



## **CITY OF WEST KELOWNA ECONOMIC DEVELOPMENT COMMITTEE AGENDA**

Wednesday, July 8, 2020, 8:00 A.M.  
VIA ZOOM  
2760 CAMERON ROAD, WEST KELOWNA, BC

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The next Economic Development Committee meeting is scheduled for Tuesday,

August 12, 2020 at 8:00 a.m.



## **CITY OF WEST KELOWNA**

### **MINUTES OF THE ECONOMIC DEVELOPMENT COMMITTEE HELD AT THE CITY OF WEST KELOWNA CITY HALL VIA WEBEX WEDNESDAY, JUNE 10, 2020**

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Members Present: Chris Kotscha, Chair  
Laurie Evans, Vice Chair  
Calvin Barr (joined the meeting at 8:13 a.m.)  
Krista Mallory  
Lorrie Whiteway  
Michael Porter  
Nick Wizinsky  
Tyler Neels

Staff Present: John Perrott, Economic Development & Tourism Manager  
Paul Gipps, CAO  
Chris Oliver, Planner III  
Natasha Patricelli, Recording Secretary

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

The meeting was called to order at 8:07 a.m.

In response to the COVID-19 pandemic, the orders of the Provincial Health Officer and the Province of BC Ministerial Order No. M139, the Economic Development Committee meeting space was not open to the public. The meeting was however, available to the public via a live webcast and is archived on the City's website.

Additionally, in accordance with the Province of BC Ministerial Order No. M139, the Economic Development Committee members attended the meeting by electronic means.

#### **2. INTRODUCTION OF LATE ITEMS:**

#### **3. ADOPTION OF AGENDA:**

#### **4. ADOPTION OF MINUTES:**

##### **4.1 Minutes of the Economic Development Committee Meeting held Tuesday, April 21, 2020 at the City of West Kelowna City Hall via Zoom**

It was moved and seconded

**THAT** the minutes from the Economic Development Committee meeting held Tuesday, April 21, 2020 at the City of West Kelowna City Hall via Zoom be adopted.

CARRIED UNANIMOUSLY

**5. PRESENTATIONS:**

Paul Gipps said thank you to everyone for continuing for another term. He appreciates this group staying on for another term as does Mayor and Council. He is looking forward to suggestions, advice and helping us get through this unique time.

**6. REFERRALS:**

**7. CORRESPONDENCE AND INFORMATIONAL ITEMS:**

**7.1 Welcome and Introductions**

It was moved and seconded

**THAT** Chris Kotscha be appointed the EDC Chair for the 2020 term.

CARRIED UNANIMOUSLY

It was moved and seconded

**THAT** Laurie Evans be appointed the EDC Vice Chair for the 2020 term.

CARRIED UNANIMOUSLY

**7.2 Approval of the 2020 Meeting Schedule**

It was moved and seconded

**THAT** the Economic Development Committee approve the Economic Development Committee 2020 Meeting Schedule as presented.

CARRIED UNANIMOUSLY

**7.3 Member Roundtable Updates**

Highlights of May 12 Council Meeting:

- At May 12 Council Meeting, brought forward our EDC Term Review Council Report.
- Council was very appreciative of all of the efforts of our committee members and quick to reappoint our current members for another term.
- Identified some of the feedback provided and our current Terms of Reference are robust to help address efforts.
- Official Community Plan Review Process - Dallas Clowes will be at our July meeting for everyone to get some insight and provide some early thoughts into the process. Engaging in City type planning activities.

What are you seeing, experiencing, feeling out in the community or within your professional networks?

- Significant challenges with Tourism industry.

