



ORLAND ECONOMIC DEVELOPMENT COMMISSION AGENDA

Tuesday, October 08, 2024 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 | Dennis Hoffman | Brandon Smith

City Clerk: Jennifer Schmitke

Virtual Meeting Information:

<https://us02web.zoom.us/j/86968406001>

Webinar ID: 869 6840 6001 | 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 September 10, 2024

6. ITEMS FOR DISCUSSION OR ACTION

A. Hotel Development Investment Update - Pete Carr, City Manager

B. Caltrans Freeway Signage Regulations - Pete Carr, City Manager

C. City Policy on Murals - Pete Carr, City Manager

D. Sales Tax Quarterly Results - Pete Carr, City Manager

E. Update on Vacant Buildings (Verbal) - Pete Carr, City Manager

F. Business and Economic Development Update (Verbal) - Pete Carr, City Manager

G. Chamber Report - Dee Dee Jackson, Orland Area Chamber of Commerce President (Verbal)

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 October 3, 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, September 10, 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, Dennis Hoffman, Dee Dee Jackson and Tiffany Schulps
Commissioners Absent:	None
Councilmembers:	Jeffrey Tolley
Staff:	City Manager Pete Carr and City Clerk Jennifer Schmitke

ORAL AND WRITTEN COMMUNICATIONS

Councilmember Tolley stated that he had spoken with former commissioner Russell Pierce regarding his removal from the Commission and that Mr. Pierce said he was unaware of the meeting time change. City Clerk Jennifer Schmitke noted that she had made several attempts to reach Mr. Pierce by phone, email, and letter, but received no response.

CONSENT CALENDAR

A. Approval of Economic Development Commission Minutes from August 13, 2024

ACTION: Commissioner Hoffman moved, seconded by Commissioner Jackson to approve consent calendar as presented. Motion carried by a voice vote, 5-0.

ITEMS FOR DISCUSSION OR ACTION

A. Introduction of New Commissioner

City Manager Pete Carr introduced Tiffany Schulps as the newest member of the Economic Development Commission (EDC). Commissioner Schulps provided a brief introduction about herself and expressed her enthusiasm for joining the Commission.

B. Hotel Development Incentive Update

Mr. Carr reported that he brought the potential hotel incentive idea to City Council and received positive feedback regarding a possible reduction incentive. He also conveyed that the Council

requested the EDC to present a specific proposal with specific criteria for their review. Mr. Carr mentioned that, although he has researched incentive programs in other small cities without finding relevant examples.

The commissioners inquired about available lots near the freeway and explored the idea of zoning incentives, weighing the pros and cons of attracting larger chain hotels versus boutique hotels. They also discussed the topic of Airbnb operations in Orland, particularly regarding the collection of transient occupancy tax (TOT) and the requirement for business licenses. The commissioners agreed to conduct further research and reconvene to refine their recommendations on the types of incentives and hotels they envision for Orland.

Councilmember Tolley requested to be regarded as a citizen, not as a Council liaison, and raised questions about previous hotel developers who had shown interest in Orland. He remarked that if a developer truly wants to invest in the city, they will do so, and it is not the City’s responsibility to attract them. Councilmember Tolley also expressed concerns about offering incentives to hotel developers, “rich people”, stressing that the City Council declined granting CHIP with the incentives they requested to support housing’ “poor people” for those in need in Orland. Chairperson Lane shared his concerns with Councilmember Tolley stating his same concerns that he has as a Councilmember and citizen as a Council liaison.

Orland resident Terrie Barr voiced her support for incentive programs but expressed concern over the City Council's decision to deny CHIP's request for incentives. She believes that all businesses should receive incentives to attract freeway traffic, which would, in turn, help businesses generate revenue and pay their taxes.

Commissioners expressed concerns that neighboring towns have multiple hotels, while Orland has struggled to attract another. They discussed the demand for a hotel in Orland, considering its proximity to local events. Mr. Carr mentioned that he will attend a Northern California City Managers meeting on September 12th, where economic incentives will be discussed, and he plans to share some relevant insights at the next EDC meeting. Commissioners asked to bring it back at the next regular meeting on October 14th.

