



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

**Tuesday, April 8, 2025**

**CALL TO ORDER** - The meeting was called to order by Chairperson Lane at 4:10 pm.

### **PLEDGE OF ALLEGIANCE**

City Clerk Jennifer Schmitke announced the arrival of the two new Commissioners and Sam Ilian briefly shared about himself and thanked the Commission for welcoming him.

### **ROLL CALL**

**Commissioners Present:** Sam Ilian, Amy Raymondo (arrived at 4:43 pm), Dee Dee Jackson (arrived at 4:13 pm), Tiffany Schulps and Ron Lane

**Commissioners Absent:** None

**Councilmembers:** John McDermott

**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 February 11, 2025**

**ACTION:** Chairperson Lane moved, seconded by Vice Chairperson Schulps to approve consent calendar as presented. Motion carried by a voice vote, 3-0 (Commissioners Raymondo and Jackson absent).

### **PRESENTATION**

#### **A. Positioning the City to Attract Economic Development - Mathew Tate, Representative from Capital Rivers**

Mr. Carr shared that, over the past 13 years, the number one request he's consistently heard from the community is the need for a hotel in Orland. Recently, he's been in discussions with commercial brokerage agents Carrie Welch and Kelsey Watt from Chico, who have taken a genuine interest in supporting Orland's commercial growth. It was through their initiative that a hotel feasibility study was commissioned, as they emphasized the potential benefits such a tool could bring to the city's economic development efforts.

Mr. Carr expressed optimism that the City will receive the results of the hotel study within the next week or two, at which point it can be presented to both the Economic Development Commission and City Council. He also noted that Ms. Watt and Ms. Welch are now collaborating with Capital Rivers, a Sacramento-based commercial real estate firm, to help Orland identify strategies to better position itself and market itself for future commercial development.

Mathew Tate, a representative from Capital Rivers Commercial, delivered a presentation focused on strategies for positioning the City to attract economic development. He provided an overview of Capital Rivers' background and expertise, and highlighted the importance of understanding Orland's unique story, including the distinction between city boundaries and trade areas, as well as insights from retail leakage and true trade area analyses.

Mr. Tate also discussed potential solutions tailored to Orland's needs and introduced a S.M.A.R.T. Analysis framework to guide development efforts. He concluded by outlining the range of services Capital Rivers can offer to communities when engaged as a partner in their economic development initiatives.

Commissioners asked questions about the analysis Capital River's used to get information on Orland and discussed the possibility of hotels coming to Orland.

## **ITEMS FOR DISCUSSION OR ACTION**

### **A. Discuss Hotel Demand Feasibility Study**

Mr. Carr shared that the Hotel Demand Feasibility Study is not yet available but will email it to the Commission as soon as it is received.

### **B. Request for Credit Union Letter of Recommendation**

Gary Campbell, owner of West Mitsubishi, presented a request to the Commission, seeking their recommendation to City Council for letters of support to help bring a credit union to town. The two possible credit unions are Rogue Credit Union and Sierra Central Credit Union. Mr. Campbell discussed the availability of numerous vacant lots but noted the lack of existing buildings suitable for a new credit union. He also emphasized the importance of expanding fiber internet connections within the City.

Commissioners discussed the difference between credit unions and banks and the benefits a credit union would bring to the community, and the requirements for community members to join.

**ACTION:** Chairperson Lane moved, seconded by Commissioner Jackson, to approve the request and recommend the City Council send a letter of support to bring a credit union to Orland. Motion carried by a voice vote, 5-0.

## **STAFF REPORTS**

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

Mr. Carr briefly shared updates about the community including...

- Discussed the leakage report, noting a reverse leakage trend in the auto sales and auto parts sector in the area.
- Praised the success of the Honey and Hot Rods event in the downtown area.
- Announced the opening of a new business on Walker Street, Made.in.Mexico.
- Shared that Hecho has closed as a restaurant, but Jorge will continue using the building for his catering operations.
- Noted that Hibdon Auto Retailer has closed, with plans for a new auto retailer to take over the lot.

## **B. Chamber Report**

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

- The May Farmers Market, starting May 2nd, running from 5:00 PM to 8:00 PM;
- The Annual Fair Parade, scheduled for May 17th;
- A new event, the *Sunset Social*, to be held at the Barn at the Colony, featuring food and live music.

## **COMMISSIONER REPORTS**

### **Commissioner Jackson:**

- Commented on the success of the Honey and Hot Rods event and suggested the possibility of hosting similar events on a quarterly basis.

### **Commissioner Schulps:**

- Provided feedback on the Honey and Hot Rods event and shared observations about its impact.

### **Chairperson Lane:**

- Praised the Honey and Hot Rods event, highlighting the strong community involvement.

### **Commissioner Ilian:**

- Noted that the Honey and Hot Rods event appeared to be a well-organized and enjoyable gathering.

### **Commissioner Raymondo:**

- Apologized for arriving late to the meeting.

## **FUTURE AGENDA ITEMS**

- A discussion was held regarding plans to revamp the downtown restrooms.
- Chairperson Lane expressed interest in finding ways to prevent confusion between Orland and Oroville, requesting that an item be placed on the next agenda to explore solutions. He also stated he would like to see Orland featured on the Action News weather map and requested that this be added to a future agenda for discussion.

**ADJOURN – 5:24 PM**

Respectfully Submitted,

Jennifer Schmitke, Commission Secretary

Ron Lane, Chairperson