- Restaurants are positive and revenues are up. Hiring more cooks because business has picked up.
- Commercial real estate - commercial projects on pause, medium sized projects are full steam ahead.
- Seeing colleagues again face to face. Business members have been out and about in the community. Everyone seems happy to be getting back to work.
- Changes to loan programs that the government has put out, more specifically the \$40,000 Canadian Emergency Business Account and we're waiting for contract to be renewed so we can offer additional funding.
- Not a lot of defaults on business side end of things at the credit union. Excited but a bit nervous to get back to the new normal.
- Interesting to see the way business are interpreting some of the requirements – some wearing masks and some not.
- People are not going to patron at a place where they don't follow practices that they're comfortable with.
- WCB has a lot of leeway to interpret things.
- Habitat strongly reliant on volunteers, and mostly seniors. Struggling with having the amount of volunteers. Minimal staff and trying to do the work which has been challenging. Once reopened, sales were fabulous.
- Some restaurants are choosing not to open because they're doing really well with take out. Keeps costs down and still able to do business.
- Quite interesting to see. Some restaurants are busy and others are not.
- Family member in senior facility, lockdown since March. Really taking its toll on the seniors as they're much more isolated.
- GWBOT semi opened offices for people to come in (max 2).
- GWBOT working on Business After Hours event live in July. Hesitant with moving forward, with logistics of the maximum 50 people together is it worth it financially? Working towards a golf tournament.
- GWBOT Key Business Awards will be held back until next spring. Difficult to network and socially distance.
- Seen a variety of systems in place - server with mask and disposable menus and others where the only person with a mask is who delivered the food.
- Feeling that people seem done with it and with the low numbers there is a yearning to get out.
- Supported restaurants with take out and experienced some things weren't comfortable seeing the way the restaurants were handling the take out. Certain ones won't go back to for a while.
- Contractors seem to be extremely busy.
- Experienced shopping and restaurants. Lot of good changes, and a few places that could do better. It's a learning curve for everyone.
- Family going through senior care system. Spent some in the hospital - very clean, front door security and checking our health going in.
- All trying to do our best as we move through this. Most people are pretty polite, but sometimes there are people with poor comments.
- The business of green energy is exploding. Looking at project on hand but also projects 2, 3 and 4 in the province. Hopefully will put a bunch of people to work in several communities over the next several years.

- Businesses have had to pivot – shifting to online, responding to new WCB regulations and social distancing. The ones that have been successful financially and keeping their doors open are the ones that can pivot and do things differently now.
- Some businesses have significant challenges with cash flows – industry that couldn't be open, weren't able to pivot quickly enough, or outside of their control.
- Most businesses can make do with cash flows with reserves or government programs for a few months. Eventually those government programs are going to end. If they can't pivot their business or find new sources of cash flows then there could be a round of business closures.
- Government programs change week to week. More businesses qualify and periods are extending but these are short term.
- Working with a lot of businesses as some rules aren't straightforward.
- Everyday there is a deferral on taxes – personal, corporate or year end.
- Working remotely with clients electronically.
- Mixed bag of reactions and impacts.
- 4 industry roundtables – Business, Manufacturing, Aerospace and Construction and Development
- Timeline of impacts – a lot of businesses hit early: Tourism, Hospitality, Food and Beverage; some businesses and industries haven't seen the impact yet: Manufacturing, Aerospace, Construction and Development are working on projects that are bought and paid for. They may see impacts 2 or 3 years from now.
- Lot of pain but also a lot of opportunity to accelerate the changes that are happening.
- Next industry roundtable will be Art, Culture, Recreation and Post-Secondary.
- Event industry was very hard hit and will be important to hear from.
- Engineering firm made comment 2/3 of staff have been more productive from working from home. Days of needing a full size office is dwindling. 1/3 staff didn't do from well working at home but may not have been productive regardless of where they were sitting. May be important with building and office designs going forward.

#### **7.4 Economic Development & Tourism Update**

##### Economic Indicators:

- Construction Values (YTD): \$58M (10 yr. Avg = \$84M)
- New Building Lots (YTD): 34 (10 yr. Avg = 78)
- Building Inspections (YTD): 1,220 (10 yr. Avg = 3,043)
- Kelowna CMA Unemployment Rate – 9.6% for May
  - Below historic highs of 12.2 (May '02) & 12.0 (June '09)
- Kelowna CMA saw 3<sup>rd</sup> lowest increase in the Country (Avg = 2.4%)
- Kelowna CMA had the 8<sup>th</sup> lowest rate in the Country – Abbotsford best at 7.5%
- In BC, 43,000 jobs added in May as a result of first round of restrictions being lifted

