

CITY COUNCIL

Bruce T. Roundy, Mayor
Jeffrey A. Tolley, Vice-Mayor
Dennis Hoffman
William "Billy" Irvin
Chris Dobbs

CITY OFFICIALS

Janet Wackerman
City Clerk

Leticia Espinosa
City Treasurer

CITY OF ORLAND

INCORPORATED 1909

815 Fourth Street
ORLAND, CALIFORNIA 95963
Telephone (530) 865-1600
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CITY MANAGER

Peter R. Carr

Meeting Place: Carnegie Center
912 Third Street
Orland CA 95963

AGENDA

ORLAND ECONOMIC DEVELOPMENT COMMISSION

Tuesday, September 14, 2021

Public comments are welcomed and encouraged in advance by emailing the City Clerk, jwackerman@cityoforland.com or by phone at (530) 865-1601 by 5:00 p.m. on the day of the meeting.

1. CALL TO ORDER – 6:00 p.m.
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL
4. ORAL AND WRITTEN COMMUNICATIONS
 - A. Introduction of newly appointed Commissioner – Mathew Romano
 - B. Citizen 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. Public is advised to limit discussion to one presentation per individual. While not required, please state your name and address for the record. **(Oral communications will be limited to three minutes).**
5. CONSENT CALENDAR

Approval of Economic Development Commission minutes for August 17, 2021.
6. ITEMS FOR DISCUSSION OR ACTION
 - A. Work Plan Update (Commissioners)
 - B. Follow-up discussion on Façade Improvement Program and ARPA (Pete Carr, City Manager)

C. Revising and Updating Orland's 5-year vision/plan (Commissioners)

D. Discussion on Cannabis as a Business (Commissioners)

7. STAFF REPORTS

City Manager update on:

A. State of Covid-19 relief grants for businesses

B. General business and economic news

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 September 9, 2021.

A complete agenda packet is available for public inspection during normal business hours at City Hall, 815 Fourth Street, Orland, CA.

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 865-1601 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.

CITY OF ORLAND
ECONOMIC DEVELOPMENT COMMISSION MEETING
August 17, 2021

1. CALL TO ORDER

The meeting was called to order by Chairperson Lane at 6:00 pm

2. PLEDGE OF ALLEGIANCE – led by Commissioner Hamilton.

3. ROLL CALL

Present: Brien Hamilton, Russell Pierce (via Zoom), Ron Lane and David Allee

Absent: None

Councilmembers: Jeffrey Tolley and Bruce Roundy

Staff: Pete Carr, Rebecca Pendergrass

4. ORAL AND WRITTEN COMMUNICATIONS

Mill Street Elementary School Principal, Sam Hess, stated that he would like to see a partnership with the City and the students at Orland Unified School District. Mr. Hess presented the idea of students playing a role in future art projects within the City, either creating or designing artwork for installations. The Commission thanked Mr. Hess for coming in and also suggested that he speak with the Orland Arts Commission as well.

Chamber of Commerce Board Member, Trish Saint-Evens introduced the Chamber's new Secretary, Pam Becerra. Ms. Saint-Evens stated that the Chamber has increased memberships and ribbon cuttings but has been operating with dated equipment and are in need of a new printer and sound equipment. Ms. Becerra stated that the Façade Improvement Program has been successful and that she is happy with the partnership between the Camber and the City.

Vice Mayor Jeff Tolley asked what the process was for scheduling a Ribbon Cutting Ceremony. He was directed to speak with the Chamber of Commerce as that is under their list of functions.

Jody Sammons announced that she has started her our independent consulting company, EB3 Consulting, where she works with non-profits, small businesses, large manufacturers, and municipalities. Additional information is available on her website at www.eb3development.com. Ms. Sammons is also volunteering with a local non-profit, *Tri Counties Community Action Partnership*, that has two focuses: Health & Welfare and Housing & Economic Development. A \$19,000 grant was awarded to the organization to study 3-D house printing in an effort to address the current lack of housing in the area. There have been successfully 3-D printed houses in Arizona. Ms. Samons stated that if there is assistance needed, that state or local agencies cannot provide, Tri Counties Community Action Partnership may be able to and to keep them in mind.

