



ECONOMIC DEVELOPMENT COMMISSION REGULAR MEETING MINUTES **Tuesday, January 9, 2024**

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

PLEDGE OF ALLEGIANCE

ROLL CALL

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

IDENTIFY CHAIRPERSON AND VICE CHAIRPERSON FOR 2024

City Clerk Jennifer Schmitke requested nominations for Chairperson for 2024. Commissioner Hoffman nominated Chairperson Ron Lane. With no further nominations, the nomination period was closed. The motion carried 4-0 by a voice vote. Chairperson Lane was declared Chairperson for 2024.

City Clerk Schmitke requested nomination for Vice Chairperson for 2024. Commissioner Hoffman nominated Commissioner Brandon Smith. With no further nominations, the nomination period was closed. The motion carried 4-0 by a voice vote. Commissioner Smith was declared Vice Chairperson for 2024.

ORAL AND WRITTEN COMMUNICATIONS – None

CONSENT CALENDAR

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

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

ITEMS FOR DISCUSSION OR ACTION

A. Follow-up on Business-Friendly Check-up

Mr. Carr brought back a follow-up discussion on the business-friendly check-up questionnaire he completed from the Regional Government Services (RGS).

Chairperson Lane stated he didn't have time to review and asked if the Commission could table the item until the next EDC meeting. Commissioner Hoffman was absent for the November meeting and asked if the information could be emailed to him for review.

B. Review I-5 Feasibility Study Report

City Manager Pete Carr presented the I-5 Feasibility Study, a collaborative effort funded by grants and partnerships between Glenn and Tehama Counties, as well as the cities of Corning, Willows, and Orland. During the Commission meeting he invited feedback, questions, and suggestions from the members. They were encouraged to identify areas of focus for the City or to assess the relevance of the study's findings.

Chairperson Lane appreciated insights from the study, focusing on market strategies and the importance of preparedness to attract businesses. He inquired about property availability and incentivizing sales. Mr. Carr noted property owners aren't in any hurry to sell. Vice Chairperson Smith raised concerns about housing diversity and attracting higher-level jobs. Incentivizing landowners for investments was discussed. Carr mentioned a few barriers to westside property development, mainly needing water connections. Commissioner Hoffman recalled incentivization efforts extended to La Quinta when they were considering Orland as a potential location at one time.

The Commissioners expressed interest in potentially assigning a 3CORE employee to focus on economic development along I-5. They also discussed the idea of partnering with Willows, Corning, and Glenn County to share the position. Mr. Carr mentioned that Glenn County had previously employed someone dedicated to economic development before the pandemic.

Chairperson Lane noted a significant emphasis on electricity and its future demand in the report. He raised the question of whether it would be advantageous for Orland to enter the electricity business or instead incentivize solar companies to establish themselves in the area, potentially allowing Orland to develop solar farms or generate its own electricity.

Mr. Carr proposed inviting a representative from 3CORE to a forthcoming meeting to address any questions or comments from the Commissioners regarding the report. Chairperson Lane suggested compiling a list of questions and comments in advance to ensure preparedness for the discussion. Additionally, Mr. Carr mentioned an upcoming joint meeting involving the Orland City Council, Willows City Council, and Glenn County, and asked for the Commissioners' approval for him to represent the EDC and recommend collaborative efforts aligned with the findings of 3CORE's report. The Commissioners agreed to this proposal.

C. Consider Ideas for Local Events

Mr. Carr recalled the Commission's prior interest in looking into the economic impact of local events, noting their potential to drive visitor traffic, boost business activity, and increase sales tax revenue.

The Commissioners explored ways for the City and Chamber of Commerce to bolster support for business through local events. Vice Chairperson Smith emphasized the importance of increased community involvement to successfully launch events. Commissioner Jackson underscored that larger events have the potential to attract visitors from beyond the community, ultimately raising the profile of the City.

