

CITY COUNCIL
James Paschall, Sr., Mayor
Bruce Roundy, Vice Mayor
Salina Edwards
Dennis G. Hoffman
William "Billy" Irvin

CITY OF ORLAND

INCORPORATED 1909



CITY OFFICIALS
Angela Crook
Assistant City Manager/City Clerk
Leticia Espinosa
City Treasurer

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ORLAND, CALIFORNIA 95963
Telephone (530) 865-1600
Fax (530) 865-1632

CITY MANAGER
Peter R. Carr

Meeting Place: Carnegie Center
912 Third Street
Orland, CA 95963

AGENDA

ORLAND ECONOMIC DEVELOPMENT COMMISSION Tuesday, June 9, 2020

This meeting will be conducted pursuant to the provisions of the Governor's Executive Orders N-25-20 and N-29-20 which suspends certain requirements of the Ralph M. Brown Act.

In an effort to protect public health and prevent the spread of COVID-19, the Commission meeting will be teleconferenced using Zoom technology, and in compliance with current Executive Orders, the meeting place will be closed to the public.

The public may be able to participate in the meeting by telephone.
Please call: 1 (669) 900-9128 Webinar ID#: 814 4557 6734

Public comments are welcomed and encouraged in advance by emailing the City Clerk at acrook@cityoforland.com or by phone at (530) 865-1601 by 5:00 p.m. on the day of the meeting.

1. CALL TO ORDER – 6:00 p.m.
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL
4. ORAL AND WRITTEN COMMUNICATIONS

a. Citizen Comments:

Members of the public wishing to address the Commission on any item(s) not on the agenda may do so at this time when recognized by the Chairperson; however, no formal action or discussion will be taken unless placed on a future agenda. Public is advised to limit discussion to one presentation per individual. While not required, please state your name and address for the record. **(Oral communications will be limited to three minutes).**

5. CONSENT CALENDAR

Approval of Economic Development Commission minutes for May 12, 2020.

6. ITEMS FOR DISCUSSION OR ACTION

- A. Follow-up discussion/decision on use of \$84K in CDBG Economic Development Funds – Pete Carr, City Manager
- B. Results of recent business recovery survey – Pete Carr, City Manager

7. STAFF REPORTS

- A. Local economic development update.
- B. Local business update.

8. COMMISSIONER REPORTS

9. FUTURE AGENDA ITEMS

10. ADJOURN

CERTIFICATION: Pursuant to Government Code Section 54954.2(a), the agenda for this meeting was properly posted on June 4, 2020.

A complete agenda packet is available for public inspection during normal business hours at City Hall, 815 Fourth Street, Orland, CA.

In compliance with the Americans with Disabilities Act, the City of Orland will make available to members of the public any special assistance necessary to participate in this meeting. The public should contact the City Clerk's Office 865-1601 to make such a request. Notification 72 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.

CITY OF ORLAND
ECONOMIC DEVELOPMENT COMMISSION MEETING
May 12, 2020

1. CALL TO ORDER

The meeting was called to order by Chairperson Hamilton at 6:02 pm

2. PLEDGE OF ALLEGIANCE – led by Chairperson Hamilton.

3. ROLL CALL

Present: Brien Hamilton, Charles Gee, David Allee, Ron Lane, Russell
Pierce

Absent: None

Councilmembers: None

Staff: Pete Carr, Rebecca Pendergrass

4. ORAL AND WRITTEN COMMUNICATIONS

None

5. CONSENT CALENDAR

Approval of the March 10, 2020 minutes

Commissioner Allee requested that the word Appalachian be replaced with the correct word, appellation.

Moved by Chairperson Hamilton, seconded by Commissioner Allee, motion carried to approve March 10, 2020 minutes as corrected. 5-0-0-0 Ayes: Commissioners Gee, Allee, Hamilton, Pierce, and Lane; Noes: None; Abstain: None; Absent: None. Motion carried.

6. ITEMS FOR DISCUSSION OR ACTION

A. Pandemic restrictions impact on local business

City Manager Carr reported that COVID-19 has greatly affected local businesses. As of today, the County is moving from Phase 1 to Phase 2. Glenn County did alter its draft plan, changing Phase 2 to Phase 2A and Phase 2B. The county has to pass certain criteria to move into the next phase.

B. 3CORE resource survey

City Manager Carr reminded the Commission that the City of Orland is a member of 3CORE. This allows for local businesses to access 3CORE's resources. The City's current role is to educate businesses about different resources and tools they can use to navigate through the pandemic, while the Chamber is trying to assist businesses in process.

7. STAFF REPORTS

A. Local Business Update

City Manager Carr reported that East Coast Foods is permanently closing their doors. A new baby clothing boutique called Ya Ya's will be opening in late May.

City Manager Carr also reported on the following topics:

- City Council approved the rezoning of the hotel property on Commerce Lane and that process is now underway.
- The draft budget was approved. The façade program will receive \$10,000.00 this year. The Chamber of Commerce will receive \$11,000 this year, compared to the \$22,000 it received last year.
- The City will receive a \$84,000.00 grant from HCD/CDBG to help assist small business.

8. COMMISSIONER REPORTS

Commissioner Allee stated that the Commission has an obligation to do everything that they possibly can to assist businesses during this time.

Vice Chairperson Gee stated that the Chamber of Commerce hired a replacement to fill the office position. The new hire decided to quit, and the position is now open again.

Commissioner Lane stated he has not personally been affected too much by COVID-19. The Food Pantry has also had fewer visitors since the pandemic began.

Commissioner Pierce reminded the Commission that COVID-19 is greatly affecting the ag industry, in particular the Dairy industry has taken a large hit.

9. FUTURE AGENDA ITEMS

The Commission would like to review the following ways to utilize the HCD/CDBG grant to provide assistance to local businesses:

- Partnering with the Chamber to distribute Personal Protective Equipment (PPE) to businesses.
- Paying the water and sewer bill for the 13 businesses that were closed due to the pandemic
- Partnering with the Chamber to help fund a position that focuses on economic development.
- Reaching out to businesses that have been affected by the cancellation of the Glenn County Fair.
- Seek ways to assist the truck wash as they continue with the development process.

