



ECONOMIC DEVELOPMENT COMMISSION SPECIAL MEETING MINUTES

Tuesday, January 30, 2024

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

PLEDGE OF ALLEGIANCE – Led by Director Fenske

ROLL CALL

Commissioners Present:	Ron Lane, Brandon Smith, Dennis and Dee Dee Jackson
Commissioners Absent:	Russell Pierce and Dennis Hoffman
Councilmembers:	Jeffrey Tolley and Matt Romano
Staff:	Pete Carr, City Manager; Jennifer Schmitke, City Clerk; Joe Fenske, Recreation Director

ORAL AND WRITTEN COMMUNICATIONS – None

ITEMS FOR DISCUSSION OR ACTION

A. Local Events and Visitor Outreach

City Manager Pete Carr highlighted several local community events held in Orland, such as the Avenue of Lights, Queen Bee Festival, Old Fashioned 4th of July parade and park activities, Friday Farmers Market, Car Shows, and more. He also mentioned events previously discussed in EDC meetings, including races (running, bicycle, fast cars), cultural/historical theme events, fireworks shows, and events with potential for regional interest like the Red Bluff Round Up, Gilroy Garlic Festival, Chico Farm Days, and Corning Olive Festival. Carr emphasized that the City itself does not organize events; instead, they are organized by clubs, organizations, or the Chamber of Commerce. While the City has programs like Recreation, and projects like Queen Bee Capital, it lacks event planners on staff.

Commissioner Jackson and Vice Chairperson Smith visited Black Butte Lake with City Manager Carr to explore the lake's events and programs. They learned that the United States Army Corps of Engineers (USACE) cannot promote events, suggesting an opportunity for the City and Chamber to collaborate on promoting lake events. Commissioner Jackson listed various activities at the lake, including dry boating days, life jacket exchanges, National Public Lands Day clean-up events, dark sky nights for star gazing, bass tournaments organized by the Westside Anglers fishing club, sailboat regattas, a disc golf course, and 5k & 10k events. She noted that vendors must obtain permits, and there are facility usage fees to be paid as well.

The commission discussed several potential events for the City to promote in the future, both at the lake and around town. Suggestions included a meteor shower event, bird watching events, K-9 competitions, a triathlon, an American Ninja Warrior obstacle course, drag boat races, disc golf tournaments (potentially partnering with the City for a two-day tournament at both the lake and Vinsonhaler Park), a Queen Bee

pollinator event involving native seed spreading, possible horse or archery events (through the privately-owned West Valley Bowhunting Club), and Chairperson Lane proposed an "Orland Olympics" featuring various events for different age groups. Vice Chairperson Smith suggested a Fire Department Muster as well.

Orland resident and Queen Bee Festival coordinator Trish Saint Evans provided a brief overview of the exciting upcoming events in the area, highlighting the much-anticipated Queen Bee Festival and the Oct-o-bee Fest.

Chairperson Lane proposed enhancing the City's old-fashioned 4th of July celebration by introducing a night drone show as an alternative to fireworks. He emphasized the novelty of such an event in the area, envisioning it as a draw for visitors to Orland rather than residents leaving to see fireworks elsewhere. Additionally, Lane suggested organizing a city-wide scavenger hunt as another engaging activity suitable for all ages.

Mr. Carr proposed utilizing Facebook to report on current events and gather community feedback on future event ideas generated by the Commission. Commissioners endorsed this approach, emphasizing the importance of community input. They expressed enthusiasm for ideas such as the triathlon, night drone show, promoting a dark sky event at the lake, sailboat or speedboat races, and a city-wide scavenger hunt.

FUTURE AGENDA ITEMS

- A list of abandoned buildings in Orland.
- A list of empty lot inventory.

ADJOURN – 5:29 PM

Respectfully Submitted,

Jennifer Schmitke, Commission Secretary

Ron Lane, Chairperson