



ORLAND ECONOMIC DEVELOPMENT COMMISSION AGENDA

Tuesday, March 12, 2024 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 Clerk: Jennifer Schmitke

Virtual Meeting Information:

<https://us02web.zoom.us/j/83131907514>

Webinar ID: 831 3190 7514 | 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 January 9, 2024

B. Approval of Economic Development Commission Minutes from January 30, 2024

6. **ITEMS FOR DISCUSSION OR ACTION**

A. Follow-Up Discussion: Drone Show and other Events Ideas

B. Follow-Up Discussion: I-5 Economic Development Feasibility Study

7. **STAFF REPORTS**

A. Vacant Building and Vacant Lot Inventory - City Manager, Pete Carr

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 March 8, 2024.

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, January 9, 2024**

CALL TO ORDER - The meeting was called to order by Chairperson Lane at 6:00 pm.

PLEDGE OF ALLEGIANCE

ROLL CALL

Commissioners Present: Ron Lane, Brandon Smith, Dennis Hoffman and Dee Dee Jackson
Commissioners Absent: Russell Pierce
Councilmembers: Jeffrey Tolley and Matt Romano
Staff: Pete Carr, Jennifer Schmitke

IDENTIFY CHAIRPERSON AND VICE CHAIRPERSON FOR 2024

City Clerk Jennifer Schmitke requested nominations for Chairperson for 2024. Commissioner Hoffman nominated Chairperson Ron Lane. With no further nominations, the nomination period was closed. The motion carried 4-0 by a voice vote. Chairperson Lane was declared Chairperson for 2024.

City Clerk Schmitke requested nomination for Vice Chairperson for 2024. Commissioner Hoffman nominated Commissioner Brandon Smith. With no further nominations, the nomination period was closed. The motion carried 4-0 by a voice vote. Commissioner Smith was declared Vice Chairperson for 2024.

ORAL AND WRITTEN COMMUNICATIONS – None

CONSENT CALENDAR

A. Approval of Economic Development Commission Minutes from November 14, 2023.

ACTION: Chairperson Lane moved, seconded by Commissioner Smith to approve consent calendar as presented. Motion carried by a voice vote, 4-0.

ITEMS FOR DISCUSSION OR ACTION

A. Follow-up on Business-Friendly Check-up

Mr. Carr brought back a follow-up discussion on the business-friendly check-up questionnaire he completed from the Reginal Government Services (RGS).

Chairperson Lane stated he didn't have time to review and asked if the Commission could table the item until the next EDC meeting. Commissioner Hoffman was absent for the November meeting and asked if the information could be emailed to him for review.

B. Review I-5 Feasibility Study Report

City Manager Pete Carr presented the I-5 Feasibility Study, a collaborative effort funded by grants and partnerships between Glenn and Tehama Counties, as well as the cities of Corning, Willows, and Orland. During the Commission meeting he invited feedback, questions, and suggestions from the members. They were encouraged to identify areas of focus for the City or to assess the relevance of the study's findings.

Chairperson Lane appreciated insights from the study, focusing on market strategies and the importance of preparedness to attract businesses. He inquired about property availability and incentivizing sales. Mr. Carr noted property owners aren't in any hurry to sell. Vice Chairperson Smith raised concerns about housing diversity and attracting higher-level jobs. Incentivizing landowners for investments was discussed. Carr mentioned a few barriers to westside property development, mainly needing water connections. Commissioner Hoffman recalled incentivization efforts extended to La Quinta when they were considering Orland as a potential location at one time.

The Commissioners expressed interest in potentially assigning a 3CORE employee to focus on economic development along I-5. They also discussed the idea of partnering with Willows, Corning, and Glenn County to share the position. Mr. Carr mentioned that Glenn County had previously employed someone dedicated to economic development before the pandemic.

Chairperson Lane noted a significant emphasis on electricity and its future demand in the report. He raised the question of whether it would be advantageous for Orland to enter the electricity business or instead incentivize solar companies to establish themselves in the area, potentially allowing Orland to develop solar farms or generate its own electricity.

