



ORLAND ECONOMIC DEVELOPMENT COMMISSION AGENDA

Tuesday, November 14, 2023 at 6:00 PM
Carnegie Center, 912 Third Street and Via Zoom

P: (530)-865-1600 | www.cityoforland.com

Commission: Ronald Lane | Russell Pierce

Dee Dee Jackson | Dennis Hoffman | Brandon Smith

City Officials: Jennifer Schmitke, City Clerk | Leticia Espinosa, City Treasurer

Virtual Meeting Information:

<https://us02web.zoom.us/j/89701510691>

Webinar ID: 897 0151 0691 | Zoom Telephone: 1 (669) 900-9128

Public comments are welcomed and encouraged in advance of the meeting by emailing the City Clerk at jtschmitke@cityoforland.com or by phone at (530) 865-1610 by 4:00 p.m. on the day of the meeting

1. CALL TO ORDER - 6:00 PM
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL
4. ORAL AND WRITTEN COMMUNICATIONS

Public Comments:

Members of the public wishing to address the Commission on any item(s) not on the agenda may do so at this time when recognized by the Chairperson. However, no formal action or discussion will be taken unless placed on a future agenda. The public is advised to limit discussion to one presentation per individual. While not required, please state your name and place of residence for the record. (Public Comments will be limited to three minutes).

5. **CONSENT CALENDAR**

[A.](#) Approval of Economic Development Commission Minutes from July 11, 2023 (Pg.3)

[B.](#) Approval of Economic Development Commission Minutes from September 12, 2023 (Pg.5)

6. **STAFF REPORTS**

A. Review Quarterly Sales Tax Results - Pete Carr, City Manager

B. Business Support Program Updates - Pete Carr, City Manager

*Facade Improvement Program

*Queen Bee Bucks Program

*5th Street/Honeybee Discovery Center Lot

*Streetscapes

C. Local Business and Development Updates

D. Chamber and Glenn Grows Update - Dee Dee Jackson, Chamber President

7. ITEMS FOR DISCUSSION OR ACTION

A. Business Friendly Check-up Report from Regional Government Services - Pete Carr, City Manager (Pg.8)

8. COMMISSIONER REPORTS

9. FUTURE AGENDA ITEMS

10. ADJOURN

CERTIFICATION: Pursuant to Government Code Section 54954.2(a), the agenda for this meeting was properly posted on November 9, 2023.

A complete agenda packet is available for public inspection during normal business hours at City Hall, 815 Fourth Street, in Orland or on the City's website at www.cityoforland.com where meeting minutes and audio recordings are also available.

In compliance with the Americans with Disabilities Act, the City of Orland will make available to members of the public any special assistance necessary to participate in this meeting. The public should contact the City Clerk's Office 530-865-1610 to make such a request. Notification 72 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.



**ECONOMIC DEVELOPMENT COMMISSION
REGULAR MEETING MINUTES
Tuesday, July 11, 2023**

CALL TO ORDER

The meeting was called to order by Chairperson Lane at 6:00 pm.

PLEDGE OF ALLEGIANCE – led by Chairperson Lane.

ROLL CALL

Present: Ron Lane, David Allee, Russell Pierce, Dennis Hoffman, and Dee Dee Jackson

Absent: None

Councilmembers: Mathew Romano

Staff: Rebecca Pendergrass

ORAL AND WRITTEN COMMUNICATIONS: None

CONSENT CALENDAR

- A. Approval of the May 9, 2023, minutes
- B. Resignation request from Commissioner David Allee

Moved and approved by unanimous vote.

ITEMS FOR DISCUSSION OR ACTION

A. Report of Chamber Request for City Support

Director of Administrative Services/Assistant City Manager (ACM) Rebecca Pendergrass informed the Commission of the Chamber Board’s recent presentation to City Council. The board members explained to the Council that were currently analyzing the needs, functions, and goals of the Chamber. Once the board has worked through their plan, they will then approach Council with an update and a possible request for support.

Update: Queen Bee Bucks Program Update and Alternatives

ACM Pendergrass shared that Queen Bee Buck sales were down significantly and that redemptions were occurring only a couple of times a week. The Commission was asked if they would prefer to see another round of Queen Bee Bucks or if they wanted staff to seek alternative options for a “shop local” program.

After discussion, the Commission suggested another round of Queen Bee Bucks be considered as the program has already been established and that switching to an alternative now might confuse residents and customers alike.

