



ORLAND ECONOMIC DEVELOPMENT COMMISSION AGENDA

Tuesday, January 09, 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 Officials: Jennifer Schmitke, City Clerk

Virtual Meeting Information:

<https://us02web.zoom.us/j/81228294262>

Webinar ID: 812 2829 4262 | 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. IDENTIFY CHAIRPERSON AND VICE CHAIRPERSON FOR 2024
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 November 14, 2023 \(Pg.3\)](#)

7. **ITEMS FOR DISCUSSION OR ACTION**

- A. Follow-up on Business Friendly Check-Up
- B. Review I-5 Feasibility Study Report

- C. Consider Ideas for Local Events
- D. Discuss Glenn Grows Opportunities for Local Businesses
- E. Discuss Visitor Guide/Brochure

8. CHAMBER OF COMMERCE UPDATE - DEE DEE JACKSON, CHAMBER PRESIDENT

9. STAFF REPORTS

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

- *Facade Improvement Program

- *Queen Bee Bucks Program - Consider Expanding Participation

- B. Local Business and Development Updates

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 January 5, 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 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, November 14, 2023**

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

PLEDGE OF ALLEGIANCE – led by Commissioner Smith.

ROLL CALL

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

ORAL AND WRITTEN COMMUNICATIONS – None

CONSENT CALENDAR

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

STAFF REPORTS

A. Review Quarterly Sales Tax Results

Mr. Carr updated the Commission on the City’s quarterly sales tax results for April – June 2023. Commissioners asked questions and discussed fuel revenues.

Chairperson Lane introduced the new Commissioner, Brandon Smith. Mr. Smith thanked the City for the opportunity and shared with the Commission a little background on himself.

B. Business Support Program Updates

***Facade Improvement Program**

Mr. Carr shared that the last few months have been very slow for the façade improvement program stating that no new businesses applied since his last update but still currently 3 businesses pending.

***Queen Bee Bucks Program**

Mr. Carr shared that Queen Bee Bucks sales and marketing has slowed down but the City is getting ready to do another launch during the holiday season to coincide with the Orland Chamber of Commerce’s Plaid Friday and Cowboy Christmas.

***5th Street/Honeybee Discovery Center Lot**

Mr. Carr shared that there is no news or information on the Honeybee Discovery Center. Mr. Carr announced that the City did not receive the grant for the pollinator park.

***Streetscapes**

Mr. Carr explained that he is working with PG&E and local businesses on lampposts in the downtown area. Mr. Carr shared that trash receptacles have been ordered and that benches will be ordered soon.

Mr. Carr shared that Caltrans will be starting a project in 2025 called OJ500 where the roads will be reconstructed, and sidewalks will be added with ADA ramps along SR 32.

C. Local Business and Development Updates

Mr. Carr provided an update on Maverik, sharing that they hope to be open by December. Currently Maverik is waiting on PG & E to power their building and to complete power to the new traffic signal on Commerce. Chairperson Lane stated his concerns with the lack of reflectors, striping and signage at Commerce, sharing many people are confused at the intersection.

Mr. Carr shared that he reached out to Sunny’s Truck Wash two weeks ago but has not heard back from them yet.

Mr. Carr stated City Staff met with Dutch Bros representative and the property owners and they feel like the new queuing process is working for them and keeping employees and patrons safe. Commissioners agreed that the new queue setup is manageable.

Mr. Carr shared that he has been in contact with a few hotel investors, and he provided research and feedback the investors offered to the City on building a hotel in Orland. Commissioners discussed and shared ideas on getting investors to choose Orland for a hotel.

D. Chamber and Glenn Grows Update

Commissioner Dee Dee Jackson shared that the Chamber recently hired a new employee and gave a brief update on upcoming events for the Chamber including Cowboy Christmas December 1st and the Christmas parade December 10th. Commissioner Jackson shared that the Chamber has no new information on moving into the Glenn Grows building.

ITEMS FOR DISCUSSION OR ACTION

Mr. Carr shared that a year ago the City Council approved the collaboration with Glenn County to match a grant from the State for economic development, where a consultant was hired to do an economic feasibility study on the I-5 corridor. Mr. Carr shared he will be emailing the Commission a link to the I-5 study for the Commission to review before the January meeting.

A. Business Friendly Check-up Report from Regional Government Services

Mr. Carr briefly presented to the Commission the results from a recent business friendly check-up questionnaire he completed from Regional Government Services (RGS).

Chairperson Lane asked if RGS offers suggestions on how to improve score. Mr. Carr presented additional information to the Commission and invite feedback.

COMMISSIONER REPORTS

- Chairperson Lane: Nothing to Report.
- Commissioner Pierce: Nothing to Report.
- Commissioner Smith: Nothing to Report.
- Commissioner Jackson: Attended a Chamber mixer held at Rolling Hills Casino.

FUTURE AGENDA ITEMS

- Chairperson Lane suggested some kind of annual race (bicycle or foot race) or event through the City to bring an audience to town. All Commissioners discussed and agreed they would like to talk more as a group about creating an annual event and possibly collaborating with the Orland Chamber of Commerce.
- Commissioner Jackson suggested she would like to create a visitor guide/brochure of Orland showcasing restaurants, businesses, and upcoming events. All Commissioners agreed they would like to discuss more on a future agenda.

ADJOURN – 7:50 pm

Respectfully Submitted,

Jennifer Schmitke, Commission Secretary

Ron Lane, Chairperson