



CITY OF WEST KELOWNA

MINUTES OF THE ECONOMIC DEVELOPMENT COMMITTEE MEETING

Wednesday, February 10, 2021
COUNCIL CHAMBERS
2760 CAMERON ROAD, WEST KELOWNA, BC

MEMBERS PRESENT: Laurie Evans, Vice Chair
Amber Hall
Tyler Neels
Michael Porter
Lorrie Whiteway

MEMBER ABSENT: Chris Kotscha, Chair
Krista Mallory
Nick Wizinsky

Staff Present: John Perrott, Economic Development & Tourism Manager
Chris Oliver, Senior Planner
Stirling Scory, Planner II - Long Range
Salina Curtis, Economic Development and Tourism Coordinator
Natasha Patricelli, Recording Secretary
Brandon Mayne, Service Desk Technician

1. CALL THE ECONOMIC DEVELOPMENT COMMITTEE MEETING TO ORDER

The meeting was called to order at 8:00 a.m.

In accordance with the most recent Provincial Health Officer Order regarding gatherings and events, the public was not permitted to attend the Economic Development Committee meeting in-person. As an open meeting, it was webcast live and is archived on the City's website.

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, January 13, 2021 in the City of West Kelowna Council
Chambers**

It was moved and seconded

THAT the minutes of the Economic Development Committee meeting held
January 13, 2021 in the City of West Kelowna Council Chambers be adopted.

CARRIED UNANIMOUSLY

5. PRESENTATIONS

6. DELEGATIONS

7. UNFINISHED BUSINESS

8. REFERRALS

8.1 P20-01, West Kelowna Community Vision (Final DRAFT Vision)

Highlights of the presentation include:

- The Community Vision is a 2020-2022 Strategic Priority of Council;
- Purpose of completing the vision is the first part in updating the OCP;
- Round 2 engagement and feedback was predominantly online;
- Received 2,157 completed questionnaires;
- Majority of Round 2 participants include:
 - Full time West Kelowna residents;
 - New residents or living here over 21 years;
 - Youth age group;
- Draft Vision #OURWK Overview was shortened;
- Wrapping up Community Vision process - going to Council with Final Draft Vision on February 23, 2021;
- Thanked EDC for participation and comments in our workshops and feedback forms.

Highlights of the discussion include:

- Welcoming document to be provided to new businesses or residents coming into the municipality;
- Good vision for where the community wants to be;
- Document speaks well to the people that are living here and what is important to them such as agriculture and environment;
- Economic Development will touch on all five foundations, such as:
 - Transforming the Westbank Centre - vibrant area for business activities;
 - Attracting, retaining and expanding businesses that create jobs close to home;
- Like the recognition that West Kelowna is a unique place but also involved in collaboration with Westbank First Nation;
- Regional District has a lot of properties and spaces mixed into the City. The Vision did not mention collaboration with the RDCO in respect to future development of park land and sports fields;
- Great collaboration of community feedback;
- The vision gives West Kelowna an identity;
- Focus brings the Downtown Westbank core as a hub for businesses;
- Signs of success for each area of focus is a great way to measure and track the progress of the OCP and the communities vision;
- How long is the OCP plan? Starting shortly and will be a ten year plan;
- Vision and OCP will be resources for future developments.

It was moved and seconded

THAT the Economic Development Committee supports the Vision as presented with consideration of ensuring collaboration with the RDCO, and that we are in favour with this being moved forward to Council for final adoption.