C. Streetscapes Update

Mr. Carr provided an update on phase 1 of the City’s streetscape plan, showcasing pictures of the lampposts, benches, and trash receptacles to be installed along 4th and 5th Streets. He noted that the high school shop is currently working on crafting the lampposts and benches and the shared City Public Works department is working on the pedestals and concrete work around lamp post areas. Mr. Carr projected that 5th Street would be completed by November of this year, 4th Street depends on lamppost fabrication.

Ms. Barr inquired about the designer behind the benches and lampposts. Mr. Carr explained that Melton Design created the overall streetscape plan, which included the design for the benches, lampposts, and trash receptacles. When asked about the project's cost, Mr. Carr stated that the budget is set at \$200,000 and the project is currently under budget. Ms. Barr also expressed concerns that the Arts Commission is not being involved in City projects like this.

D. Business and Economic Development Update

Mr. Carr shared with the Commission:

- JR Simplot closed its doors at the end of August;

- There are a few local companies interested in using the Baldwin-Minkler building for a potential industrial business;
- Accent Flooring will be moving into the 226 E Walker Street building next to Stor-Rite;
- City Council will be receiving recommendations for the Planning Commission on regulation of massage establishments in Orland , The Planning Commission meets September 19th at 5:30 pm in Carnegie Center;
- City Council will consider a camping ordinance at the September 17th meeting.

COMMISSIONER REPORTS

Chairperson Lane:

- Would like to look into getting murals around town to highlight Orland;
- Attended the council candidate night;
- Will be attending the End of Summer Car Show in Lely Park on September 14th, all proceeds go to the Greg Martinez Scholarship Foundation.

Vice Chairperson Smith:

- Shared the Fall Market is back every Friday evening in September starting at 5 pm in Library Park.

Commissioner Jackson:

- Shared the Chamber of Commerce is working on the highlight video for Orland and asked for community’s input on attractions, events and interest in Orland.

Commissioner Hoffman:

- Welcomed Ms. Schulps to the Commission;
- Stated his support for new business incentives and having the City make the process as simple as possible for the new business.

Commissioner Schulps:

- Nothing to report.

FUTURE AGENDA ITEMS

- Hotel Incentives
- Art Murals around town
- Freeway Signage – Advertising Orland

Ms. Barr shared she had heard about an upcoming stargazing event at Black Butte Lake, and Commissioners Jackson and Smith noted their communication with Black Butte Rangers to coordinate with the Chamber and the City in promoting these events. Mr. Smith further highlighted additional upcoming activities at Black Butte Lake, such as a trick-or-treat event and National Public Lands Day.

ADJOURN – 5:31 PM

Respectfully Submitted,

Jennifer Schmitke, Commission Secretary

Ron Lane, Chairperson



CITY OF ORLAND STAFF REPORT
MEETING DATE: October 8, 2024

TO: Members of the Economic Development Commission

FROM: Pete Carr, City Manager

SUBJECT: Hotel Development Investment Update

BACKGROUND:

Based on a recommendation from the August 13th EDC meeting, City Council on September 3rd considered the concept of creating and offering an economic incentive for development of a hotel. The Council majority was receptive to the concept generally, and directed Staff to go back to the EDC to refine an incentive program to propose to the Council.

At the September 8th EDC meeting, the Commission considered demand for a hotel, explored options for economic incentives, and sought input as to how other cities handle this. The City Manager said he would check in with regional city managers about it and report back.

ANALYSIS:

Carr met with managers of cities in the CalCities Northern Sacramento Valley Region, facilitating a roundtable discussion about economic incentives for targeted development.

