



## **ECONOMIC DEVELOPMENT COMMISSION REGULAR MEETING MINUTES**

**Tuesday, February 11, 2025**

**CALL TO ORDER** - The meeting was called to order by Chairperson Lane at 4:00 pm.

### **PLEDGE OF ALLEGIANCE**

### **ROLL CALL**

**Commissioners Present:** Dee Dee Jackson, Tiffany Schulps and Ron Lane  
**Commissioners Absent:** None  
**Councilmembers:** JC Tolle  
**City Staff:** City Manager Pete Carr and City Clerk Jennifer Schmitke

**ORAL AND WRITTEN COMMUNICATIONS - None**

### **CONSENT CALENDAR**

#### **A. Approval of Economic Development Commission Minutes from January 14, 2025**

**ACTION:** Commissioner Jackson moved, seconded by Chairperson Lane to approve consent calendar as presented. Motion carried by a voice vote, 3-0.

### **ITEMS FOR DISCUSSION OR ACTION**

#### **A. Quarterly Sales Tax Report**

City Manager Pete Carr provided the Commission with a brief update on third-quarter sales tax revenue. He shared a report from HdL Companies, which included key insights such as highlights for the City of Orland, the top 25 sales tax producers in the city, sales per capita, and the leading non-confidential business categories.

Chairperson Lane asked whether the City could track the sales tax impact on existing businesses (Burger King) following the arrival of new businesses (McDonald's). Mr. Carr explained that while specific sales tax figures are confidential, it is evident that some existing businesses have been impacted by the arrival of new businesses.

Orland resident Jeffrey Tolley requested further clarification on per capita sales, to which Mr. Carr provided a brief explanation.

## **B. Hotel Demand Study**

Mr. Carr informed the Commission that the City Council accepted the EDC's recommendation to conduct a hotel demand study and selected RevPar International for the project. He noted that once work begins, the study is expected to be completed within 4-5 weeks.

## **C. Update to New Business Onboarding Questionnaire and Exit Interview Program for closing businesses**

Commissioner Jackson shared that she presented the onboarding questionnaire and exit interview concept to the Orland Chamber of Commerce, which is considering distributing it quarterly. This would help identify businesses in need of support or additional resources.

Vice Chairperson Schulps suggested including the questionnaire in the annual business license renewal letters, which City Staff send out annually, to ensure all businesses receive it, as well as distributing it to new businesses throughout the year. Mr. Carr noted that the renewal letters are sent out each December.

Chairperson Lane inquired about who would oversee the responses. Commissioner Jackson explained that if the Chamber handled distribution, they would also be responsible for reviewing and responding to the feedback.

## **STAFF REPORTS**

### **A. Business and Economic Development**

Mr. Carr shared...

- North Valley Indian Health (NVIH) has closed escrow and announced that they will be opening two new health care facilities in Orland; property is on South Street near Ampla Health.
- An apartment complex is being proposed on 8<sup>th</sup> Street across from Orland Veterinary Clinic.
- There are currently 16 CHIP homes under construction off SR 32.

### **B. Chamber Report**

Chamber Ambassador Dee Dee Jackson shared a few upcoming events including:

- New Chamber President is Danielle Hernandez, the chamber is still looking to fill open board seats.
- Chamber is working on Spring Farmers Market – Possibly new day and time.
- Chamber is preparing for the Fair Parade in May.
- The promotional video showcasing Orland will be completed in July.

## **COMMISSIONER REPORTS**

### **Commissioner Jackson:**

- Would like to brainstorm with downtown businesses on a spring event downtown.
- May be absent at the next meeting.

### **Commissioner Schulps:**

- Shared she is working with other downtown businesses on a spring event downtown.

### **Chairperson Lane**

- Shared he has lived in Orland proudly for the last 20 years as of last week
- Attended the veteran standdown.

## **FUTURE AGENDA ITEMS**

- Vice Chairperson Schulps shared interest in bringing an ice skating rink during the holiday season or a downtown outdoor roller skating night.
- Mr. Carr shared that the hotel brokers he has been talking with are interested in giving a presentation regarding what towns can do to bring hotels in. Commissioners unanimously agreed they would like to hear the presentation, possibly March.

## **ADJOURN – 4:41 PM**

Respectfully Submitted,

Jennifer Schmitke, Commission Secretary

Ron Lane, Chairperson