



ECONOMIC DEVELOPMENT COMMISSION REGULAR MEETING MINUTES
Tuesday, November 12, 2025

CALL TO ORDER - The meeting was called to order by Chairperson Lane at 4:08 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: City Manager Joe Goodman and City Clerk Jennifer Schmitke

ORAL AND WRITTEN COMMUNICATIONS - None

CONSENT CALENDAR

A. Approval of Economic Development Commission Minutes from September 9, 2025

Chairperson Lane asked for a correction regarding his commissioner's report.

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

ITEMS FOR DISCUSSION OR ACTION

A. 2026 Economic Development Commission Goals

City Manager Joe Goodman emphasized the importance of the Commission developing a clear set of goals to guide its work in the coming year. He invited Commissioners to share their individual priorities and explain their significance to the community. These ideas and discussions will help shape the Commission's work plan for the upcoming year.

Commissioner Raymondo expressed interest in reviewing and updating the City's General Plan and developing a five-year strategic plan. She also would like to see the façade

improvement program more widely promoted. Mr. Goodman provided a brief update on the status of that program.

Commissioner Schulps stated that completing the planned welcome sign on SR-32 east of town should remain a priority, with a target completion in 2026. She also expressed interest in reviving and completing the downtown lighting project to support local businesses and enhance the area.

Chairperson Lane noted the need for improved freeway signage, including Caltrans blue fuel and food signs, and asked whether the Commission would like to sponsor a community clean-up day. He also expressed interest in a new welcome sign at the east entrance to Orland, the potential development of a downtown directory, and stronger collaboration with the Chamber of Commerce on a downtown business map.

The Commission discussed strategies for attracting a hotel to Orland. Mr. Goodman reported that the property owner is actively pursuing hotel developers and that he is working on potential development opportunities on the west side of the freeway as well.

Chairperson Lane suggested touring the Orland Inn and expressed interest in coordinating with Caltrans to improve lighting near I-5, address the “I-5 bees” artwork, and discuss future highway projects. He also encouraged enhancing the City’s online presence through advertising and promotional media. Additional ideas included new and/or upgraded public restrooms, possibly as part of a solar-powered visitor center, and improving the walkability of the downtown area. He also inquired about business licensing, code enforcement, and suggested reaching out to vacant lot owners.

Commissioner Jackson also supported the goal of a more walkable downtown and suggested creating a business map or brochure. She proposed adding murals in the downtown area to attract visitors, encourage photography, and increase foot traffic for local shops and restaurants. She suggested partnering with the Glenn County Arts Council on such projects. She also asked about funding that was set aside for the welcome sign, and Mr. Goodman confirmed that funds have been allocated.

The Commission identified the top 3 as priority projects:

1. Installation of a welcome billboard on the east side of town along SR 32
2. Downtown beautification, including walkability and improved lighting
3. Strengthening partnerships with the Chamber of Commerce, Rotary, and other commissions

Commissioners agreed that the next step for each project will be to develop specific goals and objectives for the top 3 projects. Chairperson Lane also supported maintaining a running list of Commission goals to track progress over time.

STAFF REPORTS

A. Chamber Report

Commissioner Jackson provided an update on upcoming Chamber events, including Cowboy Christmas on December 5 and the Christmas Lighted Parade on December 13.

B. Business and Economic Development Updates

Mr. Goodman reported that the City is considering the annexation of approximately 37 acres on the west side, which the Council believes will make the area more attractive for future development.

FUTURE AGENDA ITEMS - None

COMMISSIONER REPORTS

Commissioner Jackson:

- Nothing to report.

Commissioner Raymondo

- Nothing to report.

Commissioner Schulps:

- Nothing to report.

Chairperson Lane:

- Attended the 5th Annual Greg Martinez Scholarship Car Show on September 13th.
- Asked about the Cultural Adhoc Committee and if the EDC can be included.

ADJOURN – 5:09 PM

Respectfully Submitted,

Jennifer Schmitke, Commission Secretary

Ron Lane, Chairperson