- No cities are offering economic incentives for targeted commercial development, nor have any plans to do so.
 - An exception exists where a few cities have offered incentives to induce development of affordable housing. In these cases, General Fund must pay the DIF (Development Impact Fee) Fund the value of the fee waiver/reduction, so that other developers are not subsidizing the project. To do otherwise risks the nexus for DIF.
- All cities try to work with developers who need economic accommodations after they demonstrate interest.
- Fee waivers and reductions are fraught due to case law and recent legislation limiting the amount of the waiver.
 - Exceeding the limit subjects the private project to prevailing wage obligations.
- Fee deferrals are the preferred inducement as they provide a real benefit to the developer while avoiding the General Fund/DIF impact of waiving or reducing fees.
- Pre-2009, cities offered many incentives thru their RDA (Redevelopment Agencies) but these tools have become unlawful.

RECOMMENDATION:

None at this time; be ready to advise on incentives after development proposals are identified.

FISCAL IMPACT OF RECOMMENDATION: N/A



CITY OF ORLAND STAFF REPORT
MEETING DATE: October 8, 2024

TO: Economic Development Commission
FROM: Pete Carr, City Manager
SUBJECT: Caltrans Freeway Signage Regulations

BACKGROUND:

The State Department of Transportation (Caltrans) controls signage along the freeways as to location, size and type. Regulations vary per location depending on various factors including how the land for the freeway was acquired.

ANALYSIS:

The recent “Clean California” project setting bee-themed sculptures at the I-5/32 interchange was restricted to art only, no text. Adding some kind of welcome sign and/or more art with a unique Orland message would be at the City’s expense and would require a Caltrans permit.

The State, in addition to providing opportunities for commercial entities to place certain conforming signs on the freeway to alert motorists of area services, offers cities two opportunities to announce themselves – via Community Identification and Gateway Monuments programs. In both cases, the City would be responsible for maintenance of the monument.

Community Identification includes visual images, graphics, sculpted artwork or text that is placed on a required transportation feature such as an overpass or slope paving.

Gateway Monuments are freestanding structures or signs and may include text and graphics.

Details for each can best be addressed after the City identifies what it wants to do, and where.

Good examples can be seen at many freeway interchanges in Northern California including Rocklin, Oroville, Selma, Woodland, and Modesto.

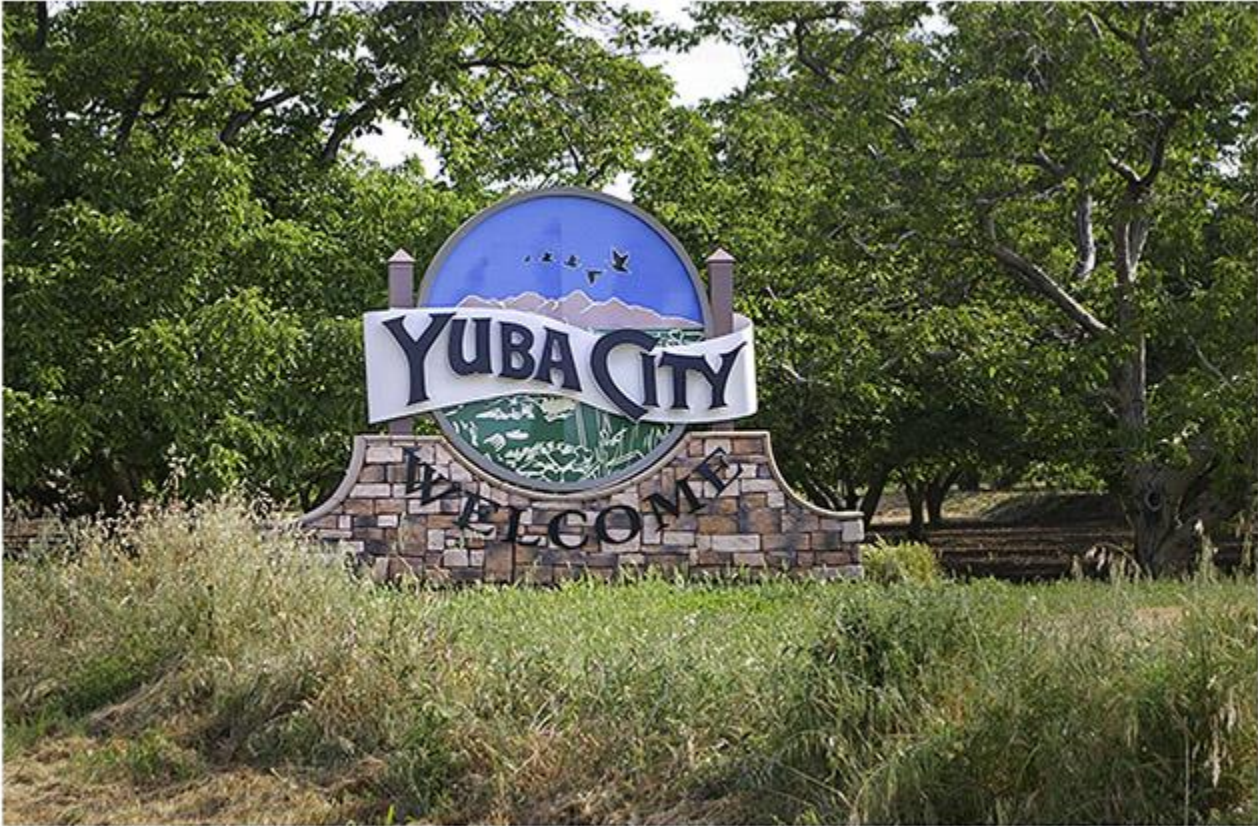
As part of the ARPA fund list, the City Council set aside \$30,000 to design and construct a welcome sign at the east end of the City limits. This project was suggested by the EDC several years ago.

