



ECONOMIC DEVELOPMENT COMMISSION REGULAR MEETING MINUTES

Tuesday, August 12, 2025

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

PLEDGE OF ALLEGIANCE

ROLL CALL

Commissioners Present: Amy Raymondo, Dee Dee Jackson, Tiffany Schulps and Ron Lane
Commissioners Absent: Sam Ilian
Councilmembers: None
City Staff: Interim City Manager Janet Wackerman and City Clerk Jennifer Schmitke

ORAL AND WRITTEN COMMUNICATIONS - None

CONSENT CALENDAR

A. Approval of Economic Development Commission Minutes from June 10, 2025

ACTION: Commissioner Jackson moved, seconded by Chairperson Lane to approve consent calendar as presented. Motion carried by a voice vote, 4-0 (Commissioner Ilian absent)

ITEMS FOR DISCUSSION OR ACTION

A. Introduction of new City Manager - Joe Goodman

City Manager Joe Goodman introduced himself and expressed his enthusiasm for serving the City of Orland and its community. He briefly shared his initial impressions and experiences from his first few days on the job.

Chairperson Lane expressed appreciation for the City's ability to appoint a qualified Orland resident to the City Manager position, emphasizing the value of local leadership.

STAFF REPORTS

A. Business and Economic Development

Mr. Goodman briefly shared updates about the community, including...

- Announced that Cali Coffee is expected to open within the next one to two weeks.
- Attended his first Orland Chamber of Commerce meeting, beginning to build connections within the local business community.

B. Chamber Report

Chamber Ambassador Dee Dee Jackson shared several exciting upcoming events:

- The Chamber, in partnership with Downtown businesses, will host a Cornhole Tournament and Harvest Festival on October 18th.
- This year, the Downtown Treat Street event will be organized by the Chamber.
- Baxter's Artisan Sourdough will celebrate its grand opening on October 18th, coinciding with the Harvest Festival. The bakery is moving into the former sourdough location on 4th Street.

FUTURE AGENDA ITEMS

The Commission discussed the following project ideas and areas of interest:

- Marketing Orland: Ideas included billboard signage at city entry points and enhanced lighting and signage near the bee sculptures along I-5 (Caltrans right of way).
- Downtown Restrooms: Ongoing discussion on potential locations and funding.
- Downtown Murals: Suggestions included seeking volunteer artists or hosting a community art contest.
- Arts Grants: The Commission discussed exploring potential grant opportunities and plans to reach out to Joser Rosales and the Arts Commission for guidance.
- Façade Improvement Grant: Interest in reviewing or increasing the available grant amount.
- Food Trucks and Pop-Up Vendors: Concerns were raised regarding vendors operating without proper business licenses.
- Library Park Beautification: Commissioners felt this project should be coordinated with the Recreation Commission.
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The Commission agreed on the importance of developing a project chart to help set goals and prioritize initiatives. Commissioners also expressed interest in holding a joint meeting with other City Commissions to collaborate on projects and share ideas to help shape future plans for the community.

COMMISSIONER REPORTS

Commissioner Jackson:

- The Farmers Market will return to Wednesdays starting September 3rd, beginning at 5:00 p.m. in Library Park.
- The Downtown Harvest Festival is scheduled for October 18th.
- Small Town Vintage will take place on October 4th.

Commissioner Raymondo

- Nothing to report.

Commissioner Schulps:

- Nothing to report.

Chairperson Lane:

- Shared concerns regarding the traffic signal at Commerce Avenue and Newville Road.
- Noted that he will be absent for the October Economic Development Commission meeting.
- Announced that on August 15th, Thunderhill Raceway will host an event called Taste of the Track.
- The 5th Annual Greg Martinez Scholarship Car Show is scheduled for September 13th.

ADJOURN – 4:43 PM

Respectfully Submitted,

Jennifer Schmitke, Commission Secretary

Ron Lane, Chairperson