CARRIED UNANIMOUSLY

9. CORRESPONDENCE AND INFORMATION ITEMS

9.1 Economic Development and Tourism Update

Highlights of the presentation include:

Economic Development Update

- Website updates and Newsletter Development:

- How to invest, live, visit and film here;
- First newsletter scheduled to go out this week - introduction to our departments and our stats;
- Commercial & Industrial Vacancy Survey:
 - Westbank Centre: 18 / 171 Units - 10% vacant;
 - Industrial Park: 7 / 389 - 1.7% vacant;
- Community Inquiries and Connections:
 - Hotel, daycare, homebased businesses, community connections with new business service providers;
- Tourism Activities:
 - Local activations across social media platforms to encourage residents to visit and support local business;
 - Hallmark film was our most active;
 - International food tour;

Glencoe & Elliott Road Improvements

- Goal to add barrel stacks, driveway signs and banners;
- Barrel Stacks at:
 - Paynters market;
 - Corner of Butt and Elliott Roads;
- Barrel label logos will be in order of proximity to the barrel stack;
- Driveway signs will be placed at the end of each winery driveway;
- Collaborating with Westbank First Nation to incorporate design elements into Banners;

Upcoming (Virtual) Events and Announcements

- February 24th: GWBOT Wise Words - Entrepreneurship (7:30 a.m. - 8:00 a.m.);
- February 25th: UDI Okanagan Webinar - lessons from Vancouverism for Kelowna (Larry Beasley);
- March 7th: Small Business BC Awards Nominations due;
- March 10th: West Kelowna EDC Meeting;

- March 31st: GWBOT Wise Words - Leadership;

Highlights of the discussion include:

- How will the Economic Development newsletter be sent out? Subscribe through City of West Kelowna's website. Economic Development Committee members will be added to the list along with current West Kelowna business license holders.

9.2 Development Services Update

Highlights of the presentation include:

Official Community Plan Update

- Official Community Plan Request for Proposal closes at the end of the month;
- Our first Official Community Plan was developed shortly after incorporation;
- Engagement will be available for committee members and the public;
- Infrastructure and Master Transportation Plan to be updated as well;
- Are Emergency Services engaged with the Transportation Plan for emergency routes? Done through Engineering Department - anticipate that they would be part of that process.

Staff Role Changes

- Chris Oliver has moved to a new role of Senior Planner overseeing long range;
- Future projects include the Official Community Plan and working on the Zoning Bylaw;

Crown and Thieves Winery

- Addressed off Harding Road;
- Proposed tasting room, special event area and lounges;
- Secured alternative access - easement off of Brown Road for parking and access;
- Council approved winery's lounge and special events license;
- Has the event space been established? On-site sales and tastings were active. They can now sell whole glasses of wine, serve food, and the Special Event area can now move forward in the process.

Temporary Use Permit Last Mountain Brewing

- Located in Glenrosa;
- Garage based brewery;
- Temporary Use Permit approved for two years;
- Conditions related to sales times;
- Intended to operate similar to a home-based business.

Highlights of the discussion include:

- Gellatly Road boat storage paving? Property across from Willow beach, identified in Gellatly village plan. Fire recently, cleared site coming in for development. Proposal could come forward later this year.
- Any updates on the proposal on Saddleback? Congregate care facility. Application is actively being processed.

Business License Processing

- Business licensing previously with our Bylaw department located at Lions Hall;
- Has moved into the Building Department at City Hall;
- Anticipate updated processes and increased efficiency;
- New FTE position to supervise business licensing;
- Steady increase in licensing over the past years;
- Economic Development initiative to be more proactive in the business licensing community;
- Is there a way that Economic Development will advertise steps to take for new business operators? We will provide website resources and personal outreach with leasing agents and commercial realtors.
- What is the compliance for home based businesses obtaining business licenses? Will check stats and speak with Bylaw Department. Commercial operations are about 2,000 business license and about half of those are home based businesses in residential properties. For the most part we are significantly capturing home based business compliance. Operating on a complaint basis - parking and noise trigger complaint and compliance.
- Is there a directory of business licenses? Yes, on the City of West Kelowna website. Businesses have the choice to be on the directory. Home based are more private.

10. OTHER BUSINESS

11. ADJOURNMENT OF THE MEETING

The meeting adjourned at 9:30 a.m.

CHAIR

RECORDING SECRETARY