RECOMMENDATION:

EDC may wish to weigh this information in its consideration of freeway signage options.

FISCAL IMPACT OF RECOMMENDATION: N/A







CITY OF ORLAND STAFF REPORT
MEETING DATE: October 8, 2024

TO: Economic Development Commission

FROM: Pete Carr, City Manager

SUBJECT: **City Policy on Murals**

BACKGROUND:

Orland has an unusually strong commitment to public art, for a community its size, including:

- Established Public Art Fund functioning like a development impact fee;
- Appointed Arts Commission overseeing and steering arts programs and projects;
- Orland Arts Center with year-round changing exhibits and open house events;
- No-cost consultation for artists and property owners wishing to collaborate.

The City Council in December 2016 heard the city manager explain the Arts Commission’s revision of its previous proposal for required review of color schemes and murals in deference to retaining a purely consultative role on a voluntary basis. Chair Rae Turnbull said Turnbull stated the theme “Northern Sacramento Valley” area has been recommended by the Commission. Council discussed and requested staff to draft some standards for colors and murals without infringing on property owners’ rights.

In February 2017, Council adopted an amendment to Title 17 of the Orland Municipal Code to regulate artwork murals on private property through issuance of an administrative use permit (AUP) for this purpose. The Arts Commission also published guidelines for its ad hoc advisory committee use, and for use by the City in getting the word out to commercial property owners.

ANALYSIS:

Interest was recently expressed at an EDC meeting in beginning a public-facing mural program that could create a unique and attractive impression for Orland, utilizing the exterior walls of larger buildings facing busy thoroughfares. The Orland Arts Commission stands ready to advise those interested in creating murals and other public art. This information is presented as advisory to the EDC.

Attachments (3):

1. City Code regulating private property murals:
https://library.municode.com/ca/orland/codes/code_of_ordinances?nodeId=TIT17ZO_CH17.79ORARMUPRPR
2. Orland Arts Commission -- Wall Surface Preparation and Preservation, General Guidelines
3. Notice to Owners of Commercial Property – previously included with business license tax notices

RECOMMENDATION:

No specific recommendation at this time.

