



ORLAND ECONOMIC DEVELOPMENT COMMISSION AGENDA

Tuesday, April 08, 2025 at 4:00 PM
Carnegie Center, 912 Third Street and via Zoom

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

Commission: Ronald Lane | Dee Dee Jackson | Tiffany Schulps

Amy Raymondo | Sam Ilian

City Clerk: Jennifer Schmitke

Virtual Meeting Information:

<https://us02web.zoom.us/j/83268798573>

Webinar ID: 832 6879 8573 | 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 2:00 p.m. on the day of the meeting

1. CALL TO ORDER - 4:00 PM
2. PLEDGE OF ALLEGIANCE
3. INTRODUCTION OF NEW COMMISSIONERS
4. ROLL CALL
5. 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).

6. **CONSENT CALENDAR**

A. Approval of Economic Development Commission Minutes from February 11, 2025

7. **PRESENTATION - Hotel Study**

A. Positioning the City to Attract Economic Development - Mathew Tate, Representative from Capital Rivers

8. **ITEMS FOR DISCUSSION OR ACTION**

A. Discuss Hotel Demand Feasibility Study - Pete Carr, City Manager (Report to be provided later)

- B. Request for Credit Union Letter of Recommendation - Gary Campbell, Owner of West Mitsubishi

9. STAFF REPORTS

- A. Business and Economic Development (Verbal) - Pete Carr, City Manager
- B. Chamber Report (Verbal)

10. COMMISSIONER REPORTS

11. FUTURE AGENDA ITEMS

12. ADJOURN

CERTIFICATION: Pursuant to Government Code Section 54954.2(a), the agenda for this meeting was properly posted on April 1, 2025.

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 video 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, February 11, 2025

CALL TO ORDER - The meeting was called to order by Chairperson Lane at 4:00 pm.

PLEDGE OF ALLEGIANCE

ROLL CALL

Commissioners Present: Dee Dee Jackson, Tiffany Schulps and Ron Lane
Commissioners Absent: None
Councilmembers: JC Tolle
City Staff: City Manager Pete Carr and City Clerk Jennifer Schmitke

ORAL AND WRITTEN COMMUNICATIONS - None

CONSENT CALENDAR

A. Approval of Economic Development Commission Minutes from January 14, 2025

ACTION: Commissioner Jackson moved, seconded by Chairperson Lane to approve consent calendar as presented. Motion carried by a voice vote, 3-0.

ITEMS FOR DISCUSSION OR ACTION

A. Quarterly Sales Tax Report

City Manager Pete Carr provided the Commission with a brief update on third-quarter sales tax revenue. He shared a report from HdL Companies, which included key insights such as highlights for the City of Orland, the top 25 sales tax producers in the city, sales per capita, and the leading non-confidential business categories.

Chairperson Lane asked whether the City could track the sales tax impact on existing businesses (Burger King) following the arrival of new businesses (McDonald's). Mr. Carr explained that while specific sales tax figures are confidential, it is evident that some existing businesses have been impacted by the arrival of new businesses.

Orland resident Jeffrey Tolley requested further clarification on per capita sales, to which Mr. Carr provided a brief explanation.

B. Hotel Demand Study

Mr. Carr informed the Commission that the City Council accepted the EDC’s recommendation to conduct a hotel demand study and selected RevPar International for the project. He noted that once work begins, the study is expected to be completed within 4-5 weeks.

C. Update to New Business Onboarding Questionnaire and Exit Interview Program for closing businesses

Commissioner Jackson shared that she presented the onboarding questionnaire and exit interview concept to the Orland Chamber of Commerce, which is considering distributing it quarterly. This would help identify businesses in need of support or additional resources.

Vice Chairperson Schulps suggested including the questionnaire in the annual business license renewal letters, which City Staff send out annually, to ensure all businesses receive it, as well as distributing it to new businesses throughout the year. Mr. Carr noted that the renewal letters are sent out each December.

Chairperson Lane inquired about who would oversee the responses. Commissioner Jackson explained that if the Chamber handled distribution, they would also be responsible for reviewing and responding to the feedback.

STAFF REPORTS

A. Business and Economic Development

Mr. Carr shared...

- North Valley Indian Health (NVIH) has closed escrow and announced that they will be opening two new health care facilities in Orland; property is on South Street near Ampla Health.
- An apartment complex is being proposed on 8th Street across from Orland Veterinary Clinic.
- There are currently 16 CHIP homes under construction off SR 32.

B. Chamber Report

Chamber Ambassador Dee Dee Jackson shared a few upcoming events including:

- New Chamber President is Danielle Hernandez, the chamber is still looking to fill open board seats.
- Chamber is working on Spring Farmers Market – Possibly new day and time.
- Chamber is preparing for the Fair Parade in May.
- The promotional video showcasing Orland will be completed in July.

COMMISSIONER REPORTS

Commissioner Jackson:

- Would like to brainstorm with downtown businesses on a spring event downtown.
- May be absent at the next meeting.

Commissioner Schulps:

- Shared she is working with other downtown businesses on a spring event downtown.

Chairperson Lane

- Shared he has lived in Orland proudly for the last 20 years as of last week
- Attended the veteran standdown.

FUTURE AGENDA ITEMS

- Vice Chairperson Schulps shared interest in bringing an ice skating rink during the holiday season or a downtown outdoor roller skating night.
- Mr. Carr shared that the hotel brokers he has been talking with are interested in giving a presentation regarding what towns can do to bring hotels in. Commissioners unanimously agreed they would like to hear the presentation, possibly March.

ADJOURN – 4:41 PM

Respectfully Submitted,

Jennifer Schmitke, Commission Secretary

Ron Lane, Chairperson