Mr. Carr proposed inviting a representative from 3CORE to a forthcoming meeting to address any questions or comments from the Commissioners regarding the report. Chairperson Lane suggested compiling a list of questions and comments in advance to ensure preparedness for the discussion. Additionally, Mr. Carr mentioned an upcoming joint meeting involving the Orland City Council, Willows City Council, and Glenn County, and asked for the Commissioners' approval for him to represent the EDC and recommend collaborative efforts aligned with the findings of 3CORE's report. The Commissioners agreed to this proposal.

C. Consider Ideas for Local Events

Mr. Carr recalled the Commission's prior interest in looking into the economic impact of local events, noting their potential to drive visitor traffic, boost business activity, and increase sales tax revenue.

The Commissioners explored ways for the City and Chamber of Commerce to bolster support for business through local events. Vice Chairperson Smith emphasized the importance of increased community involvement to successfully launch events. Commissioner Jackson underscored that larger events have the potential to attract visitors from beyond the community, ultimately raising the profile of the City.

Commissioner Jackson emphasized the appeal of Black Butte Lake as a significant attraction for the town, suggesting it deserves more attention. The Commission brainstormed potential events to draw people to the area, such as water sports and boat races, anticipating that attendees would also patronize local businesses for gas and food.

They also revisited the Queen Bee Festival from previous years, exploring ways to enhance its scale in the future. Discussion centered on potential partnerships with other Chamber of Commerce organizations or with 3CORE to amplify event promotion efforts. Commissioner Jackson shared successful strategies employed by the Chamber to boost attendance at meetings and events.

Commissioner Jackson proposed revisiting this topic at a future meeting to delve into ideas more thoroughly. The Commissioners considered the possibility of convening outside of regular meetings, with Mr. Carr noting the option to call a special meeting if needed.

ACTION: Commissioner Hoffman moved seconded by Vice Chairperson Smith that the Commission set a special meeting in February 13th at 6 PM. Motion carried by a voice vote, 4-0.

Commissioners asked that the City generate extra interest from community members.

D. Discuss Glenn Grows Opportunities for Local Businesses

Commissioner Jackson informed the Council about Glenn Grows' soft opening, inviting them to witness the community offerings. She mentioned a grander launch event planned later in the month and expressed enthusiasm for the City Council and Commissioners' support. Commissioner Jackson and Mr. Carr elaborated on Glenn Grows' services aimed at assisting both new and established businesses. Additionally, Commissioner Jackson mentioned the Chamber of Commerce's new office in the building operating on Mondays, Wednesdays, and Fridays.

E. Discuss Visitor Guide/Brochure

Commissioner Jackson requested to postpone the discussion to the next meeting, and the Commissioners unanimously agreed. They expressed the desire to have additional time to explore formatting options and determine the content for the brochure.

CHAMBER OF COMMERCE UPDATE

Commissioner Jackson mentioned her latest update, noting that the Orland Chamber of Commerce has hired a new employee and relocated to the Glenn Grows building.

STAFF REPORTS

A. Business Support Program Updates

***Facade Improvement Program**

Mr. Carr informed the Commission about Store Right Mini Storage's involvement in the Façade Improvement Program. He encouraged proactive engagement with a downtown business owner regarding updating their buildings.

***Queen Bee Bucks Program**

Mr. Carr provided an update on Queen Bee Bucks sales, indicating that \$223,000.00 worth of cards have been sold, with the City investing \$110,000.00. He mentioned the current sales rate per day and informed the Commission that sales are currently paused due to the absence of a bonus offer. Additionally, Mr. Carr noted that 35 stores are actively participating, with interest from larger businesses

like SavMor and Grocery Outlet, sparking discussions among Commissioners regarding the inclusion of non-locally owned businesses and associated concerns.

ACTION: Chairperson Lane moved seconded by Commissioner Hoffman to allow SavMor and Grocery Outlet to participate in Queen Bee Bucks. Motion carried by a voice vote, 3-1.(Ayes: Commissioner Hoffman, Vice Chairperson Smith and Chairperson Lane; Noes: Commissioner Jackson)

***Local Business and Development Updates**

Mr. Carr shared updates on local business expansions and closures.