5. CONSENT CALENDAR

Approval of the March 9, 2021 minutes

The following correction was requested:

Agenda Item #7.C. – insert “not” in between has and been so the sentence reads as follows; There has *not* been direction yet on how those funds can be used.

Moved by Chairperson Lane, seconded by Commissioner Hamilton, motion carried to approve the March 9, 2021 minutes as corrected. 4-0-0-0 Ayes: Commissioners Hamilton, Pierce, Lane and Allee; Noes: None; Abstain: None; Absent: None. Motion carried.

6. ITEMS FOR DISCUSSION OR ACTION

A. Work Plan Update (Commissioners)

City Manager Pete Carr stated that the work plan may be a great place to start the “visioning” process for the City of Orland. The current vision/plan document (see Attachment 1) will be reviewed and updated by City Council later this year but suggestions from the Economic Development Commission would be helpful. The Commission agreed that this topic should be added to the next agenda.

Commissioner Allee stated that he remains connected to the California Department of Food and Agriculture – CalCannabis and receives their weekly newsletter. This agency has continued to grow, and many local agencies are reaping the benefits of the revenue stream associated with this crop. In addition to the revenue source the marijuana industry also creates job opportunities. Chairperson Lane shared his support for allowing the sale of cannabis within the City of Orland as it will create a revenue source and most shops are discreet and clean.

Commissioner Hamilton stated that “Hot Spots” are becoming more popular and may be a potential revenue source for those that own them. Hot spots can be used for reading water meters, smart fridges or anything that utilizes internet.

B. Advise City Council on use of Covid Funds

After the Commission reviewed the draft proposal of use of COVID relief funds (see Attachment 2) Chairperson Lane asked for clarification on item #2 Construction of Welcome Sign at east end of City. City Manager Carr stated this item was proposed by the EDC approximately 7 years ago but was never completed. City Manager Carr asked for the Commission for their recommendations regarding the proposed used of funds.

After discussion, Commissioner Allee stated for the record that he strongly supports items #1, #2, #4 and #12 from the list as they align with the Economic Development Commission’s goals.

Commissioner Hamilton suggested that a portion of the ARPA funds be utilized to cover some of the open canals in town in an effort to promote more development. After continued discussion the Commission agreed that they wanted to make clear to the City Council that they fully support items #1, #2, #4 and #12 from the list.

Moved by Commissioner Allee, seconded by Chairperson Lane, motion carried to recommend to City Council that the ARPA funds be used to add \$50,000.00 to the Façade Improvement Program, Construct a welcome sign (east of town), fund part of the Streetscapes Project and Advertising Tower @ I-5. 4-0-0-0 Ayes: Commissioners Hamilton, Pierce, Lane and Allee; Noes: None; Abstain: None; Absent: None. Motion carried.

Moved by Chairperson Lane, seconded by Commissioner Pierce, motion carried to recommend to City Council that Measure A funds, instead of ARPA funds be used for list items ##5, #6, #7 and #8. 4-0-0-0 Ayes: Commissioners Hamilton, Allee, Lane and Pierce; Noes: None; Abstain: None; Absent: None. Motion carried.

C. Advise City Council on Modification to Façade Improvement Program

City Manager Carr asked the Commission if they had any recommendations or changes, they would like to see with the program. Businesses can currently receive matching funds from this program, up to \$1,500.00. After discussion the Commission agreed that with rising costs in materials, labor and general construction that raising the amount match would be beneficial and encouraging to participating businesses.

Moved by Chairperson Lane, seconded by Commissioner Allee, motion carried to recommend to City Council that the Façade Improvement Program increase its matching funds from \$1,500 to \$3,000. 4-0-0-0 Ayes: Commissioners Hamilton, Pierce, Allee, and Lane; Noes: None; Abstain: None; Absent: None. Motion carried.