10. ADJOURN – 7:21 pm

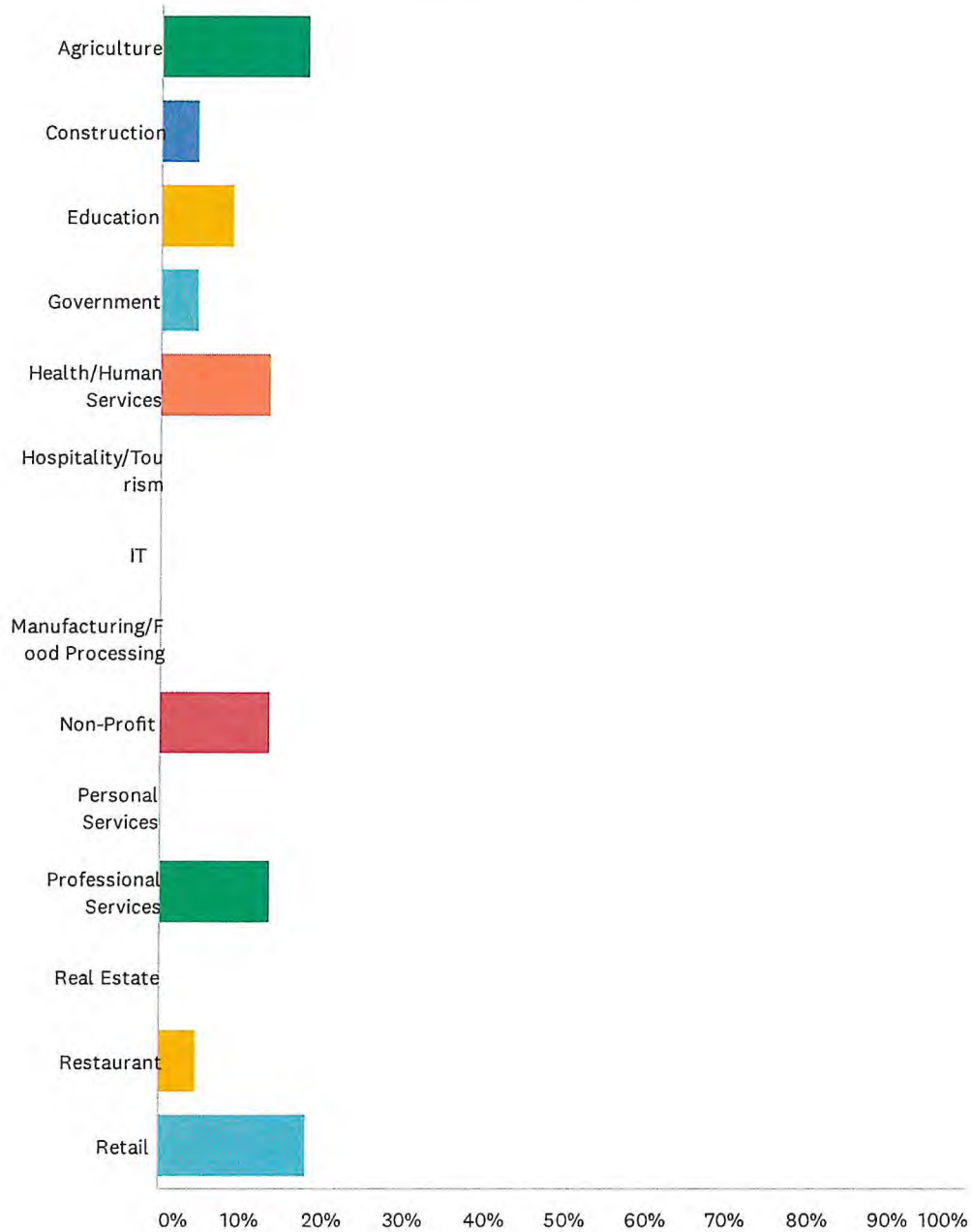
Respectfully Submitted,

Rebecca Pendergrass, Staff Support

Brien Hamilton, Chairman

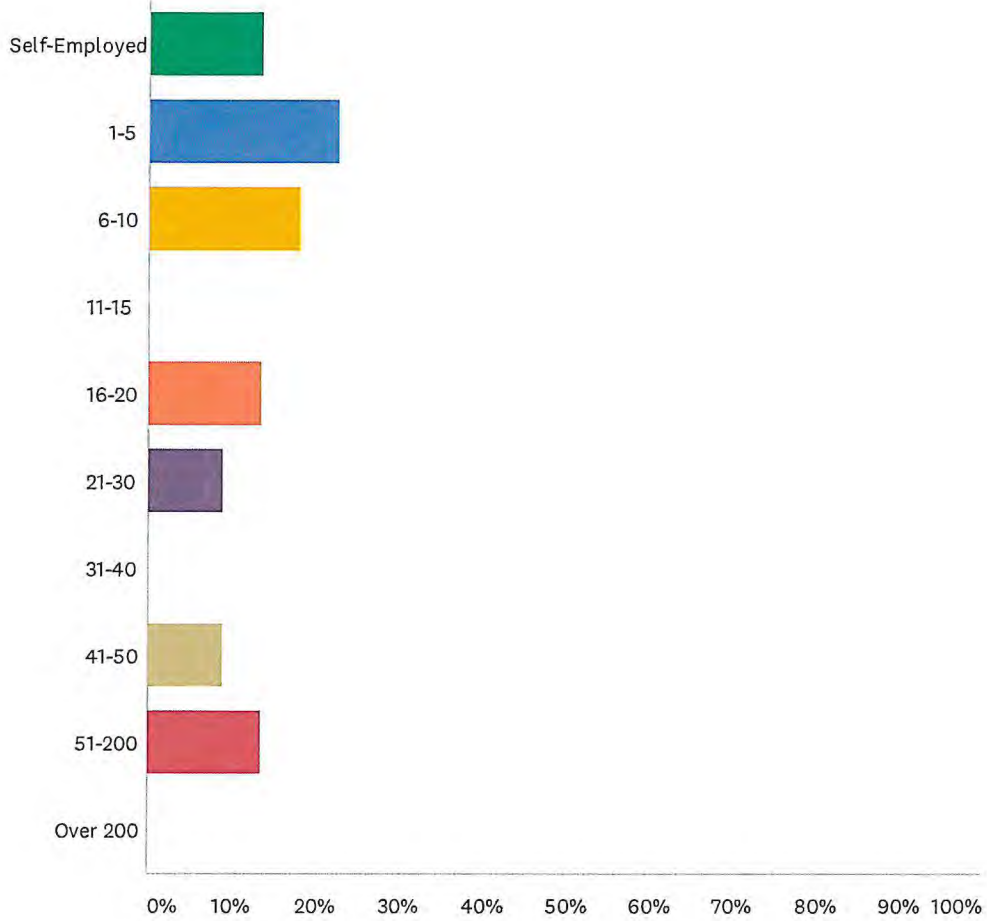
Q2 Please identify the type of business or service that best fits your company from the dropdown menu.