B. Chamber and Glenn Grows Update

Commissioner Jackson, who also sits as the Chamber Board President, informed the Commission that she had been in contact with the County regarding the Glenn Grows Building. The Chamber is seeking a new office space location and believes that there is great opportunity in relocating to the County’s Glenn Grows location to co-locate with the “Business Incubator” to allow for both entities to function with minimal staff required.

C. Possible uses for HDC Lot

ACM Pendergrass reported on the City Council’s suggestions for the current empty lot that was supposed to be used for the new Honeybee Discover Center. There is a current grant application for a pollinator park at that location, pending funding notice Council opted to explore other alternatives to the City owned property.

Included in the suggestions were office buildings that could be used for City Hall and other agency services, a city park with an educational kiosk, outdoor plaza, or pollinator garden. The Commission reviewed the different options but felt that further discussion would be much more productive once the outcome of the requested grant funding was known.

STAFF REPORTS

A. Local Business and Development Updates

ACM Pendergrass stated that City Manager Pete Carr and herself were going to attend the upcoming Northern California Hotel Expo. City Manager Carr had attended the event in the past and had some success in networking. The goal of attending the expo is to attract hotel developers to Orland.

COMMISSIONER REPORTS

- The commissioners thanked Commissioner Allee for his countless years of service as an Economic Development Commissioner and as a county employee and wished him a happy retirement.

FUTURE AGENDA ITEMS

- Streetscapes Update
- HDC Lot Update

ADJOURN – 6:42 pm

Respectfully Submitted,

Rebecca Pendergrass, Staff Support

Ron Lane, Chairperson



ECONOMIC DEVELOPMENT COMMISSION REGULAR MEETING MINUTES Tuesday, September 12, 2023

CALL TO ORDER - The meeting was called to order by Chairperson Lane at 6:04 pm.

PLEDGE OF ALLEGIANCE – led by Chairperson Lane.

ROLL CALL

Commissioners Present:	Ron Lane, Russell Pierce, Dennis Hoffman, and Dee Dee Jackson
Commissioners Absent:	None
Councilmembers:	Jeffrey Tolley and Bruce Roundy
Staff:	Pete Carr, Jennifer Schmitke

ORAL AND WRITTEN COMMUNICATIONS - None

ITEMS FOR DISCUSSION OR ACTION

A. Vacant Position Status

City Manager Pete Carr shared that the City Clerk posted the vacant seat in the newspaper and on the website and currently the City has received three applications for the open seat which is only available to applicants that reside within City. Mr. Carr shared that there should be a new Commissioner at the November 14th meeting.

B. City/Program Updates

Mr. Carr shared updates on participation in the Façade Improvement Program, and that a local church is asking for assistance for the parsonage associated with the church. Mr. Carr asked for feedback from the Commission. The Commission unanimously agreed that this request did not qualify as it is a residence.

Mr. Carr gave a brief update on the Queen Bee Bucks e-Gift card program. Commissioners asked questions about card sales and how long the program has been working. Commissioner Jackson likes the program but stated she would like a more user-friendly program possibly ap based. Mr. Carr shared maybe the City should try and boost card sales by doing the incentive programs in a slower month. Chairperson Lane suggested getting a banner over State Route 32 (SR32) or speaking with West Mitsubishi to see if they can put up an advertisement to help with card sales.

Mr. Carr shared an update on the vacant lot that sits behind the current Honeybee Discovery Center, sharing the original plan was to put in a visitor center/Honeybee Discovery Center (HDC)

with a pollinator park. The HDC board is now considering an offer from Chico State to relocate in Chico. Mr. Carr shared a few “plan B” options that were discussed at Council including building a new City Hall and a Pollinator Park which would include landscaping, walking paths and benches. Mr. Carr shared that the City applied for a Pollinator Park Grant and should hear back by the end of September.

Mr. Carr shared an update that an EV charger proposal was approved by City Council at their September 5th meeting.

Mr. Carr provided an update on the Fairgrounds, sharing that the Fairgrounds CEO stated that the grandstands will be demolished by November. The CEO also shared that the Fairgrounds board is starting a master plan to plan for the future.

C. Chamber and Glenn Grows Update

Commissioner Dee Dee Jackson shared that the Chamber has no new information on moving into the Glenn Grows building, just waiting to sign an agreement. Commissioner Jackson provided a brief update on the Friday Farmers market. Ms. Jackson shared that the annual Rib Cook-off is scheduled for September 30th but stated there haven’t been many contestants signing up.

