



ECONOMIC DEVELOPMENT COMMISSION REGULAR MEETING MINUTES

Tuesday, September 12, 2023

CALL TO ORDER - The meeting was called to order by Chairperson Lane at 6:04 pm.

PLEDGE OF ALLEGIANCE – led by Chairperson Lane.

ROLL CALL

Commissioners Present:	Ron Lane, Russell Pierce, Dennis Hoffman, and Dee Dee Jackson
Commissioners Absent:	None
Councilmembers:	Jeffrey Tolley and Bruce Roundy
Staff:	Pete Carr, Jennifer Schmitke

ORAL AND WRITTEN COMMUNICATIONS - None

ITEMS FOR DISCUSSION OR ACTION

A. Vacant Position Status

City Manager Pete Carr shared that the City Clerk posted the vacant seat in the newspaper and on the website and currently the City has received three applications for the open seat which is only available to applicants that reside within City. Mr. Carr shared that there should be a new Commissioner at the November 14th meeting.

B. City/Program Updates

Mr. Carr shared updates on participation in the Façade Improvement Program, and that a local church is asking for assistance for the parsonage associated with the church. Mr. Carr asked for feedback from the Commission. The Commission unanimously agreed that this request did not qualify as it is a residence.

Mr. Carr gave a brief update on the Queen Bee Bucks e-Gift card program. Commissioners asked questions about card sales and how long the program has been working. Commissioner Jackson likes the program but stated she would like a more user-friendly program possibly app based. Mr. Carr shared maybe the City should try and boost card sales by doing the incentive programs in a slower month. Chairperson Lane suggested getting a banner over State Route 32 (SR32) or speaking with West Mitsubishi to see if they can put up an advertisement to help with card sales.

Mr. Carr shared an update on the vacant lot that sits behind the current Honeybee Discovery Center, sharing the original plan was to put in a visitor center/Honeybee Discovery Center (HDC)

with a pollinator park. The HDC board is now considering an offer from Chico State to relocate in Chico. Mr. Carr shared a few “plan B” options that were discussed at Council including building a new City Hall and a Pollinator Park which would include landscaping, walking paths and benches. Mr. Carr shared that the City applied for a Pollinator Park Grant and should hear back by the end of September.

Mr. Carr shared an update that an EV charger proposal was approved by City Council at their September 5th meeting.

Mr. Carr provided an update on the Fairgrounds, sharing that the Fairgrounds CEO stated that the grandstands will be demolished by November. The CEO also shared that the Fairgrounds board is starting a master plan to plan for the future.

C. Chamber and Glenn Grows Update

Commissioner Dee Dee Jackson shared that the Chamber has no new information on moving into the Glenn Grows building, just waiting to sign an agreement. Commissioner Jackson provided a brief update on the Friday Farmers market. Ms. Jackson shared that the annual Rib Cook-off is scheduled for September 30th but stated there haven’t been many contestants signing up.

D. Streetscapes Project Update/Commission Review

City Manager Carr shared background on the Streetscapes project and updated the Commission on the new aesthetics of the project. Mr. Carr provided visual design examples for lamp posts, benches, trash receptacle and a map of lamp post placement on 4th and 5th Streets. Commissioners shared their feedback and opinions on the items, recommending uniformity of lamp post placement an emphasis on bee-themed art at eye level rather than at the top of the lamp posts.

STAFF REPORTS

Local Business and Development Updates

Mr. Carr provided an update on the new business-sponsored lamp post banners that will replace the old ones on 4th, 5th, and Walker Streets. Mr. Carr shared that McDonald’s has opened and that Maverik is scheduled to open in October. Mr. Carr explained that Caltrans is widening the off ramp at Newville and Commerce and Newville heading westbound will have three lanes near Pilot and with sidewalks; Benji’s Restaurant has not given an opening date yet; Chevron on South Street that will provide compressed natural gas (CNG) will be opening soon; Ace Hardware has turned in plans for a storage facility and office space building across the street from the store. Mr. Carr spoke about a Federal Grant opportunity that the City applied for that would widen the Newville overpass, help with the Newville and 9th Street intersection project, and build the Walker Street Streetscape project. Mr. Carr shared that he and the Director of Administrative Services/ACM Rebecca Pendergrass traveled to San Jose to attend the hotel and lodging expo in hopes to bring attention to Orland’s prime freeway real estate for a hotel developer.

COMMISSIONER REPORTS

- Chairperson Lane: Attended the Greg Martinez: End of Summer car show at Lely Park, 143 cars entered the show which raised \$7000.00, All monies raised go to the Greg Martinez Scholarship Fund.
- Commissioner Pierce: Nothing to Report.

- Commissioner Hoffman: Nothing to Report.
- Commissioner Jackson: The Chamber will do the Downtown Tree Lighting and Christmas preview December 1st, they are still looking for a date to do the light parade.

FUTURE AGENDA ITEMS

- Chairperson Lane asked about a possible street race or grand prix that could be held within City Limits.

ADJOURN – 7:41 pm

Respectfully Submitted,

Jennifer Schmitke, Commission Secretary

Ron Lane, Chairperson