



CITY OF WEST KELOWNA

MINUTES OF THE ECONOMIC DEVELOPMENT COMMITTEE MEETING

Wednesday, October 14, 2020
COUNCIL CHAMBERS
2760 CAMERON ROAD, WEST KELOWNA, BC

MEMBERS PRESENT: Chris Kotscha, Chair
Laurie Evans, Vice Chair (arrived at 8:05 a.m.)
Calvin Barr
Tyler Neels
Lorrie Whiteway

MEMBER ABSENT: Krista Mallory
Michael Porter
Nick Wizinsky

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

1. CALL THE ECONOMIC DEVELOPMENT COMMITTEE MEETING TO ORDER

The meeting was called to order at 8:04 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 August 12, 2020 in the City of West Kelowna Council Chambers

It was moved and seconded

THAT the minutes of the Economic Development Committee meeting held August 12, 2020 in the City of West Kelowna Council Chambers be adopted.

CARRIED UNANIMOUSLY

5. PRESENTATIONS

6. DELEGATIONS

7. UNFINISHED BUSINESS

8. REFERRALS

9. CORRESPONDENCE AND INFORMATION ITEMS

9.1 Community Visioning Update

Highlights of the presentation include:

- First Phase was the development of community vision for West Kelowna;
- Due to COVID-19 we were focused with online engagement;
- Phase 1 completed September 21;
- There were over 1,400 responses on our main questionnaire;
- 9 smaller individual topic questionnaires received about 500 responses;
- Just under 60 people participated in our stakeholder meetings;
- 40 people responded to topic engagement activities;
- Participation results were lower in the summer;
- It was difficult to reach people over 85 years old;
- Successfully reached a lot of 30 - 40 year old age group with online methods;
- Received representation from all neighbourhoods;
- Consultant is compiling and analyzing over 5,000 comments;
- Went to Council October 13, 2020 with a sneak peek and basic framework for our Community Vision;
- We will be going back to Council on October 27, 2020 with a detailed summary and the first draft;
- Then we will come forward to Council committees and public engagement;
- Will try to get more senior and youth involvement;

- Vision document will be under 25 pages with lots of graphics and 1-2 page summary of community vision;
- Thank you for your participation in the process and sharing with your networks.

9.2 Economic Development & Tourism Update

a. Economic Update

Economic Development & Tourism Office Highlights

- Business support - new businesses, investment due diligence, site selection and City Hall navigation;
- Council presentation on September 29, 2020 - Economic & Activity Update #2;
- Continued work on signage improvements for the Glencoe & Elliott Road area;
- Film Location Support:
 - Hallmark Films;
 - Independent Films;
- Filming of Tourism Public Service Announcement with Chief Derickson and Mayor Milsom. Will be shown on Shaw and Telus networks;
- 2021 budget preparation.

b. Activity Update

Statistics were shared on power point presentation:

- Kelowna CMA In-Region Visitors:
 - March, April and May had lower numbers than 2019;
 - June, July and August had higher numbers than 2019.
- Kelowna CMA Accommodation Occupancy Rate Comparisons:
 - Hotel occupancy rates were at a 12% low in April;
 - People are staying for a shorter duration;
 - Short term rentals in the community peaked in August.
- Kelowna CMA Unemployment Rate:
 - Peaked at 9.6% in May 2020;

- Record is 12% over the last 20 years;
- 4 consecutive months to a decrease of 8%;
- 6% is full employment;
- Last year rate was 3.3%.
- Kelowna CMA Population & Labourforce:
 - Increase approximately 5,000 additional people;
 - slightly downward trend;
 - 8,000 people less working.
- Kelowna CMA Employment Index:
 - Part time work biggest impact;
 - Full time jobs about 93% of last July;
 - rebound for Part Time from 73% in May to 91%.
- New Business License Applications:
 - not a lot of business closures;
 - on track for new business license applications;
 - average 28-30 new licenses per month.
- West Kelowna Residential Transaction Volumes:
 - up from January;
 - Average about 70 transactions per month.
- West Kelowna Residential Resale by Type:
 - Market update in Single Family homes.
- Construction Values by Quarter:
 - 1st quarter on average;
 - 3rd quarter slightly under average.
- Permit Volumes by Quarter.

9.3 Development Services Update

Highlights of the presentation include:

Sundance Drive Development Permit

- Development Permit Application with 35 units;
- 3 Stories (19-35 with rooftop access);
- A number of variances (height, loading, rear, retaining wall height);
- Supported by Council.

Metro Liquor

- Minor form and character improvement;
- Ross Road frontage;
- signage improvements.

Goats Peak OCP Amendment and Rezoning

- Moved through comprehensive development process;
- Proposed land use designations;
- Refinement on initial proposal;
- 160 units of townhomes and 30 single family homes;
- Only a portion of a large block.

Sol-Aqua Terraces (Former Blackmun Bay)

- 125-175 townhome units (CD Zone Application);
- Initial review of file.

Short Term Rentals

- Council Decision Points Overview - Short Term Rentals (P 20-16);
- Council would like to regulate Short Term Rentals;
- Compare, evaluate and develop recommendations to take out for community engagement;
- Coming forward to the EDC in the future.

9.4 Discussion Questions for Shaping the 2021 Economic Development and Tourism Operational Plan:

What community trends will influence businesses in West Kelowna and on the Greater Westside in 2021?