D. Streetscapes Project Update/Commission Review

City Manager Carr shared background on the Streetscapes project and updated the Commission on the new aesthetics of the project. Mr. Carr provided visual design examples for lamp posts, benches, trash receptacle and a map of lamp post placement on 4th and 5th Streets. Commissioners shared their feedback and opinions on the items, recommending uniformity of lamp post placement an emphasis on bee-themed art at eye level rather than at the top of the lamp posts.

STAFF REPORTS

Local Business and Development Updates

Mr. Carr provided an update on the new business-sponsored lamp post banners that will replace the old ones on 4th, 5th, and Walker Streets. Mr. Carr shared that McDonald’s has opened and that Maverik is scheduled to open in October. Mr. Carr explained that Caltrans is widening the off ramp at Newville and Commerce and Newville heading westbound will have three lanes near Pilot and with sidewalks; Benji’s Restaurant has not given an opening date yet; Chevron on South Street that will provide compressed natural gas (CNG) will be opening soon; Ace Hardware has turned in plans for a storage facility and office space building across the street from the store. Mr. Carr spoke about a Federal Grant opportunity that the City applied for that would widen the Newville overpass, help with the Newville and 9th Street intersection project, and build the Walker Street Streetscape project. Mr. Carr shared that he and the Director of Administrative Services/ACM Rebecca Pendergrass traveled to San Jose to attend the hotel and lodging expo in hopes to bring attention to Orland’s prime freeway real estate for a hotel developer.

COMMISSIONER REPORTS

- Chairperson Lane: Attended the Greg Martinez: End of Summer car show at Lely Park, 143 cars entered the show which raised \$7000.00, All monies raised go to the Greg Martinez Scholarship Fund.
- Commissioner Pierce: Nothing to Report.

- Commissioner Hoffman: Nothing to Report.
- Commissioner Jackson: The Chamber will do the Downtown Tree Lighting and Christmas preview December 1st, they are still looking for a date to do the light parade.

FUTURE AGENDA ITEMS

- Chairperson Lane asked about a possible street race or grand prix that could be held within City Limits.

ADJOURN – 7:41 pm

Respectfully Submitted,

Jennifer Schmitke, Commission Secretary

Ron Lane, Chairperson



BUSINESS FRIENDLY CHECK-UP

City of Orland

Results Report





Peter Carr, City Manager
City of Orland
815 Fourth St.
Orland, CA 95963

Dear Mr. Carr,

Thank you for taking the Business Friendly Check-up and your commitment to being a Business Friendly community!

While local governments work hard to create sustainable and livable communities, misperceptions may prevent businesses from seeing the opportunities available in your community.

To counteract misinformation and negative attitudes about doing business in California, it's important for Cities/Counties to let businesses, site selectors, real estate brokers, and developers know that they are "open for business" by instilling pro-business policies that welcome businesses, while providing efficient, excellent customer service at reasonable rates.

Below are your results.

YOUR RESULTS

1. BUILDING PERMIT REVIEW & APPROVAL

Your City/County has made real progress, and there may be additional opportunities for improvement in permit approval timelines! It's important to have clear, reasonable and predictable processes for the development of land to facilitate job creation. Business Friendly Cities/Counties regularly review their approach to working with businesses and refine the process continuously. Department heads meet regularly to identify opportunities to streamline and eliminate duplication of effort.

YOUR SCORE: 13 out of 18 | Good

2. TAXES

Your City/County has made headway in business tax rates, and it looks like there may be additional opportunities for improvement. Taxes matter to businesses. Business taxes affect business decisions, job creation and retention, location, and competitiveness. Most importantly, taxes diminish business profits. Business Friendly cities offer low tax rates to attract investment, new businesses and encourage existing businesses to stay and expand locally. Business tax revenue supports essential community assets including public employees, parks and amenities, roads and infrastructure, public safety, and housing funding.

YOUR SCORE: 11 out of 13 | Good

3. FEES

Your City/County has the opportunity for on-going continued improvement in business fees. Business Friendly Cities/Counties offer low fees to attract investment, new businesses and encourage existing businesses to stay and expand locally. Finding the right balance in terms of fees and taxation increases business productivity and output, employment, wages, and prosperity for the community over the long term.

YOUR SCORE: 6 out of 14 | Opportunity for Improvement

4. INCENTIVES & SPECIAL ZONES

Your City/County has the opportunity for on-going continued improvement in expanding available incentives and special zones. Business Friendly Cities/Counties offer competitive advantages in targeted areas that save businesses time and money. Examples include: sales tax sharing agreements, Transient Occupancy Tax sharing agreements, disposition and development agreements, operating covenant agreements, reimbursement agreements, expedited permits, fee reductions and/or waivers, shop local, hire local, façade improvement program, specific plans, assistance with lease negotiations to help reduce vacancies, housing density bonuses, and the Business Watch program, similar to the Neighborhood Watch program.

