



CITY OF WEST KELOWNA ECONOMIC DEVELOPMENT COMMITTEE AGENDA

Wednesday, October 14, 2020, 8:00 A.M.
COUNCIL CHAMBERS
2760 CAMERON ROAD, WEST KELOWNA, BC

Pages

- 1. CALL THE 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 August 12, 2020 in the City of West Kelowna Council Chambers**
- 5. PRESENTATIONS**
- 6. DELEGATIONS**
- 7. UNFINISHED BUSINESS**
- 8. REFERRALS**
- 9. CORRESPONDENCE AND INFORMATION ITEMS**
 - 9.1. Community Visioning Update**
 - 9.2. Economic Development & Tourism Update**
 - a. Economic Update
 - b. Activity Update
 - 9.3. Development Services Update**
 - 9.4. Discussion Questions for Shaping the 2021 Economic Development and Tourism Operational Plan:**
 - a. What community trends will influence businesses in West Kelowna and on the Greater Westside in 2021?
 - b. What external influences will impact West Kelowna businesses in

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2021?

- c. What will tourism look like in 2021 for West Kelowna?

10. OTHER BUSINESS

10.1. Propose Additional Meeting Date

Propose to meet on Wednesday, November 18th to review the draft 2021 Operational Plan.

11. ADJOURNMENT OF THE MEETING

The next regular Economic Development Committee meeting is scheduled for Wednesday, December 9, 2020 at 8:00 a.m.



CITY OF WEST KELOWNA

MINUTES OF THE ECONOMIC DEVELOPMENT COMMITTEE MEETING

Wednesday, August 12, 2020
COUNCIL CHAMBERS
2760 CAMERON ROAD, WEST KELOWNA, BC

MEMBERS PRESENT: Chris Kotscha, Chair
Laurie Evans, Vice Chair
Lorrie Whiteway
Nick Wizinsky

MEMBER ABSENT: Calvin Barr
Krista Mallory
Tyler Neels
Michael Porter

Staff Present: John Perrott, Economic Development & Tourism Manager
Mayor Gord Milsom
Stirling Scory, Planner II - Long Range
Chris Oliver, Planner III
Natasha Patricelli, Recording Secretary

1. CALL THE ECONOMIC DEVELOPMENT COMMITTEE MEETING TO ORDER

The meeting was called to order at 8:02 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 June 10, 2020 Economic Development Committee meeting held at the City of West Kelowna City Hall via WebEx

It was moved and seconded

THAT the Minutes of the June 10, 2020 Economic Development Committee meeting held at the City of West Kelowna City Hall via WebEx be adopted.

CARRIED UNANIMOUSLY

4.2 Minutes of the July 8, 2020 Economic Development Committee meeting held at the City of West Kelowna via Zoom

It was moved and seconded

THAT the minutes of the July 8, 2020 Economic Development Committee meeting held at the City of West Kelowna via Zoom be adopted.

CARRIED UNANIMOUSLY

5. PRESENTATIONS

Mayor Milsom said thank you to everyone on behalf of the City and Council.

He enjoys reading the minutes and appreciates the groups input while we recover from COVID-19.

Mayor Milsom shared a letter from Minister Robinson at Ministry of Municipal Affairs and Housing.

In July Minister Robinson met with municipal mayors to ask for input regarding COVID-19 and economic recovery to assist as we restart towards recovery. Mayor Milsom spoke to: Investment in Infrastructure, Child Care, Clean Energy and Technology, Affordable Housing and Reconciliation.

The Economic Regional Task Force is working to identify gaps in industry and service sectors while building regional relationships and partnerships. The focus is working together to make things happen.

6. DELEGATIONS

7. UNFINISHED BUSINESS

8. REFERRALS

9. CORRESPONDENCE AND INFORMATION ITEMS

9.1 Community Visioning Update

Highlights of the presentation include:

- The first phase of community visioning closes September 21;

- Purpose of doing a community visioning exercise is to describe the collective desired future of the community;
- Using the community vision to update our OCP;
- Some ways to get involved in the project: main questionnaire (#OURWK input questionnaire), weekly topic questionnaires - there are 8 total, and online community workshops - all questionnaires will be available until the end of day on September 21st;
- Phase 2 in creating our community vision will be: the building phase and will ask the community did we hear it right?

Questions on presentation:

- How many responses have been received through these conversations? The main questionnaire is just under 1,000 responses. The first weekly questionnaire is around 80 and other weekly topics vary between 10 and 30 with 2 more weeks to go.
- What is the split of engagement between residential and business? We do not have information if they have entered their information representing a business or as a resident. The surveys are open to everyone working or living in West Kelowna.

9.2 Economic Development & Tourism Update

Economic Development Update:

- Internal support on a range of projects and reports including Community Visioning Process - #OURWK, Short Term Rentals, and GIS Parks Projects;
- Working with wineries to increase signage for Glencoe/Elliott Road Area;
- Met with some new potential investors, businesses, and residents trying to identify community opportunities;
- Assisting local technology business looking to launch a new community data visualization product.