Commissioner Jackson emphasized the appeal of Black Butte Lake as a significant attraction for the town, suggesting it deserves more attention. The Commission brainstormed potential events to draw people to the area, such as water sports and boat races, anticipating that attendees would also patronize local businesses for gas and food.

They also revisited the Queen Bee Festival from previous years, exploring ways to enhance its scale in the future. Discussion centered on potential partnerships with other Chamber of Commerce organizations or with 3CORE to amplify event promotion efforts. Commissioner Jackson shared successful strategies employed by the Chamber to boost attendance at meetings and events.

Commissioner Jackson proposed revisiting this topic at a future meeting to delve into ideas more thoroughly. The Commissioners considered the possibility of convening outside of regular meetings, with Mr. Carr noting the option to call a special meeting if needed.

ACTION: Commissioner Hoffman moved seconded by Vice Chairperson Smith that the Commission set a special meeting in February 13th at 6 PM. Motion carried by a voice vote, 4-0.

Commissioners asked that the City generate extra interest from community members.

D. Discuss Glenn Grows Opportunities for Local Businesses

Commissioner Jackson informed the Council about Glenn Grows' soft opening, inviting them to witness the community offerings. She mentioned a grander launch event planned later in the month and expressed enthusiasm for the City Council and Commissioners' support. Commissioner Jackson and Mr. Carr elaborated on Glenn Grows' services aimed at assisting both new and established businesses. Additionally, Commissioner Jackson mentioned the Chamber of Commerce's new office in the building operating on Mondays, Wednesdays, and Fridays.

E. Discuss Visitor Guide/Brochure

Commissioner Jackson requested to postpone the discussion to the next meeting, and the Commissioners unanimously agreed. They expressed the desire to have additional time to explore formatting options and determine the content for the brochure.

CHAMBER OF COMMERCE UPDATE

Commissioner Jackson mentioned her latest update, noting that the Orland Chamber of Commerce has hired a new employee and relocated to the Glenn Grows building.

STAFF REPORTS

A. Business Support Program Updates

***Facade Improvement Program**

Mr. Carr informed the Commission about Store Right Mini Storage's involvement in the Façade Improvement Program. He encouraged proactive engagement with a downtown business owner regarding updating their buildings.

***Queen Bee Bucks Program**

Mr. Carr provided an update on Queen Bee Bucks sales, indicating that \$223,000.00 worth of cards have been sold, with the City investing \$110,000.00. He mentioned the current sales rate per day and informed the Commission that sales are currently paused due to the absence of a bonus offer. Additionally, Mr. Carr noted that 35 stores are actively participating, with interest from larger businesses

like SavMor and Grocery Outlet, sparking discussions among Commissioners regarding the inclusion of non-locally owned businesses and associated concerns.

ACTION: Chairperson Lane moved seconded by Commissioner Hoffman to allow SavMor and Grocery Outlet to participate in Queen Bee Bucks. Motion carried by a voice vote, 3-1. (Ayes: Commissioner Hoffman, Vice Chairperson Smith and Chairperson Lane; Noes: Commissioner Jackson)

***Local Business and Development Updates**

Mr. Carr shared updates on local business expansions and closures.

COMMISSIONER REPORTS

- Chairperson Lane: Let the Commission know of a new method people are using to steal cars.
- Commissioner Smith: Did a Chamber walk around the town to get the word out on what the Chamber of Commerce can do for local businesses.
- Commissioner Jackson: Will attend the Glenn Grows event on January 22nd.
- Commissioner Hoffman: Nothing to Report

FUTURE AGENDA ITEMS

- February 13th meeting to focus on local events and visitor guides. (Later changed to Jan 30th)
- March 12th meeting to focus on follow-up of the I-5 study.
- Potentially updating the professional video of the City.
- Possible follow-up on visitor brochure discussion

ADJOURN – 8:01 PM

Respectfully Submitted,

Jennifer Schmitke, Commission Secretary

Ron Lane, Chairperson