YOUR SCORE: 4.50 out of 15 | Opportunity for Improvement

5. ECONOMIC DEVELOPMENT

It looks like your City/County has the opportunity for on-going continued improvement in developing additional economic development programs. Effective economic development programs maintain, increase, and diversify a City's/County's tax base, increase revenues faster than cost of municipal services increase, attract and retain businesses and jobs, increase per capita income, recognize local products, form beneficial partnerships between local governments, businesses, and community members, create economic vitality and diversification for commercial and industrial areas, maximize property through highest and best use, and create a self-sufficient economy in the face of state and federal budget issues.

YOUR SCORE: 9 out of 20 | Opportunity for Improvement

6. COMMUNICATION WITH BUSINESSES

Your City/County is off to a good start and has the opportunity for continued improvement in communication with businesses. Business Friendly Cities/Counties are responsive, have a "can do" attitude, and use a multi-pronged approach to keep their businesses "in the know", including business newsletters, business recognition programs, City Manager's/County General Manager's Quarterly Business Roundtable, posting on LinkedIn, and a Customer Satisfaction Survey.

YOUR SCORE: 12 out of 18 | Satisfactory

7. COMMITMENT TO CUTTING RED TAPE

Your City/County has opportunities for on-going continued improvement in cutting the red tape. Knowing "time is money" to businesses, it's important for the City/County to have quick approvals for business licenses, offer over the counter approvals, and expedited permits. Business Friendly Cities/Counties regularly hold round tables with real estate brokers, architects, developers, engineers and business owners to help the City/County streamline the entitlement processes and improve communication strategies.

YOUR SCORE: 6 out of 16 | Opportunity for Improvement

RGS' free Business Friendly Check-Up for Cities/Counties throughout California is designed to help Cities/Counties be proactive in their business expansion, attraction and retention efforts.

As we all know, "the best defense is a good offense." You and your team can take effective action to counteract misinformation and negative attitudes about doing business in California.

If you'd like to learn more about how to enhance your City's/County's business friendly attributes, please contact Carrie Rogers, Senior Advisor and Co-Lead, Economic Development Service Line, at (650) 587-7300, ext. 31 or crogers@rgs.ca.gov, or Bob Machuca, Senior Advisor, Economic Development, at (650) 587-7300, ext. 48 or bmachuca@rgs.ca.gov.

RGS is free to promote my City's/County's participation in its Business Friendly Check-Up on LinkedIn or other social media outlets.

No

Business Friendly Check-Up

Background Information

City/County Name

City of Orland

Number of City/County Employees

50

City/County Population

8000

City/County General Manager Information

Name

Peter R Carr

Email Address

peterc@cityoforland.com

Economic/Community Development Director or Manager Information

Does your City/County have an Economic/Community Development Manager or Director?

No

Name

Title

Email Address

Business Friendly Attributes

Are you aware of businesses that have been recruited to relocate out of your City/County or California?

Yes

What were the top 3 things your City/County did to successfully retain the business?

Assured the locally owned restaurant owner of city plans for improving the local infrastructure. Pursued state funding to enhance the shopping experience for pedestrians. Enforced code with sensitivity. Purchased a vacant lot and made it a parking lot to help the down businesses.

What were the top 3 reasons why the business considered relocating?

1. Other communities invited them and offered incentives to relocate.
2. Current location has parking limitations and poor pedestrian infrastructure.

Has your City/County instilled pro-business policies to let businesses, site selectors, real estate brokers, and developers know that your City/County is "open for business"?

No

What is primary revenue generated by businesses in your City/County?

Sales Tax

Number of businesses in FY 21-22

Actual: 200

Number of businesses in FY 22-23

Actual: 220

How many total jobs do businesses in your City/County generate?

1500

Building Permit Review & Approval

How long does your City/County take to review and approve a minor building permit (\$500,000 or less)?

1-15 days

How long does your City/County take to review and approve a major building permit (over \$500,000)?

31-45 days

How long does your City/County take to review and approve minor entitlements (\$500,000 or less)?

1-45 days

How long does your City/County take to review and approve major entitlements (over \$500,000)?

46-90 days

Taxes

How much is the Utility User Tax (UUT) in your City/County?