7. STAFF REPORTS

City Manager update on:

A. State of Covid-19 relief grants for businesses

City Manager Carr reminded the Commission that had already covered this Agenda item previously in the meeting

B. General business and economic news

City Manager Carr informed the Commission that Amazon is up and running well but they are continuously looking for additional delivery drivers and parttime warehouse workers. The local vintage/boutique shops are experiencing great success in downtown Orland. Many of the shopkeepers have noted that many patrons are coming from out of the area to visit the shops. There have been two wholesale stores to open in town (Wrap-

It Up Wholesale and K & B Wholesale) and both have seen success thus far. The Sunny Truck wash has been approved and annexed; next step is construction. Butte College's new campus had it's groundbreaking on May 7, 2021. There are 95 lots going in on the east side of town located at what is called Linwood II. West Mitsubishi, Studio Milan, and Orland Veterinary are the latest recipients of façade improvement funds.

8. COMMISSIONER REPORTS

Chairperson Lane stated that much to his surprise while he was in Alaska, he met many people who knew where Orland, CA was.

9. FUTURE AGENDA ITEMS

Cannabis and it's sale within the City of Orland.

10. ADJOURN – 7:32 pm

Respectfully Submitted,

Rebecca Pendergrass, Staff Support

Ron Lane, Chairperson



Advancing Orland 2021: Our 5-Year Plan

Adopted June 2013

Updated Sept 2013

Renewed July 2016

By 2021 Orland will:

1. Be consistently operating on a balanced budget with adequate reserves.
 - A. General Fund consistently maintains emergency reserves per its established formula, based on previous year's results:
 - 1/6 of GenFund expenditures + 5% of TOT + 5% of sales tax + \$50k for natural disaster response
 - B. Water Fund will be at least 15% paid back from General Fund Inter-fund loan (824 4th St). *Original note \$436k 2005 (\$464k in 2013), less 15% = \$370k.* City pays this down faster when able.
 - C. Building Enterprise Fund will be zeroed out.
 - D. All other funds will be operating in the black.
 - E. Revenues will be growing:
 - i. Sales tax + 3-5% per year
 - ii. Property tax + 2% per year
 - iii. VLF, Gas Tax stable
 - iv. TOT rate has been increased to 11 or 12%, revenue growth 2% per year
 - F. Expenditure growth will be controlled:
 - i. Personnel costs guided by modest adjustments and market.
 - ii. Facilities and operations are leveraging energy efficiency and alternative energy production with annual cost savings.
 1. VFD's in place at all wells.
 2. Solar in place at WWTP.
 - iii. Surplus equipment and facilities are disposed.
 - iv. Technology is leveraged to reduce operational costs.
 - v. Maximum grant accessibility is established systematically.
 - vi. Use of volunteers and donations are encouraged and recognized.
 - G. Adopt and implement new accounting software.
 - H. Operate financial processes with clearly established procedures manuals and checklists.

2. Fire Department remains volunteer and sustainably funded.
 - A. ISO rating of 4 or better is maintained.
 - B. City addresses facility, capital and expense requirements in annual budget.
 - C. City provides admin support as needed in partnership with Rural.
 - D. City has a dedicated revenue stream to meet its capital replacement plan
 - E. Will will be amenable to County-wide dispatch for fire and police, seeking grant funding for implementation if needed.
 - F. Stipend or other compensation tool supports volunteer training and leadership responsibilities.
3. Police Department is stable, well staffed and well equipped.
 - A. Staffing includes School Resource Officer, detective and GLNTF assignments – separately or in shared positions.
 - B. Staffing includes at least one K9 sustainably funded.
 - C. All officers have and use field laptops (?) and dash cams and body cams.
 - D. Department station has 3000 sq ft and ample secure parking.
 - E. Services are available by contract to other agencies.
4. Maintain utility rates and services that are competitive and stable.
 - A. Water and sewer and garbage rates adjust incrementally and annually, keeping pace with CPI and system needs.
 - B. If storm drain utility fee is needed, Council will determine a prudent cost per customer which will cover the cost of storm drain system maintenance.
 - C. Solid waste collection is cost-controlled and augmented with at least one annual clean-up event; all customers are provided with green waste recycling at no extra charge.
5. Water resources are sustainably managed.
 - A. City is a GSA (Groundwater Sustainability Agency) or partner in one.
 - B. City has completed a city GSP (Groundwater Sustainability Plan) or is coordinating constructively on a regional GSP.
 - C. City wells are monitored weekly for quality, monthly for levels.
 - D. All customers are billed off their meters; all parks have water meters.