Answered: 22 Skipped: 0



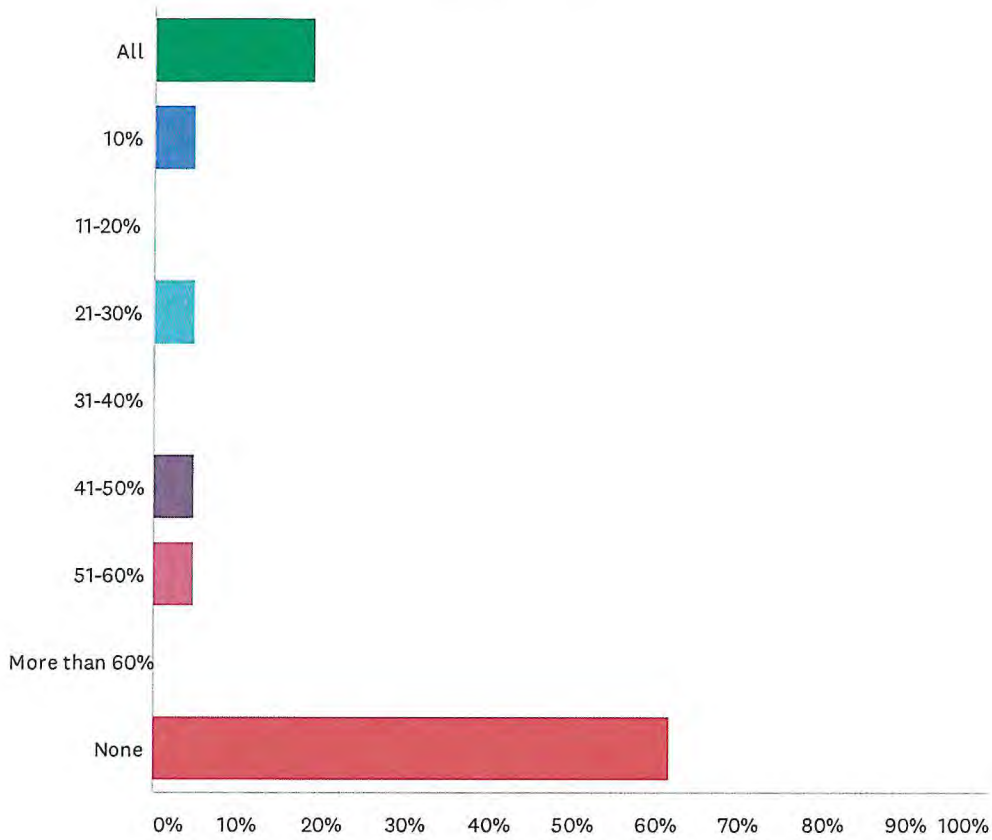
Q4 Prior to Executive Order to shelter in place, how many employees did you have on payroll?

Answered: 22 Skipped: 0



Q5 What percentage of staff have you laid off?