Tourism Update:

- Welcomed back our Economic Development & Tourism Coordinator part-time through an ongoing job-share effort;
- Regular postings to our social media channels;
- Updates to the website with business operation information;
- Relaunched our weekly fresh sheet;
- Seeing regular use of the Visitor Centre;

- Website page view traffic is up;
- Top webpages include: Mt. Boucherie, Pritchard park, cherry picking, dog friendly beaches and parks in West Kelowna, Griffin farms, beaches parks, Gellatly Bay waterfront, top 7 ways to cool down in West Kelowna, and Bear Creek Provincial Park hiking trails.

Questions on presentation:

- Is Council working on a Bylaw for short term rentals? Intent is to begin the conversation and find out some background information - how many rentals are there? More to come in the next item Development Update.

9.3 Development Services Update

Highlights of the presentation include:

2650 and 2660 Kyle Road (Industrial Development Permit)

- 2,467m² (26,554 ft²);
- 10 units;
- King Hoe Excavating.

Short Term Rentals

- Report to Council on August 25th;
- Presenting options available to Council (decision point):
 1. Status Quo (not permitted):
 - Discussion regarding enforcement (compliant based or additional action).
 2. Regulated (permitted):
 - How much consultation will be completed as part of the development of the regulations.
 - How will the review be included in department work planning.

Boucherie Phase 5 (Victor Projects Subdivision)

- 80 Lots (Large);
- Dedicated Open Space;
- New trailhead for Mt. Boucherie Hiking Trails;
- New water reservoir;
- Mono Pine.

9.4 Regional Economic Indicators

Highlights of the presentation include:

Central Okanagan Economic Development Commission Stats:

- Population Growth: up 1.9%;
- Labour Force: down 2.0%;
- Housing Starts: up 26.6%;
- Building Permit Values: down 35.2%;
- Business Licenses: up 5.5%;
- Showed graph of Employment by Industry – Kelowna CMA (overall down slightly from July 2019);
- Showed graph of Labour Force Kelowna CMA numbers (March 2016 9.4% and July 2020 9%);
- Showed graph of Kelowna CMA Business Activity (Business Opening and Closing and Operation/Continuance);
- Showed graph from Destination BC: Comfort with Activities/Modes of Transportation from May 2020 to July 2020. Some trends are: Eat in a Restaurant was higher in May than July, Stay at sharing economy accommodations has increased in July, visit indoor tourist destinations hasn't really changed, Travel on an airplane has decreased since May.

9.5 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?

Highlights of the discussion include:

- Businesses like Home Depot, Canadian Tire weren't largely affected, where as some restaurants closed;
- Huge shift with more people online shopping for clothing, smaller goods or specialty items;
- Smaller retail stores like clothing stores or home décor potentially could struggle with competing with online;

- Restaurants were hit hard with COVID. If there is a second wave, concern with losing many small services and restaurants. Making a conscious effort to order take out and it has been great and will continue doing so;
- School in September will likely be impacted as well;
- Fortunate here in the valley that we have so few cases however this leads to people not taking it seriously;
- There needs to be a plan in place for the fall if we get slammed with cases;
- September typically starts all the clubs and events - it is quite possible these events will not be starting;
- We've had more visitors from Provinces with more cases. Quite worried to see what September will look like;
- Going back to school – If schools get effective systems in place we hopefully won't see a large spike in cases;
- If there is no spike in cases, there will be continuance of faith in the economy;
- Kelowna outbreak was fairly well handled - quick to identify, quick to respond and quick to isolate;
- We have troubles with adults following protocol, how can we expect small children to follow;
- Economic stimulus from kids going to school and parents spending again or could be quite the opposite;
- Business owner conversations include Plan A, B and C;
- If businesses did well through COVID they want to expand and step up but do so without over spending;
- Service based businesses afraid to make too many changes or investments. Uncertainty is still going to hold people back from making big changes;
- Suggestion - look back as a City to see what worked well for helping local businesses. We've done some good things, identify some other options but if we know what works let's do it;
- Suggestion - any business that can should look at options of online. Is there a way of assisting businesses with that switch?
- Everyone should be preparing for a plan B for when this hits again;
- Service industry is doing well and is always busy;

- Suggestion - highlight safety processes that businesses are doing. For example restaurants could do a quick promotional video on how to do a quick wipe down to show safety is their priority. People will go somewhere when they have confidence in the company. These types of highlights through social media channels may help smaller companies. For example, The Hatch winery – ran a promotional series video to gain consumer confidence;
- Focusing on business categories such as restaurants, services, retail more than manufacturing.

10. OTHER BUSINESS

11. ADJOURNMENT OF THE MEETING

The meeting adjourned at 9:14 a.m.

CHAIR

RECORDING SECRETARY