



ECONOMIC DEVELOPMENT COMMISSION REGULAR MEETING MINUTES

Tuesday, November 13, 2024

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

PLEDGE OF ALLEGIANCE

ROLL CALL

Commissioners Present:	Brandon Smith, Dennis Hoffman, Dee Dee Jackson, Tiffany Schulps and Ron Lane
Commissioners Absent:	None
Councilmembers:	Jeffrey A. Tolley
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 October 8, 2024, 2024

Chairperson Lane requested a correction to the minutes, clarifying that Vice Chairperson Smith had led the meeting.

ACTION: Vice Chairperson Smith moved, seconded by Commissioner Jackson to approve consent calendar as presented. Motion carried by a voice vote, 5-0.

ITEMS FOR DISCUSSION OR ACTION

A. Queen Bee Bucks

City Manager Pete Carr updated the Commission on the status of Queen Bee Bucks sales. He informed them that all ARPA funding for the program has been exhausted and sought input on whether the Commission believes the program should be reinstated. If so, he asked for suggestions on potential funding sources. Mr. Carr inquired whether the Commission would prefer relaunching the program during the holiday season to capitalize on peak shopping or in slower months to help boost sales during quieter periods.

Commissioner Schulps noted that many customers in her store have inquired about the possibility of another round of the BOGO promotion.

Chairperson Lane requested a breakdown of business allocations. Lane expressed support for another round of funding and suggested recommending \$20K to the Council. However, he emphasized that big box stores should be excluded from the program.

Commissioner Jackson stressed the importance of expanding the program to include more small businesses, ensuring wider access to Bee Bucks incentives. While she expressed opposition to including big box stores in the program, she acknowledged that reversing their participation once allowed could be challenging.

Commissioner Schulps supported the \$20K funding recommendation and suggested seeking additional funds from the Council if the program proves successful.

Orland resident Terrie Barr requested a detailed breakdown of business allocations. Ms. Barr expressed concerns that the Queen Bee Bucks program benefits consumers more than businesses. She suggested that the City redirect funds to support incentive programs through the Chamber of Commerce, aimed at promoting local events such as festivals and farmers markets, as well as funding freeway signage.

Commissioner Hoffman emphasized the importance of the Queen Bee Bucks program, highlighting its role in encouraging residents to support local small businesses.

Mr. Carr clarified that the Queen Bee Bucks program was not intended to attract visitors but to encourage residents to support local, independently owned businesses who are competing with online retailers.

Vice Chairperson Smith acknowledged the program's value, would like to see it continue but noted that he hasn't personally benefited from it or heard feedback from others who have.

The commissioners raised questions and discussed concerns about the program. In response, Mr. Carr provided a detailed breakdown of each participating business's performance under the Queen Bee Bucks initiative.

ACTION: Commissioner Jackson moved, seconded by Commissioner Schulps to recommend renewing the Queen Bee Bucks, allowing \$20K for the holiday season. Motion carried by a voice vote, 3-2 (Noes: Vice Chairperson Smith and Chairperson Lane).

B. Update on Vacant buildings

Mr. Carr informed the Commission that the former Royal Hotel building remains in escrow. The prospective new owner has contacted the City, expressing a willingness to collaborate on compliance issues. Currently, the building is accruing fines, which the new owner may address upon finalizing the purchase.

Mr. Carr provided an update on ongoing code enforcement efforts by the building department concerning the old Bucke's store building. Currently there is an issue with who owns the building on the land.

C. Update on Murals

Mr. Carr reminded the Commission that during the last meeting, he reviewed the City's mural policy. He noted that Laurie LaGrone, the Arts Commission representative, is assisting in creating a flyer to be included with the annual business license renewal notices, scheduled to be sent at the end of the month.

Ms. Barr inquired whether the Arts Commission was consulted about a new mural she noticed in town and asked about enforcement for unapproved murals. Mr. Carr explained that in 2017, the City code was amended to require an Administrative Use Permit (AUP) for murals on private property. He clarified that the Arts Commission serves only in an advisory capacity regarding mural content. Mr. Carr added that AUPs are handled by the Planning Department and noted that he was uncertain whether a permit had been issued for the mural in question, but stated he could find out.

