities. Remember all of our volunteer efforts and time allow us to give back to the community, with monetary donations benefiting F.F.A., Seniors & Pets, the Animal Shelter, Hall of Fame, Parade of Lights and support other non-profits in their community out-reach.

Norco is a wonderful small town culture, with deep family values, patriotism and neighborly concern for each other. Our problems are no different from other nearby communities, but I would like to think that we go the extra step/mile....hoof-print if you will, to help each other and work out solutions that benefit all, while PRESERVING and PROTECTING our UNIQUE LIFESTYLE. See you at our next meeting February 28th! Pat ☺ 734-5081

JUST A FEW DATES TO REMEMBER IN 2013

March 1,2	Cal-Poly Pomona Intercollegiate Rodeo
March 22-24	Backcountry Horsemen of California 2013 Rendezvous
April 7	Norco Horsemen's Association Safety Seminar
April 19-28	43rd Annual Horseweek Rodeo and Events
May 3-4	Extreme Mustang Makeover
May 18	Ranch Tour
July 27	National Day of The American Cowboy
August 23-25	29th Annual Norco Mounted Posse PRCA Rodeo
Aug 29-Sept 2	Norco Fair and Labor Day Parade
October 24	R.U.R.A.L Meet the Candidates Night
December 7	Norco Parade of Lights

Excerpts From Rural Meeting Minutes...

RURAL Meeting January 24, 2013 Guest Speaker Mayor Kathy Azevedo

Mayor Azevedo presented her "5 THINGS YOU NEED TO KNOW IN 2013". Prior to getting to her bullet points, she stated the the state of the City overview would be held in March at the High School's Performing Arts Center. Exact date and time will be advised; all are welcome and encouraged to attend. Mayor Azevedo expressed that in her eyes, 2013 will be a "Fabulous Year"!

1. In mid April, the Norco College will be hosting it's first of many "Norco Trading Post" (which is the prior Costa Mesa Orange County Marketplace.) The Marketplace has lost it's location at the Orange County Fairgrounds and has initiated a contract with the Norco College to share profits for the use of the parking grounds at the college. It will be every weekend from 8 am to 3 pm (web page is norcotradingpost.com). Rental spaces will give first right to Norco sellers at \$25.00 per day rental space. Norco residents will have the first opportunity for a weekend job, all year long. AND all the tax base will go to the City of Norco.
2. Sales tax is up 10% from 2011-2012, with gasoline being the #1 producer. Since we have to pay the high gasoline prices, shop in Norco! (At least we will receive some benefit from the gas prices.) The 2nd big tax producer is the Auto Mall with the car sales. Other shared news was the opening of a "WINCO" into the old Albertson's market location at Hidden Valley and Hamner. Winco is a large grocery store with higher-type food items available. Also, the "EZ UP@" company will be moving into Norco, lending their support to our tax base. Still awaiting the Fairfield Marriott Hotel to start building at 5th & Hamner. All hotels/motels are excellent sources of tax revenue via the 'bed taxes' that are paid per guest.
3. Veterans Memorial @ Ingalls Park (next to Moreno Arena), is being planned and soon to be executed. It will be a magnificent tribute to all of our military branches, especially the Viet Nam vets. It will have a 70' high flagpole that will be seen from almost anywhere in Norco. You can view the artists' conception at City Hall. They are looking for donations of workers' time and expertise, as well as cash. Ken Kammeyer, architect, designed the memorial for free.
4. 2014 marks Norco's 50th birthday, and the City Council wants this to be a real "bash", so plans are being made and volunteers are needed to attend the meetings to get this to be a real celebration. The goal is to have the above memorial completed prior to the birthday party (possibly in July or on Veterans' Day 2014.) They are hoping to run the birthday party a whole week with possibly a rodeo, an old fashioned picnic with various fun for the entire family. Culminating with a 1950's sock hop at the Norconian Pavilion. The Navy Dept. has already been approached on the idea...it's a wait and see proposition. Remember, a planning committee will be needed, so keep your eyes and ears open on when and where the planning meetings will be held. Your help and ideas will be appreciated!
5. Reminder to keep positive thoughts and be positive ambassadors, in regards to Silverlakes. Yes, there have been some setbacks, but it's still a reality. In fact, the City is receiving "rent" already. Hopefully, the delays will be minimal and it will completed and start being utilized in the near future.

Opening in spring the TUMF funds will hopefully be available to Riverside County Transportation and the measure "A" funds will get the Hamner Bridge widening project up and running. Time will tell.....

Minutes Respectfully Submitted by: Doris Higgins

(Please understand, this is only a brief recap of the meeting. So please try and attend to get the full focus and extent of our knowledgeable speakers.)

Opinions expressed not necessarily those of all members. Comments? E-mail the RURAL editor at: info@rural-norco.com

FEBRUARY MEETING... WHAT TO EXPECT!

