



ECONOMIC DEVELOPMENT COMMITTEE AGENDA

CITY OF WEST KELOWNA
COMMITTEE ROOM
2760 CAMERON ROAD, WEST KELOWNA, BC
TUESDAY, MAY 14, 2019 AT 7:30 A.M.

1. **CALL THE REGULAR ECONOMIC DEVELOPMENT COMMITTEE MEETING TO ORDER:**

2. **INTRODUCTION OF LATE ITEMS:**

3. **ADOPTION OF AGENDA:**

4. **ADOPTION OF MINUTES:**

- 4.1 Minutes of the Economic Development Committee Meeting held March 12, 2019 at the City of West Kelowna Committee Room Pg. 3

5. **PRESENTATIONS: (15 MINUTES MAX)**

- 5.1 Krista Mallory, Business Development Officer, COEDC

2019 COEDC Strategic Plan review

6. **REFERRALS:**

7. **CORRESPONDENCE AND INFORMATION ITEMS:**

7.1 Program and Activity Updates:

- a. Economic Development
- b. Tourism
- c. Development Services

8. **NOTICE OF MOTION:**

9. **OTHER BUSINESS:**

10. **ADJOURNMENT OF THE REGULAR MEETING:**

The next Regular Economic Development Committee meeting is scheduled to be held on June 25, 2019



CITY OF WEST KELOWNA

**MINUTES OF THE ECONOMIC DEVELOPMENT COMMITTEE
HELD AT THE CITY OF WEST KELOWNA COMMITTEE ROOM,
MARCH 12, 2019**

PRESENT:

Members: Karen Beaubier (Representing the Greater Westside Board of Trade)
Laurie Evans
Lorrie Whiteway
Nick Wizinsky
Tyler Neels
Chris Kotscha
Krista Mallory

Staff: John Perrott, Economic Development Officer
Chris Oliver, Planner III

1. CALL TO ORDER:

The meeting was called to order at 7:30 am

2. INTRODUCTION OF LATE ITEMS:

3. ADOPTION OF AGENDA:

It was moved and seconded:

THAT the agenda be amended to include one additional item:

- "What's new in everyone's world" discussion.

The motion carried unanimously.

4. ADOPTION OF MINUTES:

It was moved and seconded:

THAT the minutes from February 22, 2019 be adopted.

The motion carried unanimously.

5. PRESENTATIONS:

6. DELEGATIONS:

7. **REFERRALS:**

8. **CORRESPONDENCE AND INFORMATION ITEMS:**

8.1 Economic Development Activity Update

The Economic Development Officer (EDO) provide an overview of economic development related projects. Highlights include:

- Advertising in the Invest in BC Magazine;
 - Still continuing to promote the “we grow more than just grapes” slogan.
- Attended the BC Economic Development Association (EDA) 2019 Summit
 - John Perrott is an active board member of the EDA
 - Participated in the Economic Development Officer Kick-off Event which allows for new members to gain a better understanding the role of other EDO’s in other jurisdictions.
 - Foreign direct investment and the role of sense of place was a key theme at the event (Why you live, visit, and invest in a community). This theme should be included in City initiatives, including the upcoming OCP review and visioning for the community.
- Supporting the Mayor with the upcoming State of the City presentation
- Participated in the Smart Cities Symposium in Kelowna
 - Key theme was the need for a collaborative effort from different departments in the City.
 - Lots of discussion on how cities can work to incorporate technology.
- Two new businesses have recently opened in Westbank Centre:
 - Pizzamoreh
 - Lost Horn Foods Inc.
- Upcoming Cider Fest in May located at Truck 59 Ciderhouse.
- Economic Development Committee member posting for vacant position attracted 5 applicants.

8.2 Tourism Update

- Tourism Showcase was held March 6th
 - Included a hiring fair
 - Working with the museum to continue to host events
- 2019 Visitor Guide
 - Minor updates to the guides overall.
 - Working with local groups to prepare a hiking and biking brochure.
 - Working with WFN to create a indigenous tourism brochure.
- 2019 Super Seniors Pickelball Tournament (August 8-10)
 - Working with wineries to host a winemakers dinner during the tournament.
 - Uncorked wine tours will be provides tours from the event

- Working to host a Brewery/ Cidery tour in addition to the wine related events.