FISCAL IMPACT OF RECOMMENDATION: N/A

Guidelines to emphasize during the Ad hoc committee meetings regarding various public art projects:

Avoid clutter. Having too much going on in one location takes away from the initial impact.

Avoid “trendy” designs. Trends change and what’s popular one year is outdated the next.

Remember that murals and large sculptures are meant to be seen from a distance. Keep that in mind when considering designs.

Be diligent in following preparation guidelines for murals and or sculptures. Keeping the integrity of public art projects is vital. Projects that have not had proper protections in place to avoid deterioration become eyesores over time.

Keep the themes of projects general in nature. Public art should appeal to a wide variety of interests. Our city may be the Queen Bee capital, but we also are the gateway city to the beautiful Black Butte Lake Recreation area, as well as a vibrant ranching and farming community.

Remember that Public Art should be beautiful. Everyone responds positively to visual beauty.

Recommended surface preparation for outside wall murals

Apply a high quality exterior paint primer to the intended outside wall surface before beginning the actual mural painting.

For the mural itself, use a high quality exterior paint, such as the Clark+Kensington brand carried by Orland Ace Hardware. These are the same paints recommended for the approved building colors used in the downtown area.

These preparatory steps will ensure the mural colors will resist fading and will last much longer without having to be retouched.

Recommended protective coating for outside wall murals

Kelly Moore paints in Chico carries a protective product made by a company called TSW wearhouse. It's the best on the market.

It's a non-sacrificial clear coating that provides protection against harsh weather and graffiti. Non-sacrificial means it does not adversely affect colors etc.

It comes in a semi-gloss or satin finish and can be applied by a hand pump sprayer or can be applied by brush or roller.

For maximum protection, apply 3 coats. This allows removal of graffiti to be done several times before needing to re-coat.

Cost: \$100. per gallon. One gallon covers 130 to 150 square feet. This means a large area approximately 10 feet by 15 feet in size.

CITY COUNCIL

Chris Dobbs, Mayor
Bruce T. Roundy, Vice-Mayor
Jeffrey A. Tolley
John McDermott
Mathew Romano

CITY OF ORLAND

INCORPORATED 1909

815 Fourth Street
ORLAND, CALIFORNIA 95963
Telephone (530) 865-1600
Fax (530) 865-1632



CITY OFFICIALS

Jennifer Schmitke
City Clerk

Leticia Espinosa
City Treasurer

CITY MANAGER

Peter R. Carr

Tonya Zimmerman
4463 Co Rd N
Orland, CA 95963

Entity Number: 444

Dear Tonya Zimmerman:

It's time to renew your Orland business license. Thank you for being a licensed Orland business. Displaying your business license shows your customers you are a permitted, legitimate business. Your license fee helps offset the cost of our city's local business support and economic development efforts.

More specifically:

- We recently launched another round of Queen Bee Bucks, providing BOGO (buy one get one) gift cards that only be used at participating Orland businesses.
- • We are continuing to fund the popular Façade Improvement Program, currently reimbursing you 50% of your investment in your business façade up to \$3000.
- We are rolling out streetscape enhancements for the downtown portions of 4th and 5th Streets now, and we're working with Caltrans to plan major infrastructure improvements to Neville Road and Walker Street in the next three years – especially the downtown portion of Walker.
- • The Orland Arts Commission is eager to assist you at no charge with consultation on building colors and murals.
- We removed the last of the messy ginko trees and are replacing them with more suitable trees.
- Your sponsorship of Queen Bee Capital lamppost banners is appreciated – new banners will be installed soon.
- The City's membership in 3CORE provides you a potential opportunity for discounted gap financing for business investment.

We appreciate your efforts to work with the community in keeping public spaces in front of businesses clean and clear. As a reminder:

- Property/business owners have stewardship to keep sidewalks swept clean.
- In many cases, the City can partner with you to replace broken and worn out sidewalks and curbs.
- The City streetsweeper can only clean gutters where cars are not parked. We normally sweep the business district Friday mornings 6-9am.
- We allow A-frame signs in front of your business when you are open.
- Merchandise displays, signs and street furnishings must allow for passage of wheelchairs.