RURAL Meeting February 28, 2013 Guest Speaker Dave Henderson

The Board invited Bob Wright, Planning Commission Chairman, to speak at the February 28 meeting regarding the planning process and the role and responsibilities of the Planning Commission. Unfortunately, Bob will not be able to attend and asked Dave Henderson to represent him and the Planning Commission at the meeting. Dave has sent a brief summary of "talking points" he plans to cover.

The Planning Agency as discussed by Section 65100 of the California Constitution and Title 2.24 of the Norco Municipal Code.

1. Structure of the Norco Planning Department.
2. The Norco Planning Commission and Title 18 (Zoning) of the Norco Municipal Code.
3. Typical duties of the Planning Commission:
 - Land Use and Land Use Planning
 - Zone Code Amendments
 - Permitted and conditional permitted uses
 - Specific Plans
4. Recent areas of high visibility and the Planning Commission:
 - Accessory buildings
 - Proposed distribution center at the Norco Egg Ranch
 - PE Zone and pavers in the trail
5. Q & A

Norco Trading Post

The Traditional Outdoor Market Place

The Norco Trading Post is a family friendly outdoor market place that will combine fun, food and value shopping while celebrating the entrepreneurial spirit. Merchants will offer a spectrum of products and services, including a variety of food and beverage options for your enjoyment. The event will take place every Saturday and Sunday from 8 a.m. to 3 p.m., with the exception of holiday periods.

Space will be rented to approved vendors on a daily or monthly basis. Vendor spaces will consist of 2 parking spaces, approximately 16' x 18'. A variety of vendor space rental packages ranging from \$25.00 per day to \$60.00 per day will be available on a first-come-first-served basis.

There will be some areas with larger spaces, at additional costs, to accommodate larger set-ups (i.e. farmer's market vendors). Vendors will have the ability to purchase daily general liability insurance on-site if they do not have a sufficient policy of their own. The vendors will set up their displays each morning and tear down each evening.

The Norco Trading Post will require its vendors to offer 100% customer satisfaction to all customers. These approved vendors must maintain customer service and satisfaction as their top priority.

There will be a nominal admission fee to enter the Norco Trading Post. We offer complimentary entry to seniors, active military, law enforcement and fire personnel.

Residents of Norco
Urging Protection of
Rural and
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2013 Speaker Schedule – A Year At A Glance

- JANUARY 24th Council Corner: Mayor Kathy Azevdo
- February 23rd Council Corner: Berwin Hanna
Planning Commissioner Dave Henderson
- March 28th. Council Corner: Herb Higgins
Lt. Dan Hedge Riverside Sheriff
- April 25th No Meeting
Horseweek April 19-28
- May 23rd Council Corner: Harvey Sullivan
Chris Cochran - Property and Mortgage Update
- June 27th Council Corner: Kevin Bash
City Manager Beth Groves City Financial Update
- July 21th RURAL elections and Barbecue at
Pat and Dave Overstreet's
- August No Meeting — Posse Rodeo August 23, 24, 25
- Sept 26th. "Silverlakes"
- Oct 24th. City Council Election Candidate Forum
- Nov 28th No Meeting
Happy Thanksgiving
- Dec 22nd Christmas Potluck Party and Silly Gift Exchange

RURAL MEETING SCHEDULE

4th Thursday of every Month

NEXT MEETING:

**Thursday, February 28, 2013, 7:00pm
Sixth Street Deli**

Council Corner: Berwin Hanna

Speaker: Dave Henderson

Topic: Planning Commission

SIGN UP FOR R.U.R.A.L.'s EMAIL NOTIFICATION LIST

R.U.R.A.L. will be starting up an e-mail notification list in an effort to keep our members better informed on what is happening around town. This will allow us to share information in a more timely and effective manner.

Too many times we hear that people were not aware of a meeting, event, or information that was relevant to them. We want everyone to stay informed and know what is happening in our town and this is a way we can make that happen.

We will also be able to share our R.U.R.A.L. Newsletter through this email distribution.

If you are interested - please e-mail us with your first and last name - and we will add you to our distribution list.

Send e-mail to info@rural-norco.com

Note: All e-mail is sent blind copy and you can request to be removed from the list at any time.

You can also visit the R.U.R.A.L. Website for past newsletters at rural-norco.com

RURAL Membership Application

Please cut out and return with \$25.00 check for an Annual Family Membership

Mail to:

Name: _____

Address: _____

Phone: _____

E-mail: _____

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734-5081

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OUR OFFICE HOURS ARE:

MONDAY - SATURDAY: 9 A.M. - 6 P.M. SUNDAY: 9 A.M. - 5 P.M.

OUR CONVENIENT ACCESS HOURS ARE FROM 6 AM - 7 PM.

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GENERAL MEMBERSHIP MEETING

Next Meeting

Thursday, February 28, 2013, 7:00pm - Sixth Street Deli

Council Corner: Berwin Hanna

Speaker: Dave Henderson

Topic: Planning Commission



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NORCO, CA 92860