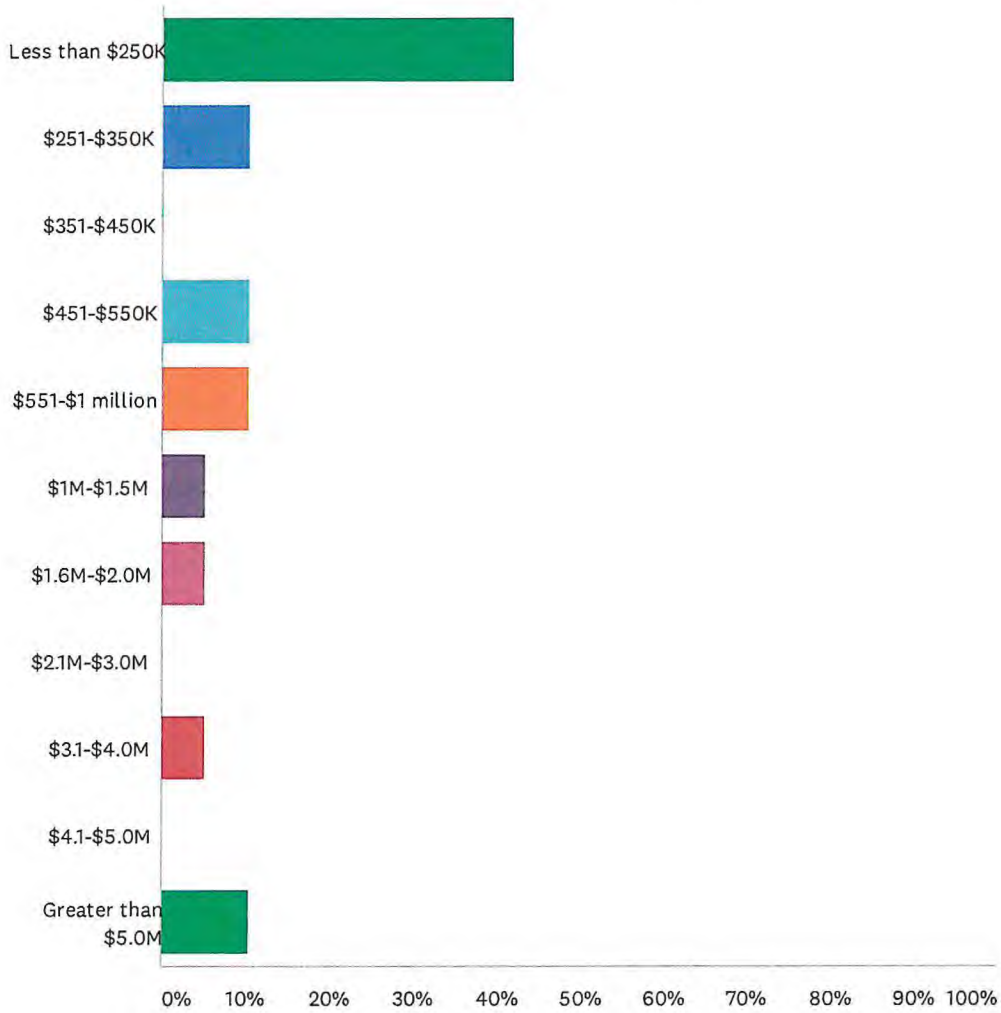
Answered: 21 Skipped: 1



ANSWER CHOICES	RESPONSES	
All	19.05%	4
10%	4.76%	1
11-20%	0.00%	0
21-30%	4.76%	1
31-40%	0.00%	0
41-50%	4.76%	1
51-60%	4.76%	1
More than 60%	0.00%	0
None	61.90%	13
TOTAL		21

Q7 What was your average annual payroll prior to any layoffs?

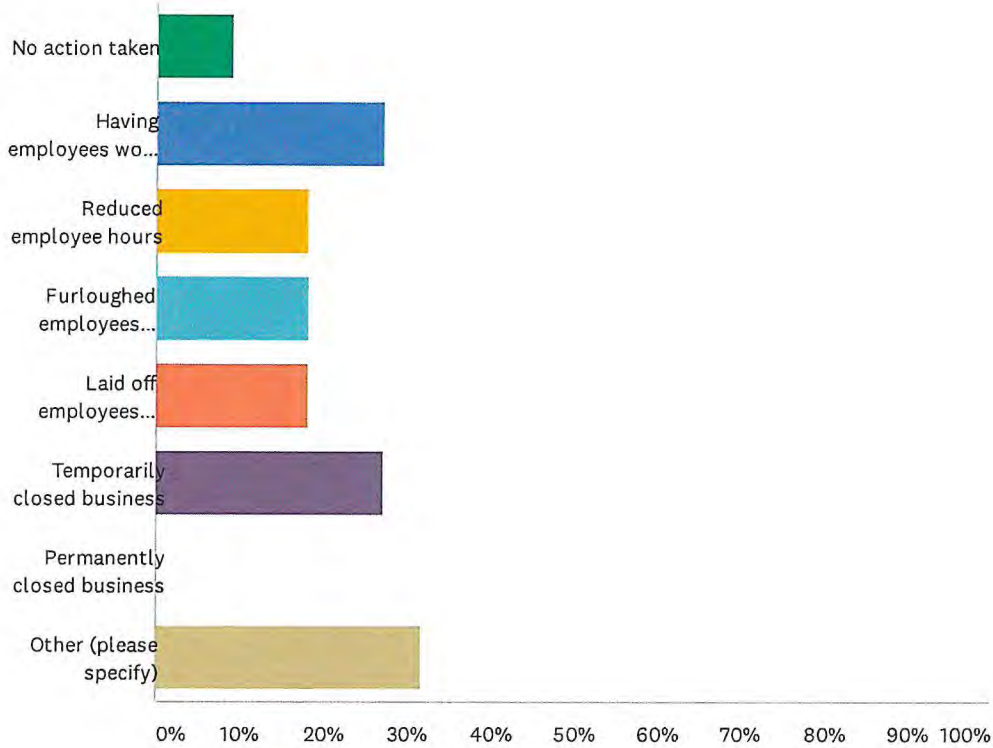
Answered: 19 Skipped: 3



COVID-19 BUSINESS RECOVERY SURVEY

Q8 How is your business adapting to COVID-19? Choose as many as you like.