6. Position the City for orderly growth.

- A. The General Plan is maintained and updated as necessary to communicate the city's vision for growth and to guide city decisions.
- B. High priority annexation areas will be identified, pre-zoned and actively engaged. Westside CR16 area will be annexed and zoned for development.
- C. County, OUWUA, and Farm Bureau, are affirmatively engaged in Orland's plan for growth (i.e., tax sharing, ag buffers, undergrounding, etc.).
- D. Primary growth preference is for jobs (with secondary preferences for ag-related and commercial uses). Lower priority for housing supported by maintenance assessment districts.
- E. Design standards and updated construction standards are in place.
- F. Impact fees are adequate for needs and remain competitive relative to region.
- G. Waste water plant is well managed and sustainable, master planned without discharge; industrial ponds are renewed or funded plan is in place.
- H. New well is added; water system is full SCADA (automatic alerting and remote control), consistently in quality compliance, master planned. New water storage facility is in construction or complete.
- I. The City is ready to update its Municipal Services Review (MSR) and Sphere of Influence (SOI) documents in 2022 and is working closely with the Glenn County LAFCo.
- J. City's development codes will be streamlined and programs developed supporting the City's General Plan vision.
- K. The City has prepared/updated facilities master plans to guide expenditures, improvements and extensions of critical municipal infrastructure.
- L. Overhead utilities on East Walker and 6th St are undergrounded, and a funded plan is in place for additional undergrounding (PG&E Rule 20A).

7. Freeway gateways identify, announce and invite visitors to Orland.

- A. City has a visible presence on I-5 with prominent businesses and display advertising.
- B. Programs to encourage the re-use of vacant downtown buildings will be in place to encourage property owners to restore and occupy, remove, or address blight.
- C. Programs to require that vacant and open lots be attractively maintained will be in place.

- D. Signage will support business while promoting visual aesthetics of the community.
- E. Commercial development will be active at both I-5 interchanges.
- F. Tourist draws will be leveraged – arts, sports facilities, rural recreation – enough to create demand for multiple lodging enterprises.
- G. Plans will be underway for at least one local or regional festival to draw tourism.
- H. Themed “brand” will evolve or be identified in plans; may be local or regional.
- I. We are preserving and protecting our historic legacy and growing our arts appreciation culture.

8. Pedestrian friendly with planned bicycle path system.

- A. No condition 4 or 5 (moderate, total failure) sidewalk sections.
- B. ADA accessible ramps are available at every commercial block.
- C. Streetscapes project for Second thru RR tracks on Walker will be shovel-ready and staff actively seeking funding.
- D. Sidewalks connect schools to neighborhoods; plan in place to complete sidewalks throughout the city.
- E. Off-road trail system is planned or in place for Stony Creek area.
- F. Connectivity is provided to regional bikeway and path systems.
- G. Bicycle racks are available at all parks, downtown and other shopping areas.
- H. A Bicycle and Pedestrian Master Plan will be prepared to guide non-motorized transportation decisions and to assist in leveraging grant funding for improvements.
- I. No waste materials are accumulating in city right-of-way pedestrian or bicycle paths except immediately before scheduled pick-up.

9. Parks and recreation depts provide exemplary facilities and services for residents and visitors.

- A. Rec center is expanded with a community Center for classes, performances, multi-purpose and event rentals.
- B. Lely Pond level and quality is consistently controlled for summer aesthetics and recreation.
- C. Lely Pond storm drainage relief project is planned or completed.

- D. Swimming pool is upgraded for temperature control and competitive meet potential.
- E. Basketball court at Lely is replaced with nice full court.
- F. Bihler Field has shaded bleachers; relocated backstop and dugouts; warning track.
- G. At least one covered group picnic facility is in place, another planned. Dilapidated picnic tables are all replaced with new attractive tables.
- H. A playground is added or planned for each major new subdivision, with provision for cost coverage of future maintenance expenses.
- I. New activity facilities include pump track, walk/bike path, trails.
- J. Parks and town have a healthy mix of tree ages – new city trees are being planted according to a plan.
- K. Updated restrooms are provided at City Pool and Lollipop Land.