Economic Development Highlights:

- Industry Features on Social Media
- Letter to business from the Mayor
- Ongoing updates for resources on the City's website
- Regional participation in numerous groups and taskforces (economic development & tourism)
- One-on-one supports to businesses
  - Development inquiries
  - Navigating business license application & related challenges
- Working with Development Services Staff on LCRB Policy Expansion
  - Wineries to use their picnic areas
  - Wine trail to see more reservations for wineries and restaurants

Tourism Highlights:

- Safety floor decals & signs
  - Westside Wine Trail
  - Hotels, Motels, & Resorts
- Visitor Centre Reopening
  - Contract for 19 Weeks with Museum Society
  - \$1,000 DBC Grant for safety supplies
- Re-engaging website & social media with a strong focus on “#explorellocal to #supportlocal” content
- Working to develop a Public Service Announcement with WFN to welcome BC visitors this summer

## **7.5 Development Services Updates**

Discussion Highlights:

- Working to reopen City Hall and trying to resume services as quickly as possible:
  - Plexiglass installed at front counters
  - Held first in-person public hearing on May 26<sup>th</sup>
  - Actively making arrangements for larger public hearings
  - Working towards a Smith Creek Public Hearing coming up
- The development community is still actively pursuing new projects
- Trying to find opportunities to support the development and business community:
  - Extending applications that are set to lapse through delegated authority of the Director
  - Relaxing enforcement on Temporary Use Permits for residential units that expired during the Provincial State of Emergency
  - Council approved the “blanket approval approach” for LCRB expansions
- In the queue for 2020:
  - 181 multi-family units under construction
  - ~453 units multi-family and townhouses pending application
  - 260 multi-family and townhouses identified as rental units

## **7.6 Meeting Conclusion**

### Discussion Highlights:

What would you like to know more about or hear more about during this term as a member of the Economic Development Committee?

- Status on master plan for the industrial park, when was it last updated?
- Look at the master plan for the Mt. Boucherie Community Center.
- Visioning exercise update: Next meeting Dallas Clowes will be presenting to the group, leading to our Official Community Plan Review for our July meeting.

### **8. NOTICE OF MOTION:**

### **9. OTHER BUSINESS:**

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

The meeting adjourned at 9:08 a.m.

### **CERTIFIED CORRECT**

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Chair

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Recording Secretary





## ECONOMIC DEVELOPMENT COMMITTEE REPORT

Development Services  
For the July 8, 2020 Meeting

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DATE: June 24, 2020

TO: Economic Development Committee Members

FROM: Dallas Clowes, Senior Planner  
Stirling Scory, Planner

RE: File: P20-01; Update on Community Visioning (Phase 1 OCP Review)

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### BACKGROUND:

The development of a Community Vision is one of Council's 2020 Strategic Priorities and forms the first phase of the Official Community Plan review. The Community Visioning process was initiated in May 2019 with the issuance of a Request for Proposal for consulting services to undertake extensive community engagement to establish a long-term vision for the community as Phase 1 of the OCP review. Lanarc Consultants was selected as the successful proponent for this project.

On July 24, 2019, City staff and the consultant held a series of meetings with community stakeholders, management staff, and members of Council to introduce the project, gather input on the proposed engagement strategy and begin discussion on the vision. Following these meetings, the project was placed on hold to better understand Council's expectations for this project.

From September 2019 to February 2020, the project was refined and a revised scope, budget, and schedule were created to better align with Council's vision for the project.

On February 25, 2020, Council was provided with an update on the Community Visioning process, including an overview of the draft public engagement and communications strategy, which identified a combination of digital engagement and in-person community outreach to achieve a collective vision for the community's future. At this meeting, Council confirmed the direction of the project and the project team subsequently worked with the consultant to move towards a public launch that was scheduled to occur at the beginning of April, with the initial first phase of public engagement continuing until mid-July. However, in mid-March, the project was placed on hold due to the COVID-19 pandemic.

