



COUNCIL REPORT
Corporate Initiatives
For the May 12, 2020 Council Meeting

DATE: May 5, 2020
TO: Paul Gipps, CAO
FROM: John Perrott, Economic Development & Tourism Manager
RE: Economic Development Committee End of Term Review

RECOMMENDED MOTION:

THAT Council reappoint Laurie Evans, Chris Kotscha, Tyler Neels, Michael Porter, Lorrie Whiteway and Nick Wizinsky to the City of West Kelowna Economic Development Committee for a term ending October, 2022 or until such time that successors are appointed.

RATIONALE:

The City's Economic Development Committee held its first meeting of the current term in April 2018 and concluded its final meeting in April 2020. As identified within the Terms of Reference, Council can review and assess the Economic Development Committee (EDC) following the conclusion of the term to ensure that the scope, mandate, and operation of the committee met the expectations of Council and the community.

BACKGROUND:

Members of the City's Economic Development Committee were appointed by Council on February 27, 2018. The first meeting of the Committee was on April 10, 2018 with the purpose to provide advice to Staff and Council on matters relating to the local economy and business issues in West Kelowna. As outlined in the Economic Development Terms of Reference (Attachment A), the Committee concluded their final meeting on April 21, 2020, 24 months after their first meeting.

The Committee was comprised of seven voting members: Chair Lorrie Whiteway, Laurie Evans, Stephen Johnston (2018), Chris Kotscha, Tyler Neels, Nick Wizinsky, and the Greater Westside Board of Trade appointees Craig Garries (2018/2019) and Calvin Barr (2019/2020). Michael Porter was appointed on March 26th, 2019 to following Stephen Johnson's resignation due to being elected to City Council. Krista Mallory attended as a non-voting member appointed to represent the Central Okanagan Economic Development Commission. The committee was supported by John Perrott, Chris Oliver, and Salina Petschulate-Curtis from the City of West Kelowna.

Committee members met 14 times over the current term, reviewing annual Economic Development and Tourism operational plans, reviewing the current multi-year Economic Development and Tourism Strategy, reviewing and providing comment on various development

applications, and sharing insights and observations relating to the local economy utilizing their professional and community background and networks.

Staff have benefitted greatly from the collective knowledge, contributions, and connections from the committee members over the course of term in terms of supporting Council's goals for expanding the economy, increased employment, and community development.

Prior to the conclusion of the current term of the EDC, members reviewed the committee's Terms of Reference and provided the following feedback for Council to consider:

- Members appreciated the opportunity to learn about the community and upcoming projects through their involvement with the EDC.
- Members were interested for Council to consider whether to extend the term of the committee and/or consider staggering member terms to increase continuity of the committee.
- Members were happy to review and provide input on economic development and tourism operational plans, be a sounding board for staff, and be a conduit of information from their networks into City Hall.
- Members commented that they believe that their backgrounds, education, and expertise could be better utilized to provide input on City plans and strategies (e.g. strategic plans, official community plans, etc) beyond economic development and tourism that would help shape the future of the community.
- Members were curious about whether shifting to a monthly meeting schedule would provide an opportunity to provide input and comment on more applications without impeding the development application process.
- Members enjoyed participating in numerous community outreach activities as representatives of the EDC including the annual businesses walks, business visits, and community business events on the Greater Westside.
- Members appreciated the composition of the committee members.

The last meeting of the EDC for their term occurred virtually on April 21, 2020 during the heart of the response phase of the COVID-19 event. During this meeting, members of the committee were able to provide updates on the impacts, both negative and positive, that they were hearing and seeing from their professional and personal networks to City staff. Members were also able to provide a number of suggestions for ways in which the City could support businesses in the coming weeks.

At the time of writing this report, there are indications from the BC Provincial Health Officer and Provincial Government that some of the restrictions on individuals and businesses due to the COVID-19 pandemic put into place on March 17, 2020 will begin to ease in the coming weeks. This will result in beginning the transition from response activities (support during the emergency event) to recovery activities focused on supporting the economy to return towards pre-COVID-19 levels. By extending the term of the EDC until October 2022, staff and members of Council will benefit from the continuity existing committee members can provide as they work on identifying recovery phase initiatives while aligning their term to that of Council.

NEXT STEPS:

Should Council extend the current term of the existing members of the Economic Development Committee, members would be notified of the extension, a new meeting schedule established, and the next meeting scheduled for late May or early June based on the availability of committee members.

Should Council wish to establish a new committee and advertise for new members, the next steps would include:

- Staff would advertise for new members and accept applications
- Staff would prepare a report for Council to consider and appoint applicants
- Staff would develop a meeting schedule and advise new committee members

FINANCIAL IMPLICATIONS:

When the Economic Development Committee was established in 2016, it was provided with an annual budget of \$4,000 for committee costs. Since then, committee costs have been reviewed annually by staff and adjusted to \$800 based on actual expenses as part of the Council approved 2020 Economic Development & Tourism budget.

ALTERNATE MOTION(S):

THAT Council direct staff to advertise for interested individuals to serve as a member of a new term of the Economic Development Committee.

