



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

Wednesday, August 12, 2020, 8:00 A.M.

COUNCIL CHAMBERS

2760 CAMERON ROAD, WEST KELOWNA, BC

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**Pages**

1. CALL THE ECONOMIC DEVELOPMENT COMMITTEE MEETING TO ORDER
2. INTRODUCTION OF LATE ITEMS
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4. ADOPTION OF MINUTES
  - 4.1 Minutes of the June 10, 2020 Economic Development Committee meeting held at the City of West Kelowna City Hall via WebEx 3
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7. UNFINISHED BUSINESS
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9. CORRESPONDENCE AND INFORMATION ITEMS
  - 9.1 Community Visioning Update
  - 9.2 Economic Development & Tourism Update
  - 9.3 Development Update
  - 9.4 Committee Discussion Questions:
    - a. What do you think the local economy will look like this fall and winter?
    - b. Are there any emerging business related issues the Economic Development & Tourism office should be aware of?
    - c. What programs or services should the Economic Development Office

consider to support local businesses this fall or winter?

**10. OTHER BUSINESS**

**11. ADJOURNMENT OF THE MEETING**

The next Economic Development Committee meeting is scheduled for Wednesday, September 9, 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



## **CITY OF WEST KELOWNA**

### **MINUTES OF THE ECONOMIC DEVELOPMENT COMMITTEE MEETING**

Wednesday, July 8, 2020

VIA ZOOM

2760 CAMERON ROAD, WEST KELOWNA, BC

MEMBERS PRESENT: Chris Kotscha, Chair  
Laurie Evans, Vice Chair  
Calvin Barr  
Krista Mallory  
Tyler Neels  
Michael Porter  
Lorrie Whiteway  
Nick Wizinsky

Staff Present: John Perrott, Economic Development & Tourism Manager  
Dallas Clowes, Senior Planner  
Chris Oliver, Planner III  
Natasha Patricelli, Recording Secretary

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

The meeting was called to order at 8:06 a.m.

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

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

It was moved and seconded

**THAT** the agenda be adopted as presented.

CARRIED UNANIMOUSLY

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

**4.1 Minutes of the Economic Development Committee Meeting held  
Wednesday, June 10, 2020 at the City of West Kelowna City Hall via WebEx**

#### **5. PRESENTATIONS**

**6. DELEGATIONS**

**7. UNFINISHED BUSINESS**

**8. REFERRALS**

**9. CORRESPONDENCE AND INFORMATION ITEMS**

**9.1 City of West Kelowna Community Visioning Outline**

Highlights of the presentation include:

- Working on a new vision for the Official Community Plan update;
- Community Vision is a long range desired future outcome for a community: bold, inspiring, uplifting, easy to remember and communicate;
- First step in review of Official Community Plan. Vision component is used as a base layer to set policies and direction;
- Foundation in our Official Community Plan, Council uses for annual strategic planning, budget decisions, development of master plans and more;
- It's key that we hear from everyone in the community. Everyone has a voice in planning their city;
- A vision is formed by: starting with a foundation (our current context), created through listening (what matters to our community), and refined through the community's review;
  - Step 1: The visioning process starts with a community conversation;
  - Step 2: Exploring ways to meet the community vision;
  - Step 3: Develop policies and actions, and review together as a community;
  - Step 4: Form the Official Community Plan and review together as a community;
- Official Community Plans are typically reviewed every 5 - 10 years;
- Timeline for Step 1: Community Visioning Process is to be completed in winter 2020/2021 with next steps of OCP review to follow;
- To be successful in our Community Vision we need: a clear future vision, an understanding of priorities, realistic and measurable directions, and an involved community;
- Phase 1 Engagement Activities (engaging while physical distancing):
  - Project webpage: [ourwk.ca](http://ourwk.ca);

- Social Media: Facebook, Twitter and Instagram;
- Online Input Questionnaire (June 16 - September 21);
- Weekly Topics include: environment, parks, recreation and culture, transportation, operations and maintenance, health and well-being, economy, growth and development, and housing;
- 2-page weekly backgrounders to start conversations of key topics in West Kelowna today;
- Weekly videos by Mayor and Council;
- Weekly photo challenge;
- Weekly topic questionnaires;
- Online interactive workshops;
- Future drop box stations in the community to provide quick comment opportunities;
- Kids activity books to engage our younger residents;
- How can you help? Through your business or presence in the community
  - Spread the word through your network;
  - Share a few words at your meetings or events;
  - Encourage participation in engagement activities online and in the community;
  - Work with us to remove a barrier to participate;
- Community Leaders kits - can be picked up in person at City Hall or request an electronic version [ourwk@westkelowna.ca](mailto:ourwk@westkelowna.ca).
- Encouraged go to [www.ourwk.ca](http://www.ourwk.ca) to fill out questionnaires or sign up for a meeting this summer.

Questions on the presentation:

- Have communications been sent to resident associations? Yes, an email blast was sent to the contacts we have on file.
- Can we come in to pick up kits? Yes, please come to our front reception at City Hall.