8.3 Community Events

- March 14 – Visit Westside Farmloop Workshop: 9:00am @ City Hall
- March 14 – GWBOT After Hours: 5:00pm @ Shannon Lake Golf
- March 26 – EDC Council Presentation: 6:00pm @ City Hall
- March 26 – GWBOT Business Before Hours: 7:30am @ GWBOT
- April 4 – GWBOT Luncheon “State of City”: 11:30am @ Shannon Lake
- April 11 – GWBOT After Hours: 5:00pm at EMCO Showroom
- May 10 – GWBOT Golf Tournament: Noon @ Shannon Lake

8.4 Development Services Update

The planner provided an overview of recent development applications and long-range planning projects. Highlights include:

- DVP 19-03 – Variance to permit a Cannabis Production Facility located at 1305 and 1315 Industrial Road.
- DP 18-37 – Industrial Development Permit for an addition to 1480 Western Road to allow for a Cannabis Production Facility.
- DP 19-04 – Industrial Development Permit For an addition to an existing multi-tenant industrial building located on Stevens Road.
- DP 19-02 – Aquatic Development Permit for a new building located at the Green Bay Bible Camp.

8.5 What’s New in Everyone’s World Activity

Led by the Economic Development Officer, this activity is intended to provide additional insight to the ongoing activities in each of the respective member’s fields. The following is a summary of the key discussions for each item:

Karen Beaubier

- Working to establish what the Greater Westside Board of Trade should look like:
 - Value for business
 - Value for business with government
 - Working with business (lunch and learn opportunities)
 - Increase public image
 - Celebrate success with the broader public
 - Engage with all demographics and business types
 - Improve membership services, increase website presence and promote staying in West Kelowna (business to business)
 - Share the value of being a member to businesses (Provincial and Federal)
 - Improve on financial generating activities: business awards, gold tournament, taste of West Kelowna, corporate sponsorship opportunities
 - Working to establish the collaborative workspace, which is very close to coming to fruition (potentially this Fall)
- Membership update – just under 400 members with an annual fluctuation of ~60 members

Krista Mallory

- Restructuring the young professionals program.
 - Looking to change the type of events that are held to try to attract additional attendees
- COEDC has hired a new student engagement coordinator with three key responsibilities:
 - Connect UBC/ OK College students with the business community
 - Act as a community cultivator
 - Coordinate the Connect Program –which connects newcomers to the Okanagan with existing business professionals.
- Working on the Strategic Plan for COEDC 2020-2025
- Upcoming presentation at the Federation of Canadian Municipalities to address how the COEDC works with municipalities without duplication
- Working to determine if a Junior Chamber International chapter in West Kelowna would be feasible.

Tyler Neels

- Very busy tax season with the vibrant economy
- Seeing an increase in capital purchases based on Federal incentives

Nick Wizinsky

- Working on biomass and energy related projects elsewhere in BC.
- Key focus on green projects to meet Provincial 2030 energy goals.

Laurie Evans

- Involved with Habitat for Humanity
 - Looking to build 40 homes in the next 5 years
 - Working on capital campaign
 - Looking for opportunities to build on the Westside
 - Restore has been busy working to upcycle older items that have not sold.
 - Restore is now selling items online
- Involved with Project Literacy
 - Expanding to West Kelowna (and the entire Okanagan)
 - Corporate spelling b fundraiser (April 3, 7:30-9:30am)
 - Provide a wide range of services for newcomers, people applying for jobs, university, computer assistance, etc.

Chris Kotscha

- Working on a variety of ongoing projects
- Seeing a trend with wineries and smaller businesses looking to consolidate
- Identified a disconnect with all inclusive type offerings in the Okanagan
 - Packaging is important (air fair, accommodation, transit. etc.)
 - Potential role for the City to participate
- Large increase in lease rates for industrial lands
- Influx of demand for industrial spaces

Lorrie Whiteway

- Volunteering with the Greater Westside Board of Trade
 - Spending time experiencing new businesses on the Westside, such as Urban Distillery and the new library.
- President of Strata – looking to focus on utilizing local contractors for maintenance and repair needs
- Identified an opportunity for a more accessible business directory, specifically for professional services.

9. NOTICE OF MOTION:

10. OTHER BUSINESS:

11. ADJOURNMENT OF MEETING:

The meeting adjourned at 8:55 am with the next Economic Development Committee meeting will be May 14th, 2019.

CERTIFIED CORRECT

Chair

Planner II