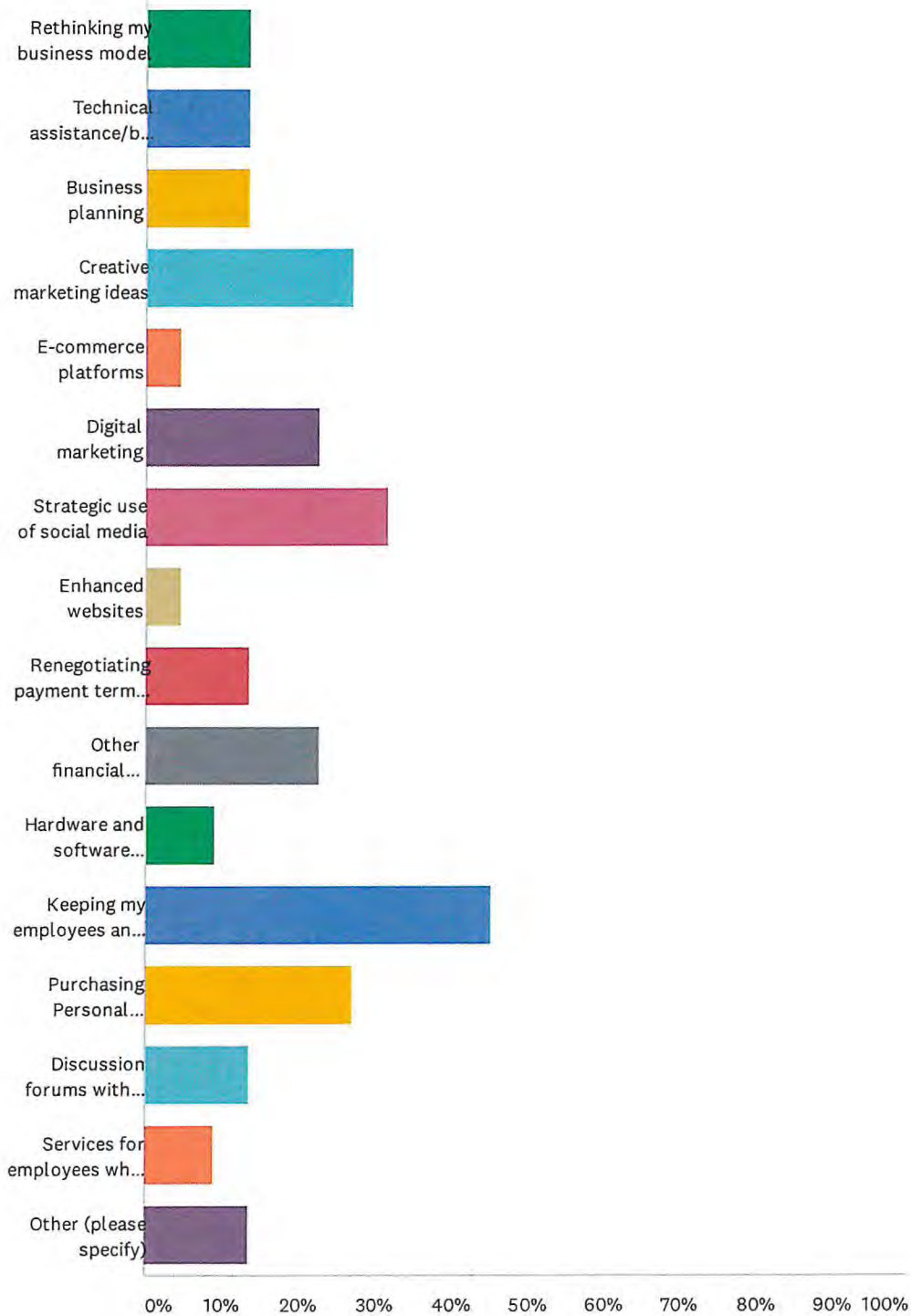
Answered: 22 Skipped: 0



ANSWER CHOICES	RESPONSES	
No action taken	9.09%	2
Having employees work remotely	27.27%	6
Reduced employee hours	18.18%	4
Furloughed employees (temporary)	18.18%	4
Laid off employees (permanent or indefinitely)	18.18%	4
Temporarily closed business	27.27%	6
Permanently closed business	0.00%	0
Other (please specify)	31.82%	7
Total Respondents: 22		

Q9 What resources or services do you feel would be most helpful for your recovery? Check all that apply.