On May 26, 2020, following the announcement of BC's ReStart Plan, Council was provided with an update on the Community Visioning process in context of the COVID-19 pandemic and physical distancing requirements. At this meeting, Council directed staff to proceed with the project and make necessary adjustments to the community engagement plan to ensure the project met Provincial Health guidelines. Following this meeting, staff and the Consultant revised the community engagement plan to rely more heavily on digital forms of engagement. On June 15<sup>th</sup>, the first community questionnaire was launched and the first set of introductory stakeholder presentations are scheduled for the end of June/beginning of July. EDC members received a formal invitation to attend these meetings.

## Summary of Adjustments to Key Activities and Project Timeline

Table 1 below outlines the adjustments made to the key project activities and approximate timelines associated with the activities. The project team will continually review methods and approximate timelines and adjust as necessary.

Table 1. Initial and Revised Project Activities and Timelines

Initial Key Activity	Initial Anticipated Timeline	Revised Activity	Revised Anticipated Timeline
Council Meeting #1: Project Introduction	Nov 12, 2019	Complete	Complete
Council Meeting #2: Pre-Launch Council Update	Feb 25, 2020	Complete	Complete
Not anticipated		Update to Council re: Impacts of COVID-19	May 26, 2020
Public Launch	Mar - Apr 2020	Revised to heavier reliance on digital communications	Jun 2020
Questionnaire #1 Launch	Apr 2020	No Change	Jun 2020
Presentations to Council Committees (APC, EDC, AAC)	Apr 2020	Revised to digital presentations (versus in-person)	Jun - Jul 2020
Community Pop-up Series (dates to align with community events / processes)	Apr – mid Jul 2020	Revise to: Phone and Email Outreach; At-Home Activity Series; Outreach to SD#23; Targeted Information Drops; Weekly Questions; Weekly 'Backgrounder' Information Releases; 'Appropriately-Distanced' Pop-ups	Jun – mid Sept 2020
Community Forum Event	May 25, 2020	Revise to: 'Ask and Answer Series'; "Coffee Talk Series"; "Video Speaker Series"; Interactive Website Content	Jun – mid Sept 2020
Attendance at Stakeholder Meetings or Activities	Apr – mid Jul 2020	Revise to: Online/Phone meetings	Jun – mid Sept 2020
Static Stations	Apr – mid Jul 2020	Revise to: Relocation where possible; Refined Questions; Safe Participation; Drop Boxes, Public Updates	Jun – mid Sept 2020
Not Anticipated		Engagement Tactics Review in Context of COVID-19	Aug – Sept 2020
Engagement Summary #1	Aug 2020	No Change	Oct 2020
Council Meeting #4: Summary & Preliminary Vision Development	Sept 2020	Revise to online meeting	Oct 2020

Initial Key Activity	Initial Anticipated Timeline	Revised Activity	Revised Anticipated Timeline
Community Circles Program	Sept/Oct 2020	TBD (will be re-evaluated in the summer in context of COVID-19)	
Questionnaire #2 Launch	Sept 2020	No Change	Nov 2020
Community Visioning Workshops	Oct 2020	TBD (will be re-evaluated in the summer in context of COVID-19)	
Draft Vision Document	Nov 2020	No Change	Jan 2021
Council Meeting #5: Presentation of Draft Vision Document	Dec 2020	Revise to online meeting if required	Jan/Feb 2021
Final Vision Document	December 2020	No Change	Jan/Feb 2021

### ***Overview of Today's Presentation***

The intent of the Community Visioning presentation is to update EDC members about the project, provide an overview of the project goals and encourage all EDC members to help the City spread the word about this important initiative. Further updates will be provided to the EDC throughout the course of the Official Community Plan review, and the committee will be asked to formally weigh in (i.e. via a resolution) during later stages of the OCP bylaw development.

Respectfully Submitted By:

*Dallas Clowes*

Dallas Clowes  
Senior Planner

*Stirling Scory*

Stirling Scory  
Planner II

Powerpoint: Yes ☒ No ☐

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