COMMISSIONER REPORTS

- Chairperson Lane: Let the Commission know of a new method people are using to steal cars.
- Commissioner Smith: Did a Chamber walk around the town to get the word out on what the Chamber of Commerce can do for local businesses.
- Commissioner Jackson: Will attend the Glenn Grows event on January 22nd.
- Commissioner Hoffman: Nothing to Report

FUTURE AGENDA ITEMS

- February 13th meeting to focus on local events and visitor guides. (Later changed to Jan 30th)
- March 12th meeting to focus on follow-up of the I-5 study.
- Potentially updating the professional video of the City.
- Possible follow-up on visitor brochure discussion

ADJOURN – 8:01 PM

Respectfully Submitted,

Jennifer Schmitke, Commission Secretary

Ron Lane, Chairperson



ECONOMIC DEVELOPMENT COMMISSION SPECIAL MEETING MINUTES Tuesday, January 30, 2024

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

PLEDGE OF ALLEGIANCE – Led by Director Fenske

ROLL CALL

Commissioners Present:	Ron Lane, Brandon Smith, Dennis and Dee Dee Jackson
Commissioners Absent:	Russell Pierce and Dennis Hoffman
Councilmembers:	Jeffrey Tolley and Matt Romano
Staff:	Pete Carr, City Manager; Jennifer Schmitke, City Clerk; Joe Fenske, Recreation Director

ORAL AND WRITTEN COMMUNICATIONS – None

ITEMS FOR DISCUSSION OR ACTION

A. Local Events and Visitor Outreach

City Manager Pete Carr highlighted several local community events held in Orland, such as the Avenue of Lights, Queen Bee Festival, Old Fashioned 4th of July parade and park activities, Friday Farmers Market, Car Shows, and more. He also mentioned events previously discussed in EDC meetings, including races (running, bicycle, fast cars), cultural/historical theme events, fireworks shows, and events with potential for regional interest like the Red Bluff Round Up, Gilroy Garlic Festival, Chico Farm Days, and Corning Olive Festival. Carr emphasized that the City itself does not organize events; instead, they are organized by clubs, organizations, or the Chamber of Commerce. While the City has programs like Recreation, and projects like Queen Bee Capital, it lacks event planners on staff.

Commissioner Jackson and Vice Chairperson Smith visited Black Butte Lake with City Manager Carr to explore the lake's events and programs. They learned that the United States Army Corps of Engineers (USACE) cannot promote events, suggesting an opportunity for the City and Chamber to collaborate on promoting lake events. Commissioner Jackson listed various activities at the lake, including dry boating days, life jacket exchanges, National Public Lands Day clean-up events, dark sky nights for star gazing, bass tournaments organized by the Westside Anglers fishing club, sailboat regattas, a disc golf course, and 5k & 10k events. She noted that vendors must obtain permits, and there are facility usage fees to be paid as well.

The commission discussed several potential events for the City to promote in the future, both at the lake and around town. Suggestions included a meteor shower event, bird watching events, K-9 competitions, a triathlon, an American Ninja Warrior obstacle course, drag boat races, disc golf tournaments (potentially partnering with the City for a two-day tournament at both the lake and Vinsonhaler Park), a Queen Bee

pollinator event involving native seed spreading, possible horse or archery events (through the privately-owned West Valley Bowhunting Club), and Chairperson Lane proposed an "Orland Olympics" featuring various events for different age groups. Vice Chairperson Smith suggested a Fire Department Muster as well.

Orland resident and Queen Bee Festival coordinator Trish Saint Evans provided a brief overview of the exciting upcoming events in the area, highlighting the much-anticipated Queen Bee Festival and the Oct-o-bee Fest.

Chairperson Lane proposed enhancing the City's old-fashioned 4th of July celebration by introducing a night drone show as an alternative to fireworks. He emphasized the novelty of such an event in the area, envisioning it as a draw for visitors to Orland rather than residents leaving to see fireworks elsewhere. Additionally, Lane suggested organizing a city-wide scavenger hunt as another engaging activity suitable for all ages.

Mr. Carr proposed utilizing Facebook to report on current events and gather community feedback on future event ideas generated by the Commission. Commissioners endorsed this approach, emphasizing the importance of community input. They expressed enthusiasm for ideas such as the triathlon, night drone show, promoting a dark sky event at the lake, sailboat or speedboat races, and a city-wide scavenger hunt.

FUTURE AGENDA ITEMS

- A list of abandoned buildings in Orland.
- A list of empty lot inventory.

ADJOURN – 5:29 PM

Respectfully Submitted,

Jennifer Schmitke, Commission Secretary

Ron Lane, Chairperson