



ORLAND ECONOMIC DEVELOPMENT COMMISSION AGENDA

Tuesday, September 10, 2024 at 4:00 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

City Staff: Peter R. Carr, City Manager

Virtual Meeting Information:

<https://us02web.zoom.us/j/83418867435>

Webinar ID: 834 1886 7435 | 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 - 4:00 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 August 13, 2024

6. **ITEMS FOR DISCUSSION OR ACTION**

- A. Introduction of New Commissioner
- B. Hotel Development Incentive Update
- C. Streetscapes Update
- D. Business and Economic Development Update

7. COMMISSIONER REPORTS
8. FUTURE AGENDA ITEMS
9. ADJOURN

CERTIFICATION: Pursuant to Government Code Section 54954.2(a), the agenda for this meeting was properly posted on September 4, 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, August 13, 2024

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

PLEDGE OF ALLEGIANCE

ROLL CALL

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

ORAL AND WRITTEN COMMUNICATIONS – None

CONSENT CALENDAR

A. Approval of Economic Development Commission Minutes from June 11, 2024

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

ITEMS FOR DISCUSSION OR ACTION

A. Update on Letters to Property Owners of Vacant Buildings

City Manager Pete Carr provided an update on vacant properties, noting that the City sent out letters to 5 property owners offering incentives. However, only one response was received, so far. Mr. Carr reported one of the properties on the list is an active code enforcement case involving the Royal Hotel.

Chairperson Lane requested that the term "apparently" be changed to "additionally" in the letters. Mr. Carr agreed to make this correction.

B. Review Development Fees

Mr. Carr provided an explanation of impact fees for residential and commercial properties and provided examples. Mr. Carr shared that there is a study on the City website that justifies the fees.

Vice Chairperson Smith emphasized the town's need for a hotel, stating that the most pressing priority is to waive or reduce fees for hotel developers interested in coming to the area. Mr. Carr suggested that the Commission could explore lowering impact fees or the transient occupancy taxes (TOT) as potential incentives.

Mr. Carr discussed an upcoming City Council agenda item in which CHIP will request a reduction in building impact fees, amounting to \$10,000 per home, for their 64-home project. Mr. Carr, along with the Commission, reviewed the analysis provided by the City Planner, which outlined the potential impact of this fee reduction on the City. Mr. Carr shared that City staff will be recommending that Council not reduce the impact fees.

Chairperson Lane asked if the City recommends against the reduction would CHIP still build and Mr. Carr shared that CHIP talked about the delay cost but didn't threaten to stop building.

Vice Chairperson Smith shared he would like to see the next level homes be built and asked how the City could incentivize mid-level homebuilders to come to Orland. Mr. Carr shared that the State allows cities to give discounts for affordable housing but not for building houses over a certain sq footage.

ACTION: Vice Chairperson Smith moved, seconded by Chairperson Lane to not reduce development impact fees to CHIP. Motion carried by a voice vote, 2-1. Commissioner Hoffman opposed the motion.

Vice Chairperson Smith initiated a discussion on the need for a hotel in Orland, suggesting that the City offer pre-established incentives, such as fee reductions, to encourage the first developer to successfully build a quality hotel. The Commission discussed benefits and disadvantages of offering fee incentives.

ACTION: Vice Chairperson Smith moved, seconded by Chairperson Lane to recommend to Council that the EDC would like to see a 50% reduction on development impact fee reduction for the first hotel (average number of rooms 80-100+) that comes to Orland and that the Planning Commission must be involved regarding the plans. Motion carried by a roll call vote, 3-0.

Ayes: Commissioners Hoffman, Vice Chairperson Smith and Chairperson Lane
Noes: None

C. Facade Improvement Program Update: Co-owned/Co-located business

Mr. Carr informed the Commission that a single family owns three businesses on Sixth Street and inquired whether the Commission would prefer to treat these businesses individually or as a single entity when it comes to the Façade Improvement Program. Commissioner Hoffman recused himself from the discussion. The other Commissioners recommended treating each licensed business separately.

D. Chamber Report

Chamber President/Commissioner Jackson shared a few upcoming events including:

- The summer farmers market has concluded, and the next farmers market will start in September and will be every Friday night;
- Working on scheduling a Business Walk;
- Will be hosting a candidates night either at the end of August or first week of September;

- Cowboy Christmas will be on the first Friday in December;
- Christmas parade will be December 16th;
- Has been working with a local videographer on a promotional video of Orland, it will take many months to complete.

E. Business and Economic Development Update

Mr. Carr shared with the Commission:

- Goman Farms is an example of a facility that came to the City looking for help - Mr. Carr shared that GoBiz and 3CORE can help developers that are looking for loans to start businesses;
- Manual Quezada purchased the former church on E Walker Street he has since torn the building down and plans to build multi family apartments;
- Streetscapes Update – High School metal shop fabricated light posts and public works will begin that project on 5th Street, Mr. Carr mentioned that benches and trash receptacle are ready to be put out.
- Rivian still wants to put chargers at 5th Street but are asking the City to provide restrooms also;
- JR Simplot will be closing its doors at the end of August;
- Two Amazon delivery service partners have given their notice;
- Roots is moving across the street to the old Sparrow and Crow;
- Received a letter from the Orland Inn’s Manager hoping to help get more events to Orland and Mr. Carr invited her to attend the EDC meetings or Chamber meetings;
- Butte College will be adding two more classrooms to the Cortina Drive location;
- Tri-County Destination publication wrote an article on the two bee sculptures along I-5.

COMMISSIONER REPORTS

Chairperson Lane:

- Asked about the possibility of the City or EDC sponsoring and award for the Annual Greg Martinez Car Show. Mr. Carr asked Mr. Lane to come into City Hall to speak about what they are requesting or send him an email.
- Will be attending the Taste of the Track in Willows at Thunderhill during the August car show;
- Shared family that lives out of town has mentioned that they love seeing the bee sculptures along I-5.

Commissioner Smith:

- Asked when the next visioning meeting would be set for and Mr. Carr shared that the Mayor felt it would be a good idea to wait until after the November election.

Commissioner Hoffman:

- Nothing to report.

FUTURE AGENDA ITEMS

- Commissioners Lane provided a flyer from another town asking the community for feedback, this could be a possibility on a future agenda.

ADJOURN – 5:40 PM

Respectfully Submitted,

Jennifer Schmitke, Commission Secretary

Ron Lane, Chairperson