Answered: 22 Skipped: 0



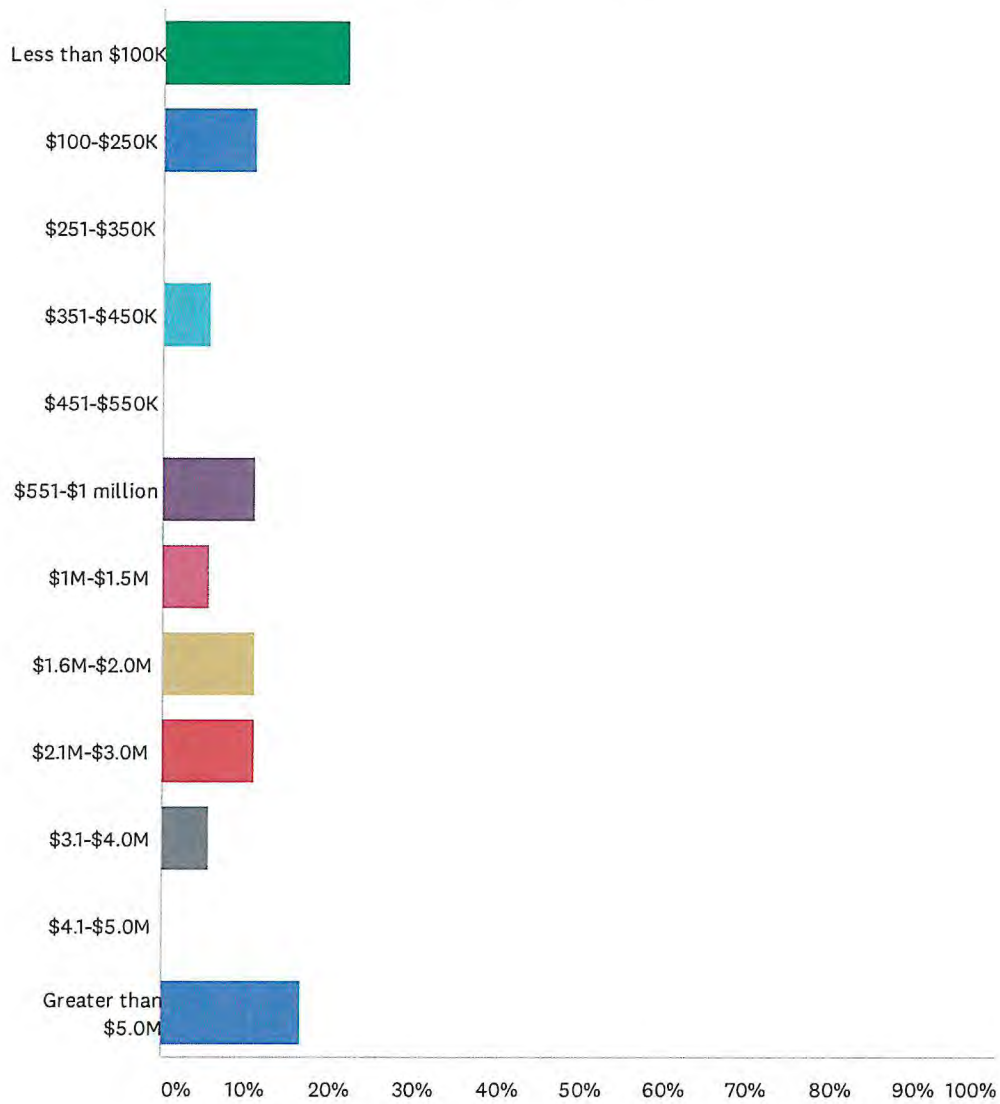
COVID-19 BUSINESS RECOVERY SURVEY

ANSWER CHOICES	RESPONSES	
Rethinking my business model	13.64%	3
Technical assistance/business coaching	13.64%	3
Business planning	13.64%	3
Creative marketing ideas	27.27%	6
E-commerce platforms	4.55%	1
Digital marketing	22.73%	5
Strategic use of social media	31.82%	7
Enhanced websites	4.55%	1
Renegotiating payment terms with banks, vendors, utilities, etc.	13.64%	3
Other financial assistance (debt reduction, collections, cash flow)	22.73%	5
Hardware and software purchases	9.09%	2
Keeping my employees and customers safe (plan templates and checklists)	45.45%	10
Purchasing Personal Protective Equipment (PPE); sources and group purchase options	27.27%	6
Discussion forums with business peers	13.64%	3
Services for employees who will be laid off permanently	9.09%	2
Other (please specify)	13.64%	3
Total Respondents: 22		

#	OTHER (PLEASE SPECIFY)	DATE
1	educate community and update safety policies and regulations	5/14/2020 10:04 AM
2	Dropping the Stay at home order completely.	5/13/2020 9:39 PM
3	get a new governor	5/13/2020 10:59 AM

Q11 What was your annual business revenue in 2019?

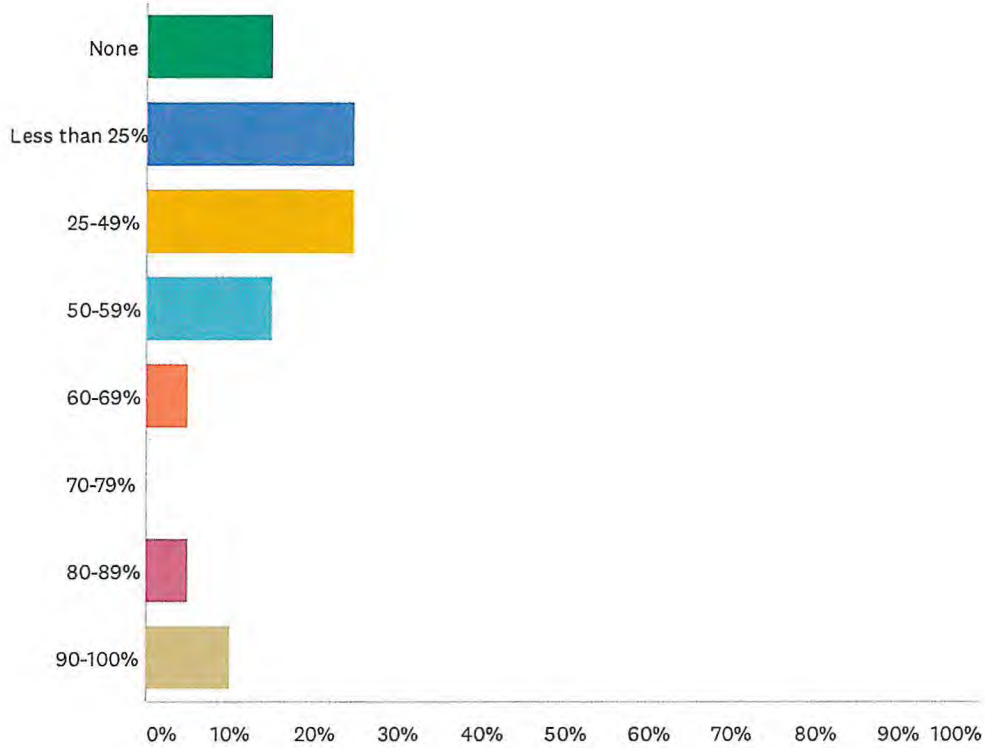
Answered: 18 Skipped: 4



COVID-19 BUSINESS RECOVERY SURVEY

Q12 What percentage of revenue has your business lost or that you anticipate losing due to COVID-19?

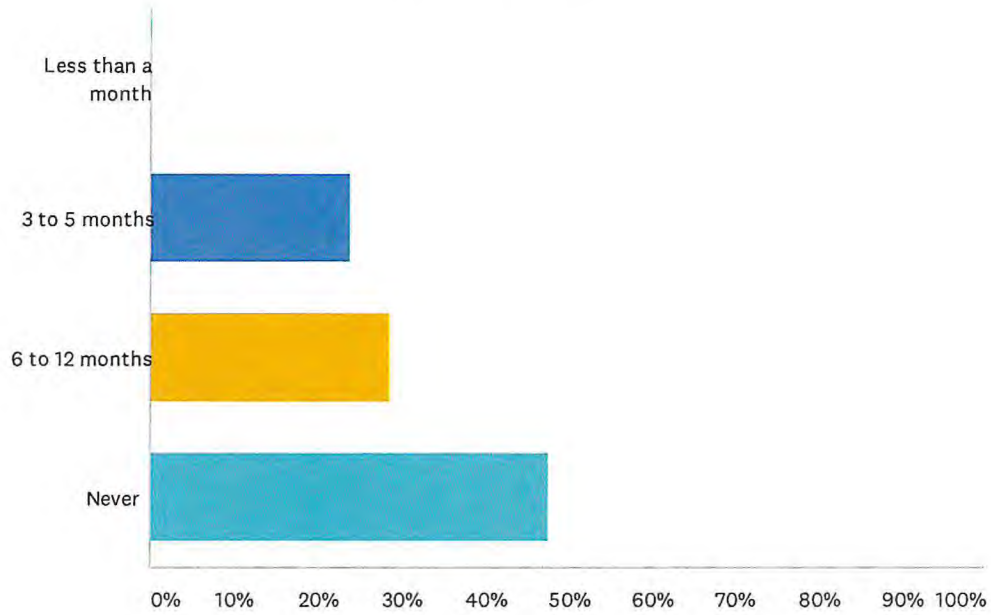
Answered: 20 Skipped: 2



ANSWER CHOICES	RESPONSES	
None	15.00%	3
Less than 25%	25.00%	5
25-49%	25.00%	5
50-59%	15.00%	3
60-69%	5.00%	1
70-79%	0.00%	0
80-89%	5.00%	1
90-100%	10.00%	2
TOTAL		20

Q13 If business disruption continues at the current rate, how soon will you be at risk of closing permanently?

