



ECONOMIC DEVELOPMENT COMMISSION REGULAR MEETING MINUTES

Tuesday, June 10, 2025

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

PLEDGE OF ALLEGIANCE

ROLL CALL

Commissioners Present: Amy Raymondo, Dee Dee Jackson, Tiffany Schulps and Ron Lane

Commissioners Absent: Sam Ilian

Councilmembers: None

City Staff: Interim City Manager Janet Wackerman and City Clerk Jennifer Schmitke

ORAL AND WRITTEN COMMUNICATIONS - None

CONSENT CALENDAR

A. Approval of Economic Development Commission Minutes from April 8, 2025

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

ITEMS FOR DISCUSSION OR ACTION

A. Discuss Hotel Demand Feasibility Study

Ms. Wackerman noted that the Commission should have already received the Hotel Demand Feasibility Study and stated she would do her best to address any questions from Commissioners. She acknowledged there had been some confusion regarding a specific hotel name mentioned in the report, clarifying that it was used solely as a reference point for the market analysis. Ms. Wackerman also shared that the study indicates the area could support a 90-room hotel, though she has not yet received feedback from the marketing team.

Chairperson Lane expressed appreciation for the level of detail in the report, noting that it thoroughly addresses the types of questions a prospective hotel owner might have. He inquired whether the City could take any steps to make a preferred site "shovel-ready." Ms. Wackerman responded that she has not yet reached out to local realtors, Carrie Welch and Kelsey Watt, but

shared that the City is in the process of securing a contract planner, which will help facilitate and streamline the development process. Ms. Wackerman noted that all of the properties recommended in the report are development-ready and well-suited for new business opportunities.

Commissioner Raymondo asked what the next steps would be for the City now that the study is complete. Ms. Wackerman explained that the marketing team can begin distributing the study to hotel developers who may be interested. She also noted that the property owner identified in the report is motivated and ready for potential development.

Chairperson Lane also discussed next steps and inquired about the potential cost for the marketing team to prepare and implement a marketing strategy. Ms. Wackerman responded that, at this time, REVPAR, along with Ms. Welch and Ms. Watt, have not requested any additional information from the City. The Commission unanimously expressed their support and enthusiasm for bringing a new hotel to Orland.

B. Orland Marketing & Outreach

Chairperson Lane initiated a discussion on marketing and outreach efforts for the City of Orland. He shared that he has been working on an email campaign with Action News in an effort to have Orland featured on their weather map. In response, Ms. Wackerman noted that Orland is already included on Channel 7's weather map. Chairperson Lane also mentioned that he recently spoke with County Supervisor Monica Rossman, who has a meeting scheduled with Kort Klopping to further explore efforts to ensure Orland receives broader regional visibility.

Commissioner Schulp expressed concern that efforts to market Orland have stalled, particularly regarding the additional signage previously discussed. She reminded the Commission of earlier conversations about installing more signs along I-5 and Highway 32 to highlight what Orland has to offer to travelers. Commissioner Schulp also proposed enhancing the I-5 "Bee" art installation with better lighting and added signage to clearly identify the location as Orland. She noted that, currently, there is no signage near the installation, and many drivers pass by without realizing what the city has to offer.

In response, Ms. Wackerman clarified that the I-5 art installation was funded by Caltrans, and any additional signage would require their approval. She emphasized that Caltrans has strict criteria, rules, and regulations regarding freeway signage but assured the Commission that she would look into the requirements to determine what options may be available to the City.

Commissioner Jackson suggested exploring the possibility of using private land for a billboard or sign to welcome visitors to Orland and showcase what the city has to offer.

County resident Stephen Nordbye recommended reaching out to Butte College to inquire about adding a "Welcome to Orland" message on their electronic marquee sign along I-5. Ms. Wackerman stated she would follow up with Butte College regarding the idea.

Ms. Wackerman also mentioned that, when a new hotel is developed, the City could consider incorporating a "Welcome to Orland" message into the hotel's signage as a potential requirement.

Commissioner Raymondo proposed contacting billboard companies to see if any available advertising space could be used to promote Orland.

STAFF REPORTS

A. Business and Economic Development

Ms. Wackerman briefly shared updates about the community, including...

- South Street Deli has closed, but a new restaurant will be moving in soon.
- There will be a wall raising for CHIP on June 28th in the new subdivision on SR32.
- 4 new business licenses have been pulled since the last EDC meeting.
- June 10th was the last day for City Manager applications to be received (6 applications were received), and the position will be open until filled.

B. Chamber Report

Chamber Ambassador Dee Dee Jackson shared several upcoming events, including:

- The 4th of July parade will begin at 10 AM the Chamber of Commerce is looking for volunteers.
- The Chamber is working on its website.
- Commissioner Lane asked about the entrance and exit interviews that the EDC created, and Commissioner Jackson shared she would follow up with the Chamber.

COMMISSIONER REPORTS

Commissioner Jackson:

- Possibly a new Wednesday night market is in the works (music, food trucks, etc.)
- Provided an update on the video that a local videographer is creating, sharing all that Orland has to offer, it should be ready after July 4th.
- Spoke about looking into murals on buildings in the downtown area.

Commissioner Schulp:

- Nothing to report.

Chairperson Lane:

- Spoke about the Glenn County Fair Car show
- Attended Glowing Wild at Turtle Bay and stated it is a traveling show that possibly Orland could look into doing.
- Shared that he went to the Vietnam Vet moving wall in Chico at the Elks Club.

Commissioner Raymondo:

- Nothing to report.

FUTURE AGENDA ITEMS

- Discussing a solution to updating or adding additional downtown restrooms.
- Murals in the downtown area.
- Non-business license holders popping up around town.

- Making Library Park more family friendly – possibly adding a playground or water feature.

ADJOURN – 4:51 PM

Respectfully Submitted,

Jennifer Schmitke, Commission Secretary

Ron Lane, Chairperson