



CITY OF WEST KELOWNA
MINUTES OF THE ECONOMIC DEVELOPMENT COMMITTEE MEETING

Wednesday, April 14, 2021
COUNCIL CHAMBERS
2760 CAMERON ROAD, WEST KELOWNA, BC

MEMBERS PRESENT: Chris Kotscha, Chair
Laurie Evans, Vice Chair
Amber Hall
Krista Mallory (via Teams)
Tyler Neels
Michael Porter
Lorrie Whiteway

MEMBER ABSENT: Nick Wizinsky

Staff Present: John Perrott, Economic Development & Tourism Manager
Salina Curtis, Economic Development and Tourism Coordinator
Chris Oliver, Senior Planner
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 8:02 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 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 March 10, 2021 in the City of West Kelowna Council Chambers

It was moved and seconded

THAT the minutes of the Economic Development Committee meeting held March 10, 2021 in the City of West Kelowna Council Chambers be adopted.

CARRIED UNANIMOUSLY

5. PRESENTATIONS

5.1 Krista Mallory, Manager of the Central Okanagan Economic Development Commission

Highlights of the presentation include:

COEDC 2021 Priorities Overview

- Q1 2021 average unemployment rate 4.9%;
- Recovery trajectory strong in some industries and low in others such as travel, hospitality and restaurants;
- 2020 focus was listening to business and inform partners in the region;
- Conducted 8 industry round tables in 2020;
- 2020 Q4 looking to recovery;
- Realigned COEDC Strategic Plan and designated Building Business a priority for 2021;
- Business Guidance - site visits (highly impacted sectors and sectors in focus) to provide connection for support and resources;
- CityViz product of a West Kelowna Business. Can be seen at data.investkelowna.com - portal to show demographic data for the region;
- OKGO regional campaign: to position the region for long term economic recovery;

- Sectors include: aerospace, advanced manufacturing, agriculture, viticulture and digital tech;
- These sectors drive growth in other sectors;
- Advertising through magazines, digital ads, website (ok-go.ca) and video;
- Participating in work to advocate for a BC Regional Development Agency office here in the Central Okanagan.

6. DELEGATIONS

7. UNFINISHED BUSINESS

8. REFERRALS

9. CORRESPONDENCE AND INFORMATION ITEMS

9.1 Tourism Research Preliminary Results

Highlights of the presentation include:

- Highlights of MobileScapes Data - types of visitors and number of visitors, developed a new product, funding went into marketing and promotion;
- Data collection combined from data from mobile devices (based on user permissions) and enabled location on various Apps;
- Geo-fenced specific areas: wineries, waterfront, park and trail networks and downtown;
- Symphony Tourism Services uses analytics to develop a report;
- Data analyzed for 2019 unique visitors: wineries over 163,000; waterfront over 100,000; trail network over 37,000; downtown over 455,000;
- Visitors coming from: majority from BC and 20% from Alberta;
- Visitors from the Central Okanagan: 63% of trail users, 39% winery, 49% waterfront;
- 66% of Westside Residents age 20+ visited a winery in 2019;
- Data helps wineries focus on shoulder seasons and events for local residents;

- Data presented to show both local and visitors for Wine, Waterfront, Trails and Downtown were similar;
- Top 3 Prizm segments: Suburban Sports, Family Mode, Scenic Retirement and their top geographic markets;
- Deeper dive for strategic postings for itineraries, blog posts and social media;
- The detailed report used to determine which way to engage citizens and help support tourism partners.

9.2 Economic Development and Tourism Activity Update

Highlights of the presentation include:

- Birding Campaign successful through: Castanet, KelownaNow, Facebook post, website analytics, brochures to provide throughout the community;
- Economic Indicators Q1 2021:
 - Regional unemployment average 4.9% (below average compared to previous years);
 - Residential real estate sales volumes 206 (150% increase over 2020);
 - New business license applications 150 (250% increase over 2020);
- Project Updates and Inquiries:
 - Wine trail driveway sign install;
 - Exploring opportunities for "earned" marketing;
 - Outreach with tourism research with our businesses;
 - Tourism sign requests;
 - Mobile restaurant/food truck business license;
 - Location support for retail businesses;
 - Connections with Okanagan College tourism retraining program at the museum;
 - Engaging with regional partners.

9.3 Development Services Update

Highlights of the presentation include:

- Q1 Statistics Development Services Statistics:
 - Customer Service feedback: timely, pleasant, professional, articulate processes and answer questions;
 - Building Department - increase in construction value, inspections and building permits;
 - Bylaw Enforcement - increase in bylaw activities such as proactive inspections, bylaws and public health orders;
 - Development Engineering - increase in subdivision applications and new lots created;
 - Planning - exceeding 5 year averages for planning applications such as Development Permits, Variance Permits, Temporary Use Permits, Zoning and ALR.

10. OTHER BUSINESS

Upcoming (Virtual) Events and Announcements:

April 17: GWBOT - A Night of Scottish Whiskey

April 21: GWBOT - Virtual Luncheon featuring Mayor Milsom

April 22: GWBOT - Business After Hours Trivia Night

April 28: GWBOT - Wise Words: Marketing

April 29: UDI - What a Difference a Year Makes

May 12: EDC Meeting

Nick Wizinsky has been away due to illness.

It was moved and seconded

THAT the EDC excuse Nick Wizinsky until July 31, 2021.

CARRIED UNANIMOUSLY

11. ADJOURNMENT OF THE MEETING

The meeting adjourned at 9:05 a.m.

CHAIR

RECORDING SECRETARY