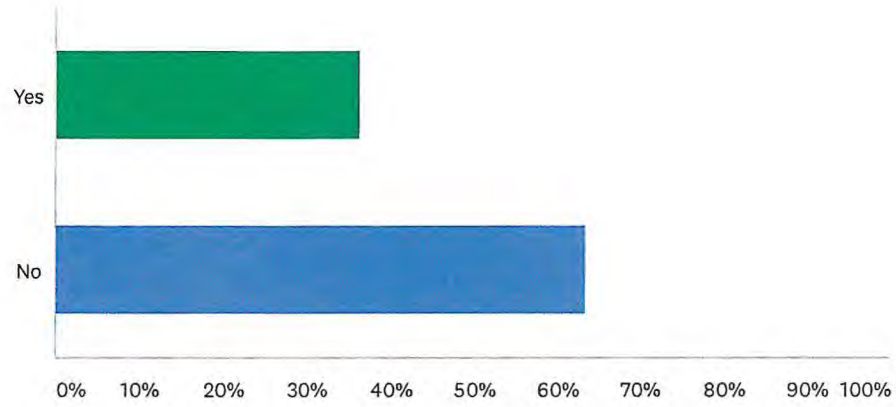
Answered: 21 Skipped: 1



ANSWER CHOICES	RESPONSES	
Less than a month	0.00%	0
3 to 5 months	23.81%	5
6 to 12 months	28.57%	6
Never	47.62%	10
TOTAL		21

Q14 Does your business have an online sales component?

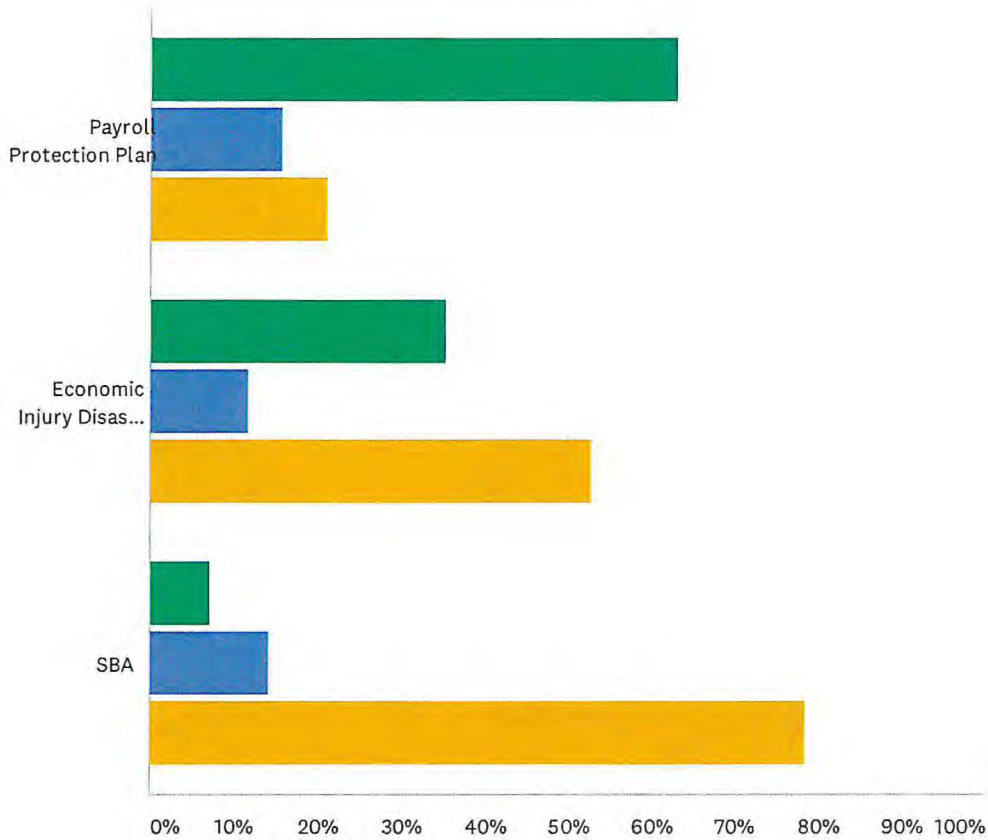
Answered: 22 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	36.36%	8
No	63.64%	14
TOTAL		22

Q15 Have you applied for any of the following programs?

Answered: 20 Skipped: 2



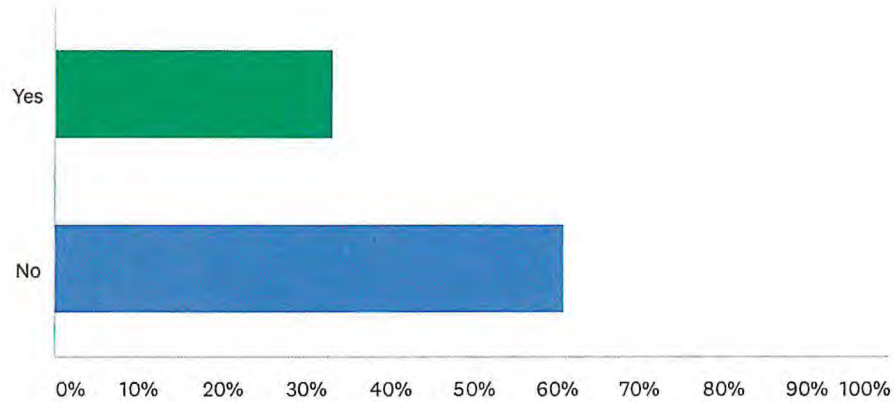
■ Yes, successfully
 ■ Yes, unsuccessfully
 ■ No

	YES, SUCCESSFULLY	YES, UNSUCCESSFULLY	NO	TOTAL
Payroll Protection Plan	63.16% 12	15.79% 3	21.05% 4	19
Economic Injury Disaster Loan (EIDL)	35.29% 6	11.76% 2	52.94% 9	17
SBA	7.14% 1	14.29% 2	78.57% 11	14

#	COMMENT	DATE
1	did not take PPP even though received it	5/14/2020 12:57 PM
2	ism unsure of exact results as corporate manages s this	5/14/2020 10:04 AM
3	We are a school district, ineligible for these programs.	5/13/2020 2:09 PM

Q16 Have you accessed any of the state or federal resources being made available?

