



SPECIAL CITY COUNCIL WORKSHOP

Wednesday, June 18, 2025

Regular Meeting - 6:00 PM

City Hall – City Council Chambers

425 Webster Street, Colusa, CA 95932

AGENDA

Notice is hereby given that the City Council will hold a Special Meeting Wednesday, June 18, 2025, at 6:00 PM in the City Council Chambers, 425 Webster Street, Colusa, California. Any writings or documents pertaining to an open session item provided to a majority of the members of the legislative body less than 24 hours prior to the meeting shall be made available for public inspection at Colusa City Hall. Members of the public may address the City Council concerning any item described in this notice and agenda before consideration of that item. No City business other than that described in this notice and agenda shall be considered by the City Council.

Mayor – Ryan Codorniz

Mayor Pro Tem – Denise Conrado

Council Member – Daniel Vaca

Council Member – Greg Ponciano

Council Member – Dave Markss

CALL TO ORDER

ROLL CALL

WORKSHOP

"Developing New Business Opportunities & Supporting Existing Businesses in Colusa"

1. Welcome & Opening Remarks

- Chamber Executive Director: Welcome & Purpose of Meeting
- City Council Representative: Comments on Economic Vision

2. Defining Colusa's Identity

- Discussion: What makes Colusa unique?
- Building on existing character and community values
- Optional: Short visioning exercise

3. Brand Development & Target Markets

- Present draft brand framework
- Define Colusa's core offerings and experiences
- Identify target audiences (e.g., Bay Area visitors, weekenders)
- Group input on brand identity

4. Leveraging Visitor-Based Revenue

- Review existing visitor patterns and strengths
- Identify and expand attractions for short-stay tourism
- Position Colusa as a welcoming, weekend-ready destination

5. Commercial Property Strategy & Blight Reduction

- Present commercial property inventory
- Assign highest and best use for key parcels
- Discuss physical design strategies: walkability, storefronts, signage
- Blight Removal Plan:
 - Launch inspection program focused on blighted/vacant properties
 - Enforce compliance under California law; pursue condemnations if necessary
 - Support property owners through improvement programs
 - Explore grant/funding options for façades and redevelopment
 - Goal: Clean, inviting commercial corridor aligned with brand

6. Business Recruitment & Support Strategy

- Identify businesses that align with Colusa's future brand
- Attract new ventures via marketing, incentives, and partnerships
- Strengthen existing businesses through visibility, training, and support

7. Marketing & Promotion Plan

- Present draft regional marketing concepts
- Explore strategies: digital outreach, event tie-ins, regional PR
- Define Chamber and City roles in campaign execution

8. Next Steps & Assignments

- Identify immediate action items and responsibilities
 - Brand development
 - Property strategy
 - Blight enforcement
 - Marketing rollout
- Set timeline and follow-up meeting or working group structure

9. Closing Remarks

- Recap key takeaways
- Reaffirm commitment to shared goals
- Thank you and closing statements

ADJOURNMENT

A handwritten signature in blue ink, appearing to read "Shelly Kittle", is positioned above a horizontal line.

SHELLY KITTLE, CITY CLERK

Americans with Disabilities Act

In compliance with the Americans with Disabilities Act, persons requiring accommodations for a disability at a public meeting should notify the City Clerk at least 48 hours prior to the meeting at (530) 458-4740 in order to allow the City sufficient time to make reasonable arrangements to accommodate participation in this meeting.