Chairperson Lane asked about distinguishing between a building's paint job and artwork. Mr. Carr clarified that the City does not regulate building paint colors. Chairperson Lane noted that this could become an issue in the future, to which Mr. Carr agreed, explaining that it would likely be addressed through code enforcement, which is typically complaint driven.

D. Freeway Signage Concepts

Mr. Carr reminded the Commission that this topic was discussed at the previous meeting and, now that everyone has had time to reflect, welcomed further input. He also noted that the City Council supports the signage project and has allocated funding to help move it forward.

The Commissioners discussed various concerns, asked questions about sign sizes and costs, and explored different ideas and options for sign locations. They considered forming an ad hoc committee to further address the matter and ultimately decided to revisit the topic at the next commission meeting for further discussion.

Ms. Barr suggested having the City Council approve an, "Imagine Orland Committee" similar to one she had read about in Auburn, CA where Auburn had a feasibility study done to see how it can bring more people into town.

ACTION: Commissioner Hoffman moved seconded by Vice Chairperson Smith, to recommend to council to form an ad hoc committee to deal with freeway signage for the community of Orland consisting of many different commission and committees in town. Motion Failed 2-3, (Noes: Commissioners Jackson, Lane and Schulps)

ACTION: Commissioner Jackson moved, seconded by Chairperson Lane to recommend to council to form an ad hoc committee to discuss options for freeway signage, marketing, branding. Motion passed 4-0, (Commissioners Hoffman chose to not vote)

E. Façade Improvement Program: Private Business vs. Other

Mr. Carr inquired whether the City should allow the former John's Tire Building, now owned by the Glenn County Office of Education, to qualify for the façade improvement program.

After discussion and expressing concerns, the Commission agreed that Government-owned buildings should not be eligible for the program.

F. Consideration of Recommendation that City of Orland Co-fund an Assessment Study to Determine the Feasibility of the City Joining Pioneer JPA

Mr. Carr provided an overview of the Community Choice Aggregator (CCA) program, explaining how it allows local governments to purchase and distribute electricity while utilities like PG&E manage generation and transmission. He highlighted Pioneer Community Energy's focus on ratepayer savings, local control, and energy efficiency, with rates lower than PG&E's. Pioneer is exploring expansion into Glenn County and proposed a \$30,000 feasibility study, with Pioneer covering half the cost. The remaining \$15,000 would be shared by Glenn County, Orland, and Willows if they participate. The study will assess financial viability, projected rates, and power supply costs ahead of a potential October 2027 launch.

Commissioners inquired about the costs of renewable energy and the process for residents opting out of the program. Mr. Carr noted that representatives from Pioneer Community Energy would attend the November 19th Council meeting to address any questions.

Ms. Barr expressed concerns about the City contributing to the cost of the feasibility study, suggesting that if Pioneer is interested in Orland, they should take the initiative to invest in the community.

The Commission agreed they would like to hear more of Pioneer's offerings at the next meeting.

STAFF REPORTS

A. Business and Economic Development - None

B. Chamber Report

Chamber President/Commissioner Jackson shared a few upcoming events including:

- Orland Craft Fair is the weekend after Thanksgiving;
- Cowboy Christmas will be on the first Friday in December 6th;
- Christmas parade will be December 15th;
- Avenue of lights will be the week after the parade;
- Has been working with a local videographer on a promotional video of Orland, it will take many months to complete.

COMMISSIONER REPORTS

Vice Chairperson Smith:

- Nothing to report.

Commissioner Jackson:

- Attended the Counties Arts Council meeting

Commissioner Hoffman:

- Nothing to report.

Commissioner Schulps:

- Nothing to report.

Chairperson Lane

- Attended the Greg Martinez Car show

FUTURE AGENDA ITEMS

- Adding lights to the bee sculptures on I-5
- Light poles downtown – possibly painting the cement
- Suggested an exit interview for businesses that are closing up and create a data base to help future businesses.

ADJOURN – 6:16 PM

Respectfully Submitted,

Jennifer Schmitke, Commission Secretary

Ron Lane, Chairperson