

CITY COUNCIL

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Dennis G. Hoffman, Vice Mayor
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CITY OF ORLAND

INCORPORATED 1909

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CITY OFFICIALS

Angela Crook
Assistant City Manager/City Clerk
Pamela Otterson
City Treasurer

CITY MANAGER

Peter R. Carr

If anyone wishes to address the Commission on an item to be considered at this meeting, please fill out a Speaker Request Form and submit to the Clerk before the meeting begins. (optional)

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

**AGENDA
ORLAND ECONOMIC DEVELOPMENT COMMISSION**

Tuesday, August 9, 2016

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 July 12, 2016.
6. **ITEMS FOR DISCUSSION OR ACTION**
 1. Business directional signage update – City Manager Carr
 2. Work Plan Check-In.

7. STAFF REPORT

1. Sample brochure for businesses – City Manager Carr
(Please bring brochures that were distributed at the July meeting).
2. 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 August 4, 2016.

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
July 12, 2016

1. The meeting was called to order by Chairperson Berezky at 6:00 PM.
2. The Pledge of Allegiance was lead by Commissioner Rosales.
3. Roll Call
Commissioners Present: David Allee, Joser Rosales, Attila Berezky, Mike Wyser
Commissioners Absent: Harvey Mitchell
Councilmember Present: Charles Gee
Staff Present: City Manager, Pete Carr and Secretary, Ann Butler
Others Present Glenn County Community Services Director: Jody Samons.

4. ORAL AND WRITTEN COMMUNICATIONS

Citizen Comments – None

5. CONSENT CALENDAR

Commissioner Berezky reported corrections to the June 14, 2016 Economic Development Commission (EDC) meeting minutes. On page 1, ITEMS FOR DISCUSSION OR ACTION, first paragraph, change the name of *Wyser* to Allee, the same in paragraphs two, three, and four.

Commissioner Allee added corrections to Page 2, third paragraph, second sentence change *County/County* to *City/County* and Page 3, COMMISSIONER REPORTS, second paragraph, second sentence should be placed as the last sentence in the first paragraph.

M/S/C Berezky-Allee

Approved the June 14, 2016 meeting minutes as amended.

(Passed unanimously: Ayes-Allee, Rosales, Berezky, and Wyser, Absent Mitchell; Noes-None)

6. ITEMS FOR DISCUSSION OR ACTION

1. Appearances of Businesses - Perceptions and Facade Improvements

Commissioner Berezky reported the public had many concerns on the streetscape project the city is currently working on. The City of Orland's Facebook page has posts from the public commenting on the eyesores of Orland's store fronts and the structural conditions of the buildings in the City.

City Manager Carr provided information about the Facade Improvement and Code Enforcement Programs. As to dangerous buildings, there is plenty of code in place to protect the safety and welfare of the public, and the aesthetic appeal, but enforcement has been discretionary.

Commissioners Berezky and Rosales commented that business and building owners have financial difficulty in making property improvements if there is little business income.

Commissioner Wyser suggested for the members of EDC to take a walk on Walker Street and take pictures of needed facade improvements. Approach the business owner to facade improvement and mention what is available, and how can the City help.

Commissioner Allee mentioned to have back-up available when conversing with property owners, they will be inclined to help if they know the City is taking photographs that will improve the appearances of the city's business environment and climate.

Chairman Berezky commented that this is a good first step and to revisit once the photos are in on the City's Facade improvement. The focus will begin on Walker Street (Highway 32). Commissioner Rosales volunteered to take photographs on one or two businesses a week.

Director Samons mentioned the North Valley Beauty Foundation which allows community members and organizations to make donations to improve their communities. This program could open up possible funding for the project.

City Manager Carr mentioned the Staff will be going to City Council to explain how the existing code addresses these impediments, on the advice of EDC. Staff will need direction from City Council on how to proceed to enforce the programs.

M/S/C Wyser-Allee

EDC members to visit local businesses, photograph facades for discussion & consideration, and approach owners to invite participation in the facade program.

(Passed unanimously: Ayes-Allee, Rosales, Berezky, Wyser, Absent Mitchell; Noes-None)

2. Work plan check-in

City Manager Carr mentioned the hotel developer selected a design engineer architect from Fresno and a construction contractor from Sacramento. Many 24 hour restaurants want to be adjacent the La Quinta Hotel in Orland, however, no restaurant decision has been made. The traffic study is incomplete and ongoing.

Commissioner Rosales Entertain/Events – No reports at this time.

Director Samons reported she is trying to get more people interested in promoting recreation in the county, people are signing on.

Commissioner Wyser mentioned the 4th of July celebration at Vinsonhaler Park was well attended.

City Manager Carr reported that approximately 175 people were in attendance at any given time at the East Coast Foods anniversary block party. It was positive and festive, and hopes that it catches on. The city did not charge the restaurant to block off the street.