Answered: 18 Skipped: 4

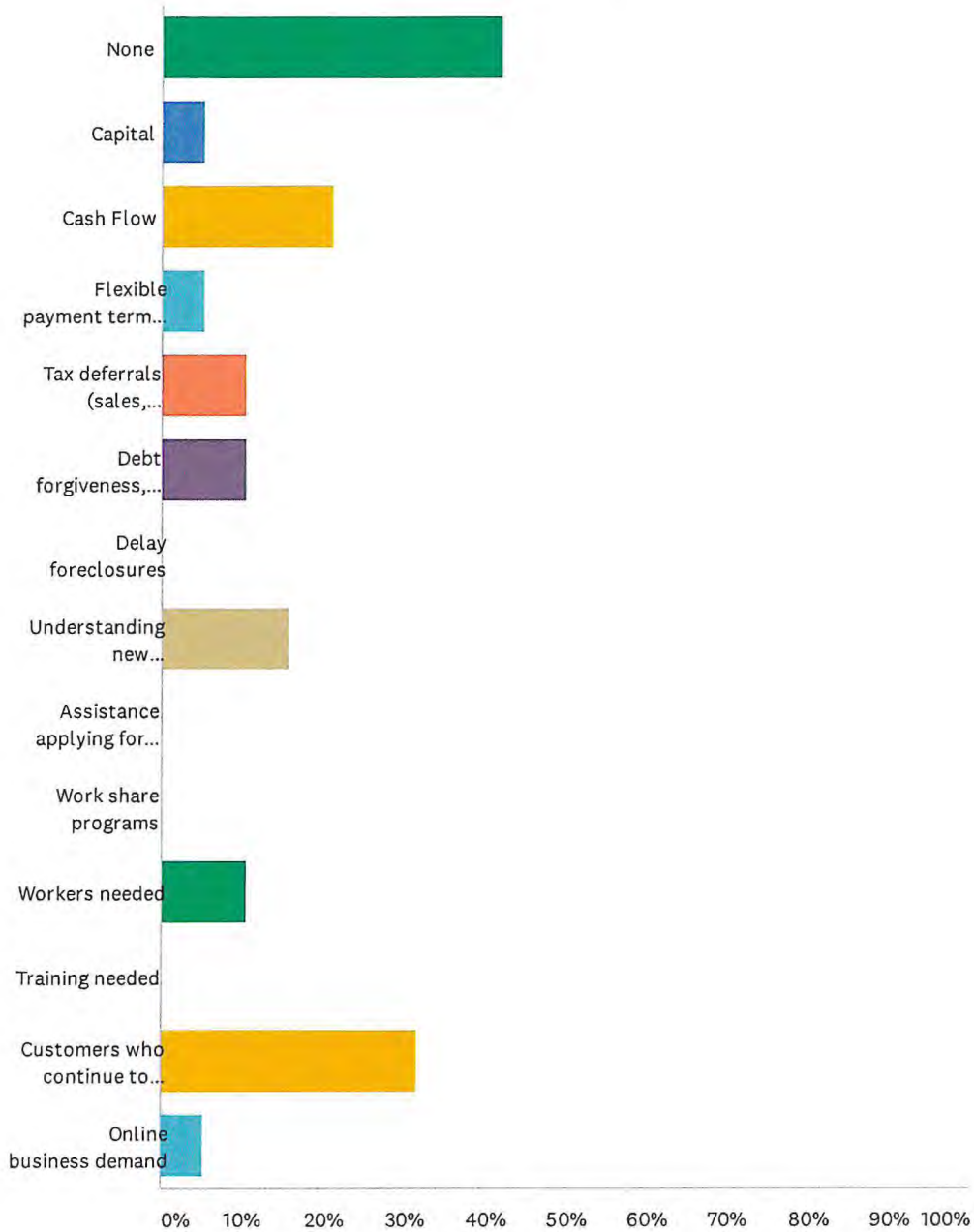


ANSWER CHOICES		RESPONSES	
Yes		33.33%	6
No		61.11%	11
TOTAL			18

#	COMMENT	DATE
1	Applied successfully for EDD Work Share - but have not needed the benefit as of yet.	5/14/2020 10:20 AM
2	unsure	5/14/2020 10:04 AM

Q17 What assistance do you need now? Choose all that apply.

Answered: 19 Skipped: 3



COVID-19 BUSINESS RECOVERY SURVEY

ANSWER CHOICES	RESPONSES	
None	42.11%	8
Capital	5.26%	1
Cash Flow	21.05%	4
Flexible payment terms (rent, mortgages, utilities)	5.26%	1
Tax deferrals (sales, withholding, income, property)	10.53%	2
Debt forgiveness, deferral	10.53%	2
Delay foreclosures	0.00%	0
Understanding new COVID-related regulations	15.79%	3
Assistance applying for federal, state, or local relief grants and loans	0.00%	0
Work share programs	0.00%	0
Workers needed	10.53%	2
Training needed	0.00%	0
Customers who continue to purchase	31.58%	6
Online business demand	5.26%	1
Total Respondents: 19		

Q19 How do you get news about COVID-19 business assistance?

Answered: 20 Skipped: 2

