



ECONOMIC DEVELOPMENT COMMISSION REGULAR MEETING MINUTES

Tuesday, September 10, 2024

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

PLEDGE OF ALLEGIANCE

ROLL CALL

Commissioners Present:	Ron Lane, Brandon Smith, Dennis Hoffman, Dee Dee Jackson and Tiffany Schulps
Commissioners Absent:	None
Councilmembers:	Jeffrey Tolley
Staff:	City Manager Pete Carr and City Clerk Jennifer Schmitke

ORAL AND WRITTEN COMMUNICATIONS

Councilmember Tolley stated that he had spoken with former commissioner Russell Pierce regarding his removal from the Commission and that Mr. Pierce said he was unaware of the meeting time change. City Clerk Jennifer Schmitke noted that she had made several attempts to reach Mr. Pierce by phone, email, and letter, but received no response.

CONSENT CALENDAR

A. Approval of Economic Development Commission Minutes from August 13, 2024

ACTION: Commissioner Hoffman 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. Introduction of New Commissioner

City Manager Pete Carr introduced Tiffany Schulps as the newest member of the Economic Development Commission (EDC). Commissioner Schulps provided a brief introduction about herself and expressed her enthusiasm for joining the Commission.

B. Hotel Development Incentive Update

Mr. Carr reported that he brought the potential hotel incentive idea to City Council and received positive feedback regarding a possible reduction incentive. He also conveyed that the Council

requested the EDC to present a specific proposal with specific criteria for their review. Mr. Carr mentioned that, although he has researched incentive programs in other small cities without finding relevant examples.

The commissioners inquired about available lots near the freeway and explored the idea of zoning incentives, weighing the pros and cons of attracting larger chain hotels versus boutique hotels. They also discussed the topic of Airbnb operations in Orland, particularly regarding the collection of transient occupancy tax (TOT) and the requirement for business licenses. The commissioners agreed to conduct further research and reconvene to refine their recommendations on the types of incentives and hotels they envision for Orland.

Councilmember Tolley requested to be regarded as a citizen, not as a Council liaison, and raised questions about previous hotel developers who had shown interest in Orland. He remarked that if a developer truly wants to invest in the city, they will do so, and it is not the City's responsibility to attract them. Councilmember Tolley also expressed concerns about offering incentives to hotel developers, "rich people", stressing that the City Council declined granting CHIP with the incentives they requested to support housing' "poor people" for those in need in Orland. Chairperson Lane shared his concerns with Councilmember Tolley stating his same concerns that he has as a Councilmember and citizen as a Council liaison.

Orland resident Terrie Barr voiced her support for incentive programs but expressed concern over the City Council's decision to deny CHIP's request for incentives. She believes that all businesses should receive incentives to attract freeway traffic, which would, in turn, help businesses generate revenue and pay their taxes.

Commissioners expressed concerns that neighboring towns have multiple hotels, while Orland has struggled to attract another. They discussed the demand for a hotel in Orland, considering its proximity to local events. Mr. Carr mentioned that he will attend a Northern California City Managers meeting on September 12th, where economic incentives will be discussed, and he plans to share some relevant insights at the next EDC meeting. Commissioners asked to bring it back at the next regular meeting on October 14th.

C. Streetscapes Update

Mr. Carr provided an update on phase 1 of the City's streetscape plan, showcasing pictures of the lampposts, benches, and trash receptacles to be installed along 4th and 5th Streets. He noted that the high school shop is currently working on crafting the lampposts and benches and the shared City Public Works department is working on the pedestals and concrete work around lamp post areas. Mr. Carr projected that 5th Street would be completed by November of this year, 4th Street depends on lamppost fabrication.

Ms. Barr inquired about the designer behind the benches and lampposts. Mr. Carr explained that Melton Design created the overall streetscape plan, which included the design for the benches, lampposts, and trash receptacles. When asked about the project's cost, Mr. Carr stated that the budget is set at \$200,000 and the project is currently under budget. Ms. Barr also expressed concerns that the Arts Commission is not being involved in City projects like this.

D. Business and Economic Development Update

Mr. Carr shared with the Commission:

- JR Simplot closed its doors at the end of August;

- There are a few local companies interested in using the Baldwin-Minkler building for a potential industrial business;
- Accent Flooring will be moving into the 226 E Walker Street building next to Stor-Rite;
- City Council will be receiving recommendations for the Planning Commission on regulation of massage establishments in Orland , The Planning Commission meets September 19th at 5:30 pm in Carnegie Center;
- City Council will consider a camping ordinance at the September 17th meeting.

COMMISSIONER REPORTS

Chairperson Lane:

- Would like to look into getting murals around town to highlight Orland;
- Attended the council candidate night;
- Will be attending the End of Summer Car Show in Lely Park on September 14th, all proceeds go to the Greg Martinez Scholarship Foundation.

Vice Chairperson Smith:

- Shared the Fall Market is back every Friday evening in September starting at 5 pm in Library Park.

Commissioner Jackson:

- Shared the Chamber of Commerce is working on the highlight video for Orland and asked for community's input on attractions, events and interest in Orland.

Commissioner Hoffman:

- Welcomed Ms. Schulps to the Commission;
- Stated his support for new business incentives and having the City make the process as simple as possible for the new business.

Commissioner Schulps:

- Nothing to report.

FUTURE AGENDA ITEMS

- Hotel Incentives
- Art Murals around town
- Freeway Signage – Advertising Orland

Ms. Barr shared she had heard about an upcoming stargazing event at Black Butte Lake, and Commissioners Jackson and Smith noted their communication with Black Butte Rangers to coordinate with the Chamber and the City in promoting these events. Mr. Smith further highlighted additional upcoming activities at Black Butte Lake, such as a trick-or-treat event and National Public Lands Day.

ADJOURN – 5:31 PM

Respectfully Submitted,

Jennifer Schmitke, Commission Secretary

Ron Lane, Chairperson