0%

How much is the Transient Occupancy Tax (TOT) in your City/County?

10.51% to 12%

How much is the Sales Tax in your City/County?

8.76% or less

How much is property tax in your City/County?

1.25% or less

How much is your City's/County's property transfer tax?

\$1.10/\$1,000 (or \$0.55/\$500)

How does your City/County calculate Business Tax?

Based on number of employees

Fees

Does your City/County charge Exaction/Impact Fees?

Yes

Does your City/County charge Bridge & Thoroughfare Fees?

No

Does your City/County charge Signalization Fees?

Yes

Does your City/County charge Public Art Fees?

Yes

Does your City/County charge Traffic/Transportation Fees?

Yes

Does your City/County charge public facilities/drainage fees?

No

Does your City/County charge any other taxes that were not mentioned in this survey so far?

No

How is tax revenue used to benefit businesses beyond public safety, infrastructure updates, and maintenance?

City supports the chamber of commerce financially, and sponsors facade improvement partnership and digital community gift cards.

Incentives & Special Zones

Does your City/County offer industrial development bonds, tax allocation bonds, and/or community facility bonds?

No

Does your City/County have a Foreign Trade Zone?

No

Does your City/County offer a Recycling Market Development Zone program?

No

Does a Business Improvement District exist in your City/County?

No

Does your City/County enter into any of the agreements below?

Sales Tax Sharing Agreement

Does your City/County enter into ANY of the agreements below?

- Disposition & Development Agreement**
- Operating Covenant Agreement**
- Reimbursement Agreement**

Yes

Does your City/County offer lease negotiation assistance?

No

Does your City/County offer fee reductions/waivers?

No

Describe the most often used incentive in attracting and retaining businesses in your City/County and the reason for its effectiveness.

Speed in development application processing.
Free consultation with department heads.
Assurance of approval.
We find speed and certainty are very important, often more important than fee reductions.

Economic Development

Does your City/County have dedicated Economic Development staff?

No

Does your City/County cross-train employees in Planning, Building & Safety and Economic Development to find a way to say "yes"?

Yes

Does your City/County have a Business Advocate/Concierge?

No

Does your City/County have a business retention program, conducting regular business outreach and visitation?

No

Does your City/County have a Shop Local campaign?

Yes

Does your City/County offer Business Workshops?

No

Does your City/County proactively identify businesses for expansion and/or relocation in industries that your City/County has competitive advantage?

Yes

Does your City/County offer Site Selection Assistance?

No

Does your City/County have a façade improvement program?

Yes

Does your City/County have a business recognition program?

No

Are available commercial and industry properties listed on your City's/County's website?

Yes

Is your City/County part of a regional collaboration to promote economic development?

Yes

Does your General Plan have an Economic Element?

No

Do you know why businesses continue to operate in your City/County?

Yes

List the top 1-3 reasons businesses continue to operate in your City/County.

Ag-based economy is fixed with ag services here.
Proximity on I-5 is critical.
Most business owners here are organic to the area.

Do you know why businesses have relocated out of your City/County?

Yes

Describe reasons businesses have relocated out of your City/County recently.

We have lost more to Chico than any other place. 30 minutes away with population 10X ours.

Communication with Businesses

Does your City/County offer responsive communication to business concerns?

Yes

Does your City/County have open channels for problem identification?

Yes

Does your City's/County's website have a dedicated business section?

Yes

Does your City/County offer a regular business newsletter?

No

Does your City/County communicate on social media?

Yes

Does your City/County offer regular economic snapshots?

No

Does your City/County offer a business resource guide?

No

Does your City/County offer a "How to Start a Business" guide?

Yes

Does your City/County provide communication in the City's/County's dominant languages identified in the latest US Census?

Yes

Describe your City's/County's most effective communication with businesses, and why you feel it is most effective.

Active participation with Chamber of Commerce, which advocates for a represents business community.

Commitment to Cutting Red Tape

How long does your City/County take to approve a new online business license?

1-3 days

How long does your City/County take to approve an online business license renewal?

1-3 days

Does your City/County have an online permit process flowchart with timelines?

No

Does your City/County provide Over the Counter approvals?

Yes

Does your City/County have a Development Advisory Board or Development Review Committee?

No

Does your City/County have 24/7 online project status tracking?

No

Does your City/County offer expedited permitting?

No

Does your City/County use customer satisfaction surveys?

No

What is the best practice your City/County staff regularly use to provide excellent customer service?

Free onsite consultation with city planner and department heads. Permit clerk at front counter all open hours.