

CITY COUNCIL

Chris Dobbs, Mayor
Bruce T. Roundy, Vice-Mayor
Jeffrey A. Tolley
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City Clerk

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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, May 9, 2023

Public comments are welcomed and encouraged in advance by emailing the City Clerk, jtschmitke@cityoforland.com or by phone at (530) 865-1610 by 4:00 p.m. on the day of the meeting.

The public is encouraged to participate in the meeting via Zoom or can participate at Carnegie Center.

ZOOM Link: www.zoom.us

WEBINAR ID# 840 8522 7886

ZOOM Telephone - Please call: 1 (669) 900-9128

1. CALL TO ORDER – 6:00 p.m.
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL
4. ORAL AND WRITTEN COMMUNICATIONS

A. 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

- A. Approval of Economic Development Commission Minutes from March 14, 2023

- 6. ITEMS FOR DISCUSSION OR ACTION**
 - A. Reflections on 3CORE CEDS report -- Commission**
 - B. Streetscapes Committee/Project Update -- Pete Carr, City Manager**
 - C. Chamber Request for City Support -- Pete Carr, City Manager**
 - D. Queen Bee Bucks Program Update and Alternatives -- Pete Carr, City Manager**
- 7. STAFF REPORTS -- Pete Carr, City Manager (Information only)**
 - A. Façade Improvement Program Update**
 - B. Hotel Attraction and Site Selection**
 - C. Update on Future of Honeybee Discovery Center**
 - D. Local Business and Development Updates**
- 8. COMMISSIONER REPORTS**
- 9. FUTURE AGENDA ITEMS (Next Meeting: July 11, 2023)**
- 10. ADJOURN**

CERTIFICATION: Pursuant to Government Code Section 54954.2(a), the agenda for this meeting was properly posted on May 4, 2023. 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 865-1610 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.

CITY OF ORLAND
ECONOMIC DEVELOPMENT COMMISSION MEETING
March 14, 2023

1. CALL TO ORDER

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

2. PLEDGE OF ALLEGIANCE – led by Chairperson Lane.

3. ROLL CALL

Present: Ron Lane, David Allee, Dennis Hoffman, and Dee Dee Jackson
Absent: Russell Pierce
Councilmembers: Jeff Tolley, Mathew Romano
Staff: Pete Carr, Rebecca Pendergrass

4. ORAL AND WRITTEN COMMUNICATIONS

None

5. CONSENT CALENDAR

- A. Approval of the November 8, 2022, minutes
- B. Approval of the January 10, 2023, minutes

Moved and approved by unanimous vote.

6. ITEMS FOR DISCUSSION OR ACTION

A. Hotel Attraction and Site Selection

City Manager Carr informed the Commission that a hotel developer has expressed interest in specific Orland locations but that no applications have been submitted. Mr. Carr shared some marketing information with the Commission, located on the City's website: <https://www.cityoforland.com/city-of-orland-economic-development/>.

B. Queen Bee Bucks Program Update and Consideration of Point Program Alternative

City Manager Carr reminded the Commission of the current Queen Bee Bucks program. Of the original \$80,000 budgeted for the project the remaining \$12,000 is available for matching gift card purchases. The City had record-breaking sales at the beginning of the program but sales have since slowed.

Mr. Carr has explained that alternative programs, such as 5 Stars, could be a new "shop local program" to replace the Queen Bee Bucks. Commissioners expressed

concern regarding merchants and customers having to learn an entirely new system. Upon additional discussion, the Commission requested more information on alternatives that include advanced technology or app component.

7. STAFF REPORTS

A. Façade Improvement Program Update

City Manager Carr reported that \$11,000 of the façade improvement program funds have been utilized so far this year. Most recently Farwood and Napa have used their entire \$3,000 allotment available to them. Newville Brewing and Three Little Birds are the most recent businesses to express interest in the program and have started submitting documentation.

B. Local Business and Development Updates

City Manager Carr gave an update on the Maverik fueling station and McDonald's, both expected to bring in additional freeway traffic. A compressed natural gas (CNG) line is currently being installed on 8th Street, cross of South Street to the current CFN station.

There is a 10-unit, market rate, apartment complex nearing completion, just one block down from the hardware store. The Habitat for Humanity project, 33 units, is slated to be open at the end of April. Two additional apartment complexes, 35 units each, have begun construction. The housing developer, D.R. Horton, has pulled out of the Orland Park I development on the east end of town.

Caltrans is working on plans to repave State Route 32 from the Sacramento River to Interstate 5, which will also address drainage problems, missing sidewalks, and ADA issues.

8. COMMISSIONER REPORTS

- Chairperson Lane stated that the two local car clubs, Wicked Obsession and 530 Mini Trucks, toy drive in November raised over \$5,000.
- Commissioner Hoffman shared that the Honeybee Discover Center is open for visitors on the first Friday of the month and needs volunteers.

9. FUTURE AGENDA ITEMS

- Hotel Data Analysis
- Additional information on shop local alternatives

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10. ADJOURN – 7:23 pm
Respectfully Submitted,

Rebecca Pendergrass, Commission Secretary

Ron Lane, Chairperson