Commissioner Allee – No reports at this time.

Chairman Berezky – No reports at this time.

Local Products

Director Samons met with 3CORE staff and discussed bringing back the Peak of the Valley event that was held in 2014 at the Rolling Hills Casino. There were food educational courses, and showcasing of new and current products. 3CORE wants to rotate the county event each year. A partnership was developed with Kraft Foods Institute for support in education. Proudly Produced in Glenn County stickers are in for approval to County Counsel for trademark/copyright research.

Facade Improvement

City Entrance Beautification (monuments)

Commissioner Rosales reported he had the paint for the project. A test strip will be done to see if the color is a good match and the paint will adhere to the structure. Photos will be available at the next meeting.

Signage

City Manager Carr reported that the Planning Commission is considering the Supreme Court's ruling about political and other signage as to what is acceptable and what is not acceptable. Carr mentioned that the city can regulate manner of the signage (size, location), but not the content of the signage.

The Planning Commission is looking at the EDC recommendations to the City's pylon signage in what they can incorporate into the city code. That will be at the September Council meeting at the earliest.

Strategic Partnerships

Carr handed out sample City services brochure packages with various City, County and State business information. These packages are given to owners of new businesses coming to town.

Commissioner Allee reported that a small amount of grant funds has been given to the Glenn County Probation Department for entry level job training for the probationers. Work Force Development will work with the Probation Dept. to find entry level jobs for the probationers. July 14, 2016, Youth Employment Service (YES) will hold a recognition ceremony at the Glenn County Fairgrounds for in-school youth. The youth have completed an after school, 80 hour job preparedness work site program. The community is invited to attend. Commissioner Allee reported the unemployment rate is 9.2% in Orland, the labor force that is seeking employment that cannot find a job, is high. These figures are expected to lower as our community develops.

7. STAFF REPORT

City Manager Carr discussed the City of Orland Objectives for FY 16-17 project priority list handout; projects are placed in more urgent/less urgent and more important/less important categories. Money appears to be available from the US Housing & Urban development to help facilitate broadband networks to get started in communities.

The Orland Users Water District (OUWD) has agreed to modify (lower) their standards for underground piping of canals, at developer's expense. The OUWD is expected to soon adopt the new recommendation from the City engineers for underground piping of irrigation water.

The preliminary work is underway for the westside annexation that will include the north (Commerce Lane) and south (County Road 16) areas.

The Pilot complex is doing very well. The Taco Bell and Burger King Restaurant businesses are recovering from the drop in customers. Little Caesar's sales were high in the beginning but have softened; sales are still good, but need a marketing strategy. Commissioner Wyser mentioned how well Wendy's is doing in delivering a good job and quality product. The drive-thru operation is very efficient. This efficiency could be an incentive for other restaurants.

Mi Casa Mexican Restaurant has changed ownership. The City is processing a Mexican food restaurant permit at the old Prickly Pear location on 8th Street. The restaurant will have indoor seating. La Perla Tapatia has changed hands. The store will open in August and will remain as a Mexican taqueria, meat counter and grocery store.

The Sidebar on 5th Street has closed. East Coast Foods has picked up at least some of its customers some nights. Embry & Stokes building on south end of Railroad Ave. was purchased by Steve Wills Trucking and Logging. Simplot acquired 5 acres and has plans for expansion at the south end. The business will be divided between city/county with the expansion. Eddie Grewal purchased the Peterson's Mini Storage facility located on East South Street just completed the addition of covered parking. Benson Estates (originally slated to be senior housing, now will build single family homes), Whitehawk and Linwood have new houses being built. CHIP broke ground on 7 homes.. CalTrans gave \$276,000 in a grant to do a feasibility study on the rail line from Gerber to Eureka, a potential deep water port. The proposed connection to the port would improve our region's economic opportunities.

8. COMMISSIONER REPORTS

Commissioner Rosales stated there are plans to have a truck exit behind Sav-Mor on the East Swift street exit that could impact the parking on Swift Street with the trucks adding congestion. City Manager Carr mentioned the City Engineer's study showed the residential parking on East Swift Street will not have impact with the truck in and out access. This rear access will help with congestion at the front entrances on Highway 32 and will be good for Sav-Mor business. Sav-Mor is looking at a multi-million dollar solar project over the parking lot and building.

9. FUTURE AGENDA ITEMS

Commissioner Rosales suggested the Lely Park pond could be made into all season recreation spot within the park; skating, fish pond, soccer field, etc. City Manager Carr mentioned the storm drain basin must remain for water run-off collection. Public Works and City engineers are looking into placing gunite in bottom to hold some water for summer and still function as a drainage basin.

10. Adjourned 7:05.

Respectfully submitted,

Ann Butler, Secretary

Attila Bereczky, Chair