This year's Business License Form is updated to enable you to pay online. Please also submit the renewal application to City Hall.

Please contact us at City Hall for help with any of this, or other questions, at 865-1600. We hope you have a happy holiday season and a prosperous new year.

Leticia Espinosa
City Treasurer

NOTICE to OWNERS of COMMERCIAL PROPERTY

Please be advised that the Orland Arts Commission requests that preliminary sketches and/or plans for Public Art projects such as murals on exterior building walls and/or other enhancements of commercial buildings within the Orland city limits be reviewed by the Arts Commission before any actual work is begun on those projects.

This is to ensure that the work meets high artistic standards and does not violate general standards of decency, nor is offensive to the general public.

The Orland Arts Commission Ordinance defines Public Art as art that is placed within outdoor areas that have public use at least eighteen hours a day, such as streets, parks, sidewalks etc. This includes such things as murals on outdoor walls, or other visual enhancements which are viewed by the public through normal everyday use of these areas.

Simply stated: The City of Orland’s Arts Commission is highly qualified to review Public Art Proposals and make recommendations on the suitability of the art and to advise the artists on the use of appropriate materials, and to offer design suggestions and solutions that will enhance and protect the art.

For more information, please contact City Hall at 865-1600.

THE CITY OF ORLAND ARTS COMMISSION

Please note: Owners of businesses are responsible for maintaining the sidewalks in front of their businesses. Sidewalks should be cleaned daily.

The City works with business owners when sidewalks need to be repaired or replaced.

The City also provides trash cans and empties them approximately weekly.

FAÇADE IMPROVEMENT -- PROGRAM GUIDELINES

Orland’s Façade Improvement Program is now being expanded. In an effort to encourage and assist business owners and property owners in improving the exterior appearance of their buildings – and thus help improve visual attractiveness of the community and commerce in the interest of all citizens of Orland -- the City is offering to reimburse business or property owners for 50% of the cost of materials up to a maximum reimbursement of \$1000.

- The offer is extended to all business owners and commercial property owners throughout the city limits.
- Labor may be included for up to \$500; must be professional labor, not employees.
- Materials may include paint, wood, awnings, glass, stucco, doors, etc.
- Improvements may include doorways, windows, facia, signage, etc.
- The program is limited by the availability of budgeted first-come first-served funds.
- Reimbursement is made promptly after submission of receipts to City Hall.

Before engaging in the project, business owners are asked to submit a simple plan outline and/or sketch to the City to aid in establishing a clear understanding of what changes will or will not be reimbursable. Paint may be available through a discount arrangement at Ace Hardware in Orland.

Questions may be directed to Pete or Janet at City Hall, 865-1603



CITY OF ORLAND STAFF REPORT
MEETING DATE: October 8, 2024

TO: Economic Development Commission
FROM: Pete Carr, City Manager
SUBJECT: Sales Tax Quarterly Results

BACKGROUND:

Statewide, sales tax is a generally declining source of revenue for local public agencies. For Orland, sales tax is the primary General Fund revenue source and has shown remarkable growth over the past ten years. The -1.3% decline in sales tax statewide for fiscal year 23-24 is consistent regionally and, to some extent, locally. Orland’s sales tax revenue is unusually dependent on the transportation sector.

The City engages HdL, a consultant specializing in municipal tax management, to analyze tax revenues and assist with revenue forecasting. HdL provides a quarterly report with extensive detail which is mostly confidential, but some aggregated data may be shared.

ANALYSIS:

Second quarter (April-May-June) sales tax results indicate a soft uptick for Orland, beginning what we hope is a reversal of a two-quarter slide. Local revenues were affected by both macro and micro considerations. City Manager will explain some of the outstanding factors in the equation for Orland.

RECOMMENDATION:

No specific recommendation at this time.

FISCAL IMPACT OF RECOMMENDATION:

N/A