

CITY OF ORLAND
CITY COUNCIL
and
ECONOMIC DEVELOPMENT COMMISSION
WORKSHOP
November 3, 2010

The meeting was called to order by Mayor Elliott at 6:02 P.M. and opened with the Pledge of Allegiance.

Councilmembers Present: Wade Elliott, Jim Paschall and Bruce Roundy
Councilmembers Absent: Reggie Olney and Paul Barr
Commissioners Present: Mike Yalow, Helen Duree and Gary Campbell
Commissioners Absent: Angus Saint-Evens
Staff Present: Paul Poczobut and Janet Wackerman
Others in Attendance: Yassi Lam, Bonnie Morgan, CSU marketing class students and their professor, Kenny Chin, Byron Denton, Brandy Branzelle, Rick Longley, Candice Spielman, Lisa Tietz, Candice Pierce, Jess Modesto and Kandi Manhart

WORKSHOP - Business Education Council (BEC): Project Opportunity

Commissioner Yalow began the workshop by giving a brief introduction on the BEC and other entities such as the Glenn County Resource Conservation District and the County of Glenn Business Services department. The BEC originally worked with high school students and was now continuing with college students. Professor Chin and his students were in attendance as part of their marketing class that was developing "The Rusty Wagon" presentation to be given at the December 10 Glenn County Business Symposium.

He stated the workshop was intended to be an informal discussion of how to improve Orland's business climate. To begin the discussion, he stated that what matters most to businesses looking to relocate is a ready work force. He was told by Crystal Geyser's human resource officer Janice Almond that they found applicants trained in a variety of skills from industrial manufacturing to management.

Key points mentioned:

- Find out what people want
- Build pride in the community
- Chamber has a "Keep Your Dollars Local" campaign; City should also have a slogan
- Consumers make choices by their own personal interest
- Excellent service and good value is necessary
- Teach and encourage businesses to be excellent
- Identify niches; bring businesses from out of the area that have niches and ask them "what makes you successful?"

- Highlight a certain business each month
- Take care of your own first
- Put together a speakers bureau of successful business owners
- If businesses locate here, make sure it can be "turnkey"
- Look into contracts such as Waste Management to see if they can be required to purchase fuel locally
- If more products are available, people will buy local
- What can be done to encourage stores to increase their hours
- Recreation Department is looking at promoting "Stay after Recreating"
- Stay within County when considering assistance in promoting economic development
- Haigh Field airport was cited as a great airport for new pilots; should consider a partnership with CSU Chico for an educational component
- Follow through with any completed studies with marketing
- Does Orland have one thing unusual that people will come to see
- "Heartland of California", "Hook, Line & Sinker - Bring your Pole" were suggested as possible tag lines for the community
- Develop a "100 Things to Do In Glenn County" book/pamphlet
- Take advantage of what is present - if making a sign, use hay bales
- Consider that 24,000 cars travel State Route 32 daily
- RCD is considering creating signs that would be displayed noting what crops were growing

Vice-Chairman Yalow thanked all for their input and stated BEC will review notes from this workshop and then form small committees to study the issues brought up and plan for another meeting.

Adjournment - 7:28 P.M.