

**CITY COUNCIL**  
Charles Gee, Mayor  
Bruce T. Roundy, Vice Mayor  
Salina Edwards  
Dennis G. Hoffman  
James Paschall, Sr.

# CITY OF ORLAND

INCORPORATED 1909

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**CITY OFFICIALS**  
Angela Crook  
Assistant City Manager/City Clerk  
Deysy Guerrero  
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, December 12, 2017

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 November 14, 2017.
6. **ITEMS FOR DISCUSSION OR ACTION**
  - a. Follow-up on economic incentives for hotel project – City Manager Carr
  - b. Sample economic incentive programs from small cities – City Manager Carr
  - c. Update on City and County Master Tax Share Agreement – City Manager Carr
  - d. Bee City/Queen Bee Capital logo on water tower – Commissioner Allee

e. Work plan update – All Commissioners

**7. STAFF REPORTS**

Business update – City Manager Carr

**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 December 5, 2017.

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  
November 14, 2017

1. The meeting was called to order by: Chairman: Joser Rosales at 6:00 PM.
2. The Pledge of Allegiance was led by: Chairman Rosales
3. Roll Call  
Commissioners Present: David Allee, Harvey Mitchell, Mike Wyser, Joser Rosales  
Sean Kochems  
Staff Present: City Manager: Pete Carr, Secretary: Ann Butler  
Others Present: Councilmember: Charles Gee  
Glenn County Community Services Director: Jody Samons
4. ORAL AND WRITTEN COMMUNICATIONS  
Jody Samons –The Rice-Straw Fiber Board Company in Willows was granted a complete sales tax exclusion on equipment they have purchased from Germany from the California Advanced Transportation Commission. Glenn County is on the Agenda for California Competes Tax Credit meeting in Sacramento. Income tax credits for special programs have been awarded to Glenn County. The Glenn County Incubator was awarded a secondary Grant to 3CORE for a contract that will design and build a business informational, freestanding website. The Grow Manufacturing Mixer was a very successful event for manufacturing businesses to connect and share resources with other businesses, cities, and communities.
5. CONSENT CALENDAR  
  
Approval of Economic Development Commission meeting minutes for October 10, 2017.  
M/S/C Kochems/Mitchell.
6. ITEMS FOR DISCUSSION OR ACTION
  - a. EDD Follow-up - Commissioner Allee  
EDD was able to provide to the EDC, the City of Orland Industry Clusters of Opportunity study, a report handout with valuable, useful, information on Orland's economy, and the trends toward industry change and growth. A true, confined, on-the-ground, business by business consensus of employment/unemployment rate for the City cannot be reflected due to EDD's lack of resources, and/or manpower. County unemployment data, per the State of California, is configured through a very specific mathematical formula. The percentage identified for Orland's high unemployment rate allocates more job training dollars from the State, verses a city with a low unemployment rate.  
  
The Commission discussed the handout in length and agreed the EDD, City of Orland Industry Clusters of Opportunity study be reviewed again no sooner than 5 years.
  - b. Sales Tax Gap Analysis/Leakage Report – City Manager Carr  
Reported results from Buxton, an analytical solutions company. This report provides an analysis of the economic sustainability of the City in relation to its sales tax revenue. Sales Tax Leakage is a 10 minute drive range outside the City to purchase goods or products. A sales gap analysis is conducted to identify economic development

opportunities based on household incomes and the population size of the city. The City of Orland has a high percentage of sales tax leakage for certain types of general products.

Equilibrium represents the demand of a product that is selling at a volume that is expected for the population and size of the city, like the lumber and hardware stores.

Exceeding the equilibrium, auto parts stores are plentiful in Orland and people are driving more than 10 minutes to shop here. Used car dealers reflect 80% of sales to residences outside Orland.

The Commissioners discussed ways to reduce sales tax leakage that will keep our shopping dollars in Orland and to recruit for general food stores, family products, restaurants, and family clothing stores.

City Manager Carr informed the Commission that HDL is a company that analyzes the City's Board of Equalization report on sales tax abnormalities. If any, after City authorization, HDL will recover sales tax and receive 10% of the recovery.

c. California Business Incentives Gateway portal update CBIG

As City Manager Carr demonstrated how to access the CBIG, he explained the website is under construction and made his recommendations for the website to have business selection assistance by business categories, for possible developers and user friendly access geographically for business that want to expand their business. The website overview reveals the City of Orland prides on how fast annexation and development process is put in motion, with a recent case study. The City Manager's direct email address is listed for interested parties to make inquiries and inviting businesses to come and visit the City's business development potential.

The CBIG website shows that few of Orland's surrounding cities are using the site very aggressively and it's interesting to see what incentives other cities are offering for community business development.

d. Business Incentives –

City Manager Carr presented concepts for a long term financial incentive discount program for new businesses. The Commission had a lengthy discussion on offering T.O.T. discount as a long term incentives proposal.

EDC recommends to City Council to adopt an incentive for hotel ground breaking now and general long term incentive program in the future. M/S/C Rosales/Wyser.  
The vote was unanimous.

e. Work Plan updates

1. Strategic Planning attracting additional lodging – Commissioner Wyser.

2. Entertainment Events, Attractions - Kochems/Rosales

3. Broadband Wi-Fi Business Attraction – Commissioner Allee

City Manager Carr attended the GIC Consortium meeting at Chico State. The committee is awaiting the Speed survey results. The Consortium will pay for the Speed survey review work by the City's engineering company.

4. Local Products, Expansion, Sales, Business Retention – Mitchell.
  5. Facade Improvement Program Retention – Rosales/Allee.
  6. City Entrance Beautification – Rosales/Wyser. Will assemble a team to paint monuments. Soon.
  7. Signage, Business Attraction, Retention – Rosales/Kochems.  
The wind damaged business banners at Sixth and at Colusa streets. Will be remounted when repairs are completed.
  8. Strategic Partnerships, Businesses, Retention – Mitchell/Allee.
  9. Workforce Development, Employment, Community Development – Allee/Wyser/Mitchell  
On November 2, 2017, Commissioner Allee attended a NCCC sponsored certification training for Employment and Workforce Development. November 16, 2017, NCCC Workforce Development Board meeting will be held in Willows. Open to the public.
7. STAFF REPORT – City Manager Carr
- Mitsubishi announced a new car dealership in town.
  - The Hive will be expanding its business.
  - The vintage Queen Bee Capital City banners are mounted on Walker Street posts. The installation and costs have been paid by the banner vendor.
  - Sapphire Plaza will receive its Occupancy permit by December 1, 2017.
  - Glenn County and the City had a very productive meeting discussing a Master Tax Share Agreement. Will meet again, in two weeks.
  - Wings Restaurant will open soon.
8. COMMISSIONER REPORTS
- Commissioner Rosales and City Manager Carr attended Career Day at Orland High School. There was several industry and company representation but a low student attendance.
- Commissioner Mitchell – Security at Commission meetings. City Manager Carr reported that the Chief of Police is in attendance at the Public Safety Commission and the City Council meetings. Active shooter awareness training for Staff at City Hall is ongoing.
9. FUTURE AGENDA ITEMS
- Sample economic incentive programs from small cities.
  - BEE City USA logo on water tower.
  - City and County Master Tax Share Agreement.
10. Adjourned 7:45pm

Respectfully submitted,

Ann Butler, Secretary

Joser Rosales, Chairman