## 9.2 COEDC Industry Roundtable Results Update

Highlights of the discussion include:

- Regional Economic Response and Recovery:

- Economic Response Action Team;
- Regional Economic Recovery Task Force;
- Central Okanagan Economic Development Commission (COEDC) Advisory Council completed 6 industry roundtables including: Aerospace, Manufacturing, Construction & Development, Small Business, Arts, Culture, Recreation & Sport, and Post-Secondary Education. Still to come: Agriculture and Digital Tech roundtables;
- Took information that was heard and distilled the information into a Early Indicator Report with 5 slides:
  - State of the industry (pre-COVID);
  - Local impacts to date;
  - Recovery outlook;
  - Action proposed by industry;
- In addition to slides, there is an expanded 3 page report from concluded roundtables;
- Next steps: Distill information from industry into Regional Advocacy Strategy;
- Developed Strategic Plan which consists of 4 strategic pillars and 5 sectors in focus for next 5 years. Strategic pillars will not change but how we do it will.

### **9.3 Economic Development & Tourism Update**

Highlights of the presentation include:

#### Economic Development Update

- Support for our Community Visioning Process - #OURWK;
- Lots of business support requests:
  - Signage for Glencoe/Elliot Road Area;
  - Parking management surrounding a farm;
  - Working with our roads department for signs: Off the Grid Organic Winery, Kalala Organic Estate Winery, Ciao Bella winery;
- Planned out business visits for the remainder of the year with a industry focus for each month;
- Initiated work on reorganizing the City's Economic Development webpages;
- Notables:
  - Black Swift Winery Opened;

- Big Bear Innovation Centre Opening today;
- Kalala and Volcanic Hills Wineries are expanding their vineyards.

#### Tourism Update

- As of July 1, nearly all businesses have reopened and are welcoming guests:
  - Accommodations are seeing quick uptake for available nights with a shorter booking cycle compared to previous years;
  - Bed and Breakfast and Air BnBs are popular for safety;
  - Guests are inquiring about safety protocols in place and how to visit the destination safely;
  - Wineries are operating and well managed;
- Sponsored Content Partnership with Westside Wine Trail;
- Visitor Centre operating at full capacity:
  - Seeing about 10 visitors per day;
  - Attending the local Farmers Market.

### **9.4 Development Update**

#### Development Updates

- Some of the wineries have revised tasting areas. Council passed a blanket authorization to expand tasting areas to ensure social distancing is being met. 5 wineries have applied and approved.
- Gorman Road Rezoning Proposal:
  - Adjacent to Glenrosa Middle School;
  - 17 single family lots;
  - 1 multi-family development (44 units);
  - Going forward to Council shortly;
- Apollo Road Rezoning and Development Permit:
  - Mixed use development;
  - Phase 2, mirrored development;
  - 8 – one bedroom units;
  - 100m<sup>2</sup> of commercial;
- 2435 Dobbin Road Development Permit:

- L'amore Bridal and Formals;
- Two commercial units;
- 470m<sup>2</sup> (15,822 ft<sup>2</sup>);
- Lakesider Brewing (V2):
  - Moving into existing commercial building;
  - Liquor License Amendment;
  - Development Variance Permit;
  - Development Permit Amendment.

## 9.5 EDC Member Roundtable Updates

Highlights of the discussion include:

- Not business as usual. Businesses have pivoted to deliver a service to generate income. Some people are looking at opportunity for expansion. Each business and industry is adjusting. Not operating in the same model it did previously;
- Ever changing government programs out there, some are beneficial and some are not as straightforward;
- Landlord subsidy program takes a lot of work to get through it. Very few people are going through the collaboration needed;
- Summer months and tourism coming back will help out. Fall will be the tell tale of how things progress;
- Some uncertainly how this is going to continue to roll out;
- Tightening of some capital pools and some have opened up;
- Local level more businesses are opening;
- Not surprised that we are getting out of town guests but not near normal numbers;
- Everyone is still maintaining good decorum and being polite to each other;
- Everyone is looking at the fall and the uncertainty with school and sports programs;
- Things have opened in the USA and now things are closing again in the USA, will that happen here too?
- Need to think long term on projects, not just the next 6-12 months;

- Credit Union lending to new members now;
- Members are applying for CEBA 3.0 for entrepreneurs to help sole proprietors through these times;
- Not to many new applications for start ups;
- Excited but cautiously optimistic that were taking a few steps forward;
- Organizations have found ways to adapt and waiting to see if they need to adapt again;
- Habitat is fully open and sales are quite busy. Hoping they can remain open if there is a second wave;
- Other companies have adapted to technology such as online for programs and services;
- Taking it slowly and paying attention to what the province is saying;
- Personal experience wearing mask and attending services when you feel comfortable;
- Engaging with seniors in independent seniors centre, challenging for seniors to feel connected to their family members. Keeping them safe but it's taking a toll;
- Seniors are very isolated and trying to figure out how to visit with them;
- Interesting to see what happens through the summer and more visitors from within Canada other provinces and the states;
- In the community, optometrist very stringent cleaning and very impressive. Another doctors office where staff aren't doing anything;
- Some stores have taken measures to have enter and exit on different isles but some people don't pay attention;
- Frind winery and Annie's café, very impressive and beautiful facility with great location;
- Businesses who could expand to stay 6ft apart are picking up quite well;
- Some lakefront businesses are struggling, ex. boat rentals – groups of people are okay but some services can't keep social distance and noticing a huge reduction in clientele;
- General business wise, fair amount of money coming up from USA investors. More confidence for Canada to mitigate a second wave. Large uptake in money from USA into the Okanagan region. Greatly reduced economic impact that kept things going;

- Development projects are full steam ahead with confidence factor and ensuring more reserves in play.

**10. OTHER BUSINESS**

**11. ADJOURNMENT OF THE MEETING**

The meeting adjourned at 9:23 a.m.

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CHAIR

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RECORDING SECRETARY