- Commuter lifestyle has changed with more people staying home in West Kelowna;

- Services from Kelowna will be needed in West Kelowna;
- Larger workspaces may need to downsize or thoughts of sharing local office space to meet with clients;
- Online shopping and delivery services are keeping people in their homes;
- Could online shopping impact businesses that are counting on clients to come into their stores? Maybe they need to include an online component?;
- Bars and restaurants are taking many steps to gain consumer confidence;
- Other places don't have those types of protocols which will affect the business;
- In a state of flux. What affect will that have on 2021?
- Hopeful that with maintaining the cleaning standards we have in place, 2021 will be a success;
- People are implementing plans A, B and C;
- Increased movement into our community;
- People from downtown Vancouver, moving to a new location like West Kelowna because they can work from home;
- Buying online from large companies instead of visiting local stores;
- Increase trend in delivery services;
- Increase in purchase of cargo vans due to more delivery services;
- Increased demand for warehouses;
- Companies like Purolator are purchasing more facilities because they need more short term storage due to demand.

Business Development Bank of Canada had survey of business owners across the country back in June. 86% of Business owners expected to survive. Are there impacts on staffing levels? Are businesses relying on government programs?

- Businesses relied on government programs in the Spring;
- Businesses have done things strategically and operationally to have cash on hand;
- Some businesses/clients are looking at new acquisitions;
- Others have had challenges and tried to pivot as much as possible;
- Clients have been pretty resilient;

- Multiple contingency plans are needed;
- Quite impressed with restaurants and their creativity to keep business going;
 - Meal kits created at local restaurants for pick up;
 - Thanksgiving dinner boxes;
 - Curbside pickup options;
- Some restaurants had their best thanksgiving economically because they could do thanksgiving meals to go which meant having a higher turnover.

What external influences will impact West Kelowna businesses in 2021?

- Supply chains - bike store opening on main street and only having 40% of their stock;
- Elections could dramatically affect businesses - more clarity in months to come regarding post/current recovery;
- Opening of the border will really affect us if/when it opens;
- Waiting 10 days for air mail (supplies/parts) causes a 10 day delay in operations;
- Waiting for pool parts all summer - never got to use the pool;
- Some items can't be found at this time because there is too high of a demand;
- Can't buy a travel trailer - COVID created a demand for those;
- All recreational stuff is hard to buy including boats;
- Manufacturing places shut down in March and items were not being built;
- Will there be a flood of the market when these items are back in production?;
- Government subsidy was a large perk in the short term;
- People are starting to realize money will be taxed and how to balance the books;
- Changes in personal/business decisions to ramp up savings to offset for spring;
- Kelowna General Hospital donations are down dramatically including the heart and stroke foundation;
- Lower level of tourists impacted the level of donations for charities;
- There has been an increase in volunteer hours though.

How many businesses are still using subsidies?

- 2 programs affected (wage subsidy and CERB program);
- Wage subsidy helping a lot of non-profit sector;
- Wage subsidy will be phased out slowly but it helped people get through;
- CERB program helped in service and hospitality;
- Servers could stay on CERB instead of coming back to the work force which was a big challenge;
- Government loan programs were niche related;
- Clients that made decisions and strategic changes were doing alright.

What are the impacts of not having snowbirds leave the community this winter?
What is the benefit to the local economy?

- More common to spend time renovating the house and keeping contractors and the service industry busy;
- Ski hills are focusing on the local market this fall/winter keeping normal outdoor activities with protocols in place;
- Avenues for people to safely get out and participate in physical and social activities such as the dome and the arena;
- How many services will come out to meet the demand or will people revert into their homes?;
- Ski hill had record season pass sales;
- Ski hills experiencing lowest uptake in equipment rentals;
- Spas are already booking into December;
- Short term advantage for businesses is people wanting to get out of the house and how effectively they sanitize will provide consumer confidence.

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

- Focus on local tourism and Canadian travelers;
- 40% increase on local tourism because wineries were doing bookings;
- People chose wine tour companies because they would make the winery bookings;
- Wonderful ads by BC tourism;
- The West Kelowna ad will help with local tourism;

- Boat business was busier than ever in July and August;
- Trying to find a boat for winter tours but can't find a boat;
- Positive trend and need to find a way to take advantage of it;
- Golf courses have capped memberships for next year;
- There is a demand for outdoor recreation in a socially distanced manner.

How can restaurants, wineries, and golf courses staff up in October? Bookings are helping forecast staffing levels. How can we reduce the summer peak and build out shoulder seasons?

- People ask if wineries are open in the winter and spring;
- More wineries should be open throughout the year;
- We have good weather from April to November so there is an opportunity for people to come out and find wineries still open;
- Perception is that we're shut down in the winter time (after Thanksgiving weekend);
- Going to Vancouver as a get-away - renting AirBnB or buying motorhomes to travel safely;
- Aviation industry has picked up on tourism flights;
- Increase in private shuttle flights between Vancouver, Kelowna and Victoria to bypass the existing system and concern.

10. OTHER BUSINESS

10.1 Propose Additional Meeting Date

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

The November meeting will also include a draft 2021 Economic Development Committee meeting schedule.

Prior to COVID meetings were started at 7:30 a.m. and that has shifted to 8:00 a.m. The group would like to continue meeting at 8:00 a.m.

It was moved and seconded

THAT an Economic Development Committee meeting be scheduled on Wednesday, November 18th to review the draft 2021 Operational Plan.

CARRIED UNANIMOUSLY

10.2 Upcoming GWBOT Virtual Events

Tuesday, October 27 at 7:00 p.m. - Key Business Awards Finalist

Thursday, October 29 at 6:30 p.m. - Wine & Learn: Time Management

Thursday, November 12 at 11:30 a.m. - Lunch & Learn: Shopify

Thursday, November 26 at 7:00 p.m. - Key Business Awards (virtual event)

The Board of Trade has hired a new Executive Director, Heather Robinson

11. ADJOURNMENT OF THE MEETING

The meeting adjourned at 9:13 a.m.

CHAIR

RECORDING SECRETARY