REVIEWED AND APPROVED BY:

Sandy Webster, Director of Corporate Initiatives
Tracey Batten, Deputy CAO/Corporate Officer
Paul Gipps, CAO

PowerPoint: Yes ☒ No ☐

Attachments:

Attachment A: Economic Development Committee Terms of Reference



TERMS OF REFERENCE

Economic Development Committee

1.0 Introduction:

The Economic Development Committee (“EDC”) will assist City of West Kelowna staff and Council in supporting, enhancing, and promoting business and economic activity within West Kelowna. The Committee’s role is to review, advise, and support West Kelowna Council (“Council”) on matters relating to the local economy and business community, and to act as a liaison between Council and the business community.

The Economic Development Committee has been established by Council in accordance with these adopted Terms of Reference. Committee members are bound by these Terms of Reference, and the Committee recommendations are non-binding and intended to be advisory in nature.

The provisions of Council’s Procedure Bylaw govern the procedure of the EDC.

2.0 Mandate and Scope:

The Economic Development Committee shall provide advice to Staff and Council on matters relating to the local economy and business issues in West Kelowna including:

- Promote sustainable community economic development activities in the City including marketing of the community;
- Provide advice and support on regional, national, and international economic trends affecting the Municipality as well as the Municipality’s strengths, weaknesses, and threats from a competitive and comparative prospective;
- Participate in an annual economic development planning event to help provide input on economic development activity planning;
- Provide advice and support to the City in its economic development initiatives including, but not limited to:
 - Provide input into the annual economic development strategy;
 - Providing input into Economic Development marketing materials on the City;
 - Exploring opportunities for strengthening the municipality’s business and tax base including marketing and partnerships initiatives;
 - Promoting job creation and business retention;
 - Reviewing and advising Council on any matters referred by Council.

3.0 Structure and Operation:

3.1 Membership:

- 3.1.1 The EDC shall consist of up to seven (7) voting members appointed by the City Council who meet the membership criteria as outlined in these Terms of Reference. Included as a voting member of the EDC, at the appointment of Council, will be a representative from the Greater Westside Board of Trade. Non-voting members may attend and participate in the Committee.
- 3.1.2 Non-voting members may include:
- Representative from Council
 - Representative from the Central Okanagan Economic Development Commission (staff or advisory board member).
 - An academic representative actively involved in business research;
 - Representative from the Provincial government;
- 3.1.3 Members will be selected from the business community at large on the basis of their demonstrated interest and participation in business matters; academic or technical qualifications; availability; work and volunteer experience; knowledge and professional expertise.
- 3.1.4 Members will generally be a West Kelowna business license holder or employed by a West Kelowna licenced business. Others may be considered where they have professional experience or other required qualifications not represented on the committee.
- 3.1.5 Areas of expertise that may be sought include:
- Manufacturing
 - Retail or Restaurant
 - Tourism
 - Agriculture
 - Aviation
 - Professional Services (i.e. Accounting, Legal, Health Care, Technology, etc.)
 - Land Development (i.e. Developer, Construction, or Real Estate)
- 3.1.6 Participation in the committee is voluntary.
- 3.1.7 Voting members of the EDC shall generally participate as independent members at EDC meetings, not as a representative of another body of which they may be a member, employee, or owner.
- 3.2 Reporting to Council:
- 3.2.1 Recommendations of the EDC must be adopted by committee resolution and recorded in the minutes prior to presentation to Council.
- 3.2.2 City staff will incorporate the EDC recommendations, where applicable, as part of the Staff Report to Council on the applicable development proposal, plan, bylaw, or policy. Committee minutes will be placed on the Council agenda for information only.
- 3.2.3 The Economic Development Officer will include Committee activities updates as part of quarterly reports to Council.
- 3.3 Appointment Process and Term:

- 3.3.1 The Appointments to the EDC shall be by resolution of City Council.
- 3.3.2 Appointments are for a two (2) year term, with a maximum continuous tenure of three (3) consecutive two (2) year terms.
- 3.3.3 The first term of the Committee is to expire 24 months after the initial meeting.
- 3.3.4 Upon expiry of a member's term of appointment, the member may be re-appointed for another term by Council if eligible. If a member has served the maximum tenure permitted, Council shall appoint a replacement.
- 3.3.5 Members who have served the maximum tenure permitted are subject to a mandatory one (1) year absence from the Committee prior to seeking re-appointment for any subsequent term.
- 3.3.6 Members may also be appointed for shorter or more flexible terms in consideration of special circumstances, e.g., student representative, non-resident expert, or to fill a prematurely vacated term.
- 3.3.7 Council will review and assess the EDC after 24 months of operation to ensure that the scope, mandate, and operation of the committee meet the expectations of Council and the community.

3.4 Remuneration:

- 3.4.1 Members of the Committee shall serve without remuneration, but may be paid reasonable and necessary expenses directly arising from the performance of their duties as pre-approved by the General Manager of Development Services.
- 3.4.2 Staff will administer any budget allocation for Committee expenses.