10. We are improving the health, safety and welfare of the community.

- A. Our library makes a significant community difference in literacy education, access to internet, community meeting facilitation, health education.
- B. City programs encourage balanced nutrition and active lifestyles, guided by model programs such as Healthy Cities and Let's Move.
- C. Gang signs are eradicated within 24 hours of appearance.
- D. Nuisances and blight are minimal and actively pursued by code enforcement.
- E. LED lighting is the subdivision street light design standard, and a plan is in plan to convert existing street lights to LED.

11. City staff is effectively serving and developing professionally.

- A. Succession plans are successfully being implemented for all key leadership positions.
- B. Orland has earned the reputation in the regional business and development communities as a business-friendly and investment-attractive place, with clear permit processes and recognized outstanding customer service.
- C. City Hall is in expanded facility (3000 sq ft or more) with modern environment and good meeting space.

12. The City is engaged in meaningful ways with the community on a continuous basis.
- A. City uses social media tools to keep fast, positive and open dialogue with residents.
 - B. City enjoys a productive relationship with Chamber of Commerce and business owners.
 - C. City is widely perceived as transparent, open, welcoming of input.
 - D. City commissions are actively productive, appreciated by Council and staff; staff helps educate commissioners on their roles and proper procedures.

DRAFT Proposed Use of Covid Relief Funds

City of Orland June 21, 2021

| | USE OF FUNDS | 2021 (\$936k) | 2022 (\$936k) |
|-------------------------|--|------------------|------------------|
| | Backfill General Fund fiscal stability | \$736,000 | \$736,000 |
| | Backfill Measure A Fund for tax revenue losses | \$200,000 | \$200,000 |
| 1 | Façade Improvement program | \$50,000 | \$50,000 |
| 2 | Construct welcome sign at east end of City | \$30,000 | |
| 3 | Arts Commission revenue backfill | \$5,000 | |
| 4 | Streetscapes (benches, planters, streetlamps) | \$200,000 | |
| 5 | Radio signal upgrades for OPD and OVFD | \$60,000 | |
| 6 | OPD Security and IT upgrades | \$60,000 | |
| 7 | OPD/City Hall, Library roof and floor repairs | \$140,000 | |
| 8 | Evidence barn security improvements | \$80,000 | |
| 9 | Lely ballfield lighting LED lamps (1 field per year) | \$85,000 | \$85,000 |
| 10 | Extend westside I-5 water service to County Road 15 | \$150,000 | |
| 11 | 5th St Parking Lot w/ improvements | \$70,000 | |
| 12 | Construct business/city advertising tower @ I-5 | | \$500,000 |
| 13 | Additional land acquisition for future HDC | | \$120,000 |
| 14 | | | |
| 15 | | | |
| Total Lines 1-13 | | \$930,000 | \$755,000 |

| Deferred for Future Federal Transportation Infrastructure Funding | | |
|---|--|-------------|
| Streetscapes infrastructure | | \$8,000,000 |
| Traffic signal/intersection Commerce/Newville | | \$250,000 |
| Sidewalk and curb repairs citywide | | \$300,000 |
| Curb gutter & sidewalk for Public Safety Building | | \$200,000 |
| | | |
| | | |

Orland Economic Development Commission - Work Plan 2021

| | <u>Project</u> | <u>Category</u> | <u>Commissioner(s) Assigned</u> | <u>Timeline</u> |
|---|--|-----------------------|-------------------------------------|-----------------|
| 1 | Entertainment Events/Attractions | Community Development | Lane/Pierce | Ongoing |
| 2 | Local Products: Expansion and Sales & Develop Downtown | Business Retention | Hamilton/Gee | Ongoing |
| 3 | City Beautification | Community Development | Gee | Ongoing |
| 4 | Workforce Development/Employment | Community Development | Allee/Gee | Ongoing |
| 5 | Cannabis | Community Development | Allee/Lane | Ongoing |
| 6 | Homelessness | | Hamilton/Lane | Ongoing |