3.5 Vacancies:

- 3.5.1 The Council, may, at any time, terminate the appointment of a member for cause.
- 3.5.2 Committee members who are absent for three (3) consecutive meeting shall forfeit their appointment, unless such absences are authorized by resolution of the Committee.
- 3.5.3 A member of the Committee may resign at any time upon sending written notice to the General Manager of Development Services.
- 3.5.4 Council retains the right to appoint a new Committee member to fill the vacancy for the remainder of the unexpired term should a vacancy occur on the EDC due to the above circumstances, or in the event of the death or disability of a member.

3.6 Conflict of Interest:

- 3.6.1 If a Member attending a meeting of the Economic Development Committee considers that he or she is not entitled to participate in the discussion of a matter or to vote on a question in respect of a matter because the Member has a direct or indirect pecuniary interest in the matter or for any other reason, the Member must declare this, state the general nature of why the Member considers this to be the case, and leave the meeting during the discussion of the matter.

Public Relations:

- 3.7 When speaking in public or to the media on an issue, Committee members must distinguish whether they are speaking as a member of the EDC, or as a representative of another agency, community group, business, or as an individual.
- 3.8 Committee members need to convey the public interest and remember that they represent the City of West Kelowna. This means they must be consistent with the City's position on specific Issues.

4.0 Meetings Procedures:

4.1 Chairperson / Deputy Chairperson

- 4.1.1 The Committee shall elect a Chairperson and a Vice-Chairperson at their first meeting each year. This vote requires the participation of no less than two thirds of the Committee membership.
- 4.1.2 The Chairperson is appointed to a term of one year.
- 4.1.3 In the absence of the Chairperson, the Vice Chairperson will serve as the acting Chairperson for the meeting. Should the Chairperson or Vice Chairperson not be in attendance, the Committee may elect an Acting Chairperson from those members present at the individual meeting.

4.2 Frequencies of Meetings:

- 4.2.1 The committee will meet up to eight (8) times throughout the year with additional meetings added at the determination of Staff, Council, or the Committee.
- 4.2.2 The Chairperson may call a meeting in addition to the scheduled meetings or may cancel a meeting.
- 4.2.3 After the Committee has established its annual meeting schedule of meetings, including the time, date, and place of the meetings, notice of the schedule must be given by:
- Providing a copy of the schedule to each member of the Committee;
 - Posting a copy of the schedule at the applicable Public Notice Posting Place; and the municipality's website.

4.3 Quorum:

- 4.3.1 The minimum number required for a quorum is considered to be half of the active committee membership plus one;
- 4.3.2 If there is no quorum present within 30 minutes after the time appointed for the meeting, the names of the members present shall be recorded and the meeting shall be adjourned.

4.4 Open and In Camera Meetings:

- 4.4.1 Unless otherwise authorized by the *Community Charter*, all meetings will be held in open session and in a location accessible to the public.
- 4.4.2 Unless otherwise authorized by the Committee through Council's Procedure Bylaw, the public shall only address the Committee when they are a scheduled delegation on the Committee meeting agenda.

- 4.4.3 Requests by any person(s) wishing to appear before the Committee as part of a delegation must follow Council's Procedure Bylaw.
- 4.4.4 The Committee may from time to time invite individuals or representatives to attend and participate in a meeting. This may include making presentations.
- 4.5 Agendas and Information Packages:
 - 4.5.1 Agendas and Information Packages will be provided to Committee members at least three (3) working days prior to the scheduled meeting date.
 - 4.5.2 The order of business for the meeting shall be governed by the agenda. Late agenda items will be governed by Council's Procedure Bylaw.
- 4.6 Minutes:
 - 4.6.1 Minutes will be recorded by City staff recording secretary for all Committee meetings and shall:
 - Record the motion and voting on all resolutions;
 - Be secured at the Municipal Hall offices and signed by the Chairperson and recording secretary as true record of the decisions made;
 - Be subject to correction at the next Committee meeting; and
 - Be available to the public upon request and on the municipality's website.

5.0 Staff Support:

Legislative Services will coordinate the process for new appointments including advertising for applicants, review of applications, and bring appointment recommendations to Council for approval.

The Chief Administration Officer will delegate the Economic Development Officer and/or Senior Staff to act as a Staff Liaison for the Committee to provide support and resources as needed, and as allowed by Council priorities and operational workload. The Committee does not direct the Staff Liaison, nor can they request other staff resources. Such requests must go through the Chief Administration Officer or Council.

Development Services will provide administrative, technical and secretarial support for the EDC. Typical support functions include:

- Organizing and preparing meeting agendas;
- Distributing the agenda, forwarding information packages to Committee members, posting notices of meetings at the City's office and contacting applicants;
- Presenting the technical information to the Committee relevant to the annual Economic Development Strategic Plan.
- Taking and preparing draft minutes, and providing final minutes to Committee members and staff;
- Receiving all correspondence and preparing reports on behalf of the Committee;
- Maintaining a list of outstanding issues for committee action;
- Assisting the Committee with special projects such as tours, educational materials and workshops.