



**CITY OF WEST KELOWNA**  
**MINUTES OF THE ECONOMIC DEVELOPMENT COMMITTEE MEETING**

Wednesday, July 8, 2020  
VIA ZOOM  
2760 CAMERON ROAD, WEST KELOWNA, BC

MEMBERS PRESENT: Chris Kotscha, Chair  
Laurie Evans, Vice Chair  
Calvin Barr  
Krista Mallory  
Tyler Neels  
Michael Porter  
Lorrie Whiteway  
Nick Wizinsky

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

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**1. CALL THE ECONOMIC DEVELOPMENT COMMITTEE MEETING TO ORDER**

The meeting was called to order at 8:06 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  
Wednesday, June 10, 2020 at the City of West Kelowna City Hall via WebEx**

**5. PRESENTATIONS**

**6. DELEGATIONS**

**7. UNFINISHED BUSINESS**

**8. REFERRALS**

**9. CORRESPONDENCE AND INFORMATION ITEMS**

**9.1 City of West Kelowna Community Visioning Outline**

Highlights of the presentation include:

- Working on a new vision for the Official Community Plan update;
- Community Vision is a long range desired future outcome for a community: bold, inspiring, uplifting, easy to remember and communicate;
- First step in review of Official Community Plan. Vision component is used as a base layer to set policies and direction;
- Foundation in our Official Community Plan, Council uses for annual strategic planning, budget decisions, development of master plans and more;
- It's key that we hear from everyone in the community. Everyone has a voice in planning their city;
- A vision is formed by: starting with a foundation (our current context), created through listening (what matters to our community), and refined through the community's review;
  - Step 1: The visioning process starts with a community conversation;
  - Step 2: Exploring ways to meet the community vision;
  - Step 3: Develop policies and actions, and review together as a community;
  - Step 4: Form the Official Community Plan and review together as a community;
- Official Community Plans are typically reviewed every 5 - 10 years;
- Timeline for Step 1: Community Visioning Process is to be completed in winter 2020/2021 with next steps of OCP review to follow;
- To be successful in our Community Vision we need: a clear future vision, an understanding of priorities, realistic and measurable directions, and an involved community;
- Phase 1 Engagement Activities (engaging while physical distancing):
  - Project webpage: [ourwk.ca](http://ourwk.ca);

- Social Media: Facebook, Twitter and Instagram;
- Online Input Questionnaire (June 16 - September 21);
- Weekly Topics include: environment, parks, recreation and culture, transportation, operations and maintenance, health and well-being, economy, growth and development, and housing;
- 2-page weekly backgrounders to start conversations of key topics in West Kelowna today;
- Weekly videos by Mayor and Council;
- Weekly photo challenge;
- Weekly topic questionnaires;
- Online interactive workshops;
- Future drop box stations in the community to provide quick comment opportunities;
- Kids activity books to engage our younger residents;
- How can you help? Through your business or presence in the community
  - Spread the word through your network;
  - Share a few words at your meetings or events;
  - Encourage participation in engagement activities online and in the community;
  - Work with us to remove a barrier to participate;
- Community Leaders kits - can be picked up in person at City Hall or request an electronic version [ourwk@westkelowna.ca](mailto:ourwk@westkelowna.ca).
- Encouraged go to [www.ourwk.ca](http://www.ourwk.ca) to fill out questionnaires or sign up for a meeting this summer.

Questions on the presentation:

- Have communications been sent to resident associations? Yes, an email blast was sent to the contacts we have on file.
- Can we come in to pick up kits? Yes, please come to our front reception at City Hall.

## **9.2 COEDC Industry Roundtable Results Update**

Highlights of the discussion include:

- Regional Economic Response and Recovery:

- Economic Response Action Team;
- Regional Economic Recovery Task Force;
- Central Okanagan Economic Development Commission (COEDC) Advisory Council completed 6 industry roundtables including: Aerospace, Manufacturing, Construction & Development, Small Business, Arts, Culture, Recreation & Sport, and Post-Secondary Education. Still to come: Agriculture and Digital Tech roundtables;
- Took information that was heard and distilled the information into a Early Indicator Report with 5 slides:
  - State of the industry (pre-COVID);
  - Local impacts to date;
  - Recovery outlook;
  - Action proposed by industry;
- In addition to slides, there is an expanded 3 page report from concluded roundtables;
- Next steps: Distill information from industry into Regional Advocacy Strategy;
- Developed Strategic Plan which consists of 4 strategic pillars and 5 sectors in focus for next 5 years. Strategic pillars will not change but how we do it will.

### **9.3 Economic Development & Tourism Update**

Highlights of the presentation include:

#### Economic Development Update

- Support for our Community Visioning Process - #OURWK;
- Lots of business support requests:
  - Signage for Glencoe/Elliot Road Area;
  - Parking management surrounding a farm;
  - Working with our roads department for signs: Off the Grid Organic Winery, Kalala Organic Estate Winery, Ciao Bella winery;
- Planned out business visits for the remainder of the year with a industry focus for each month;
- Initiated work on reorganizing the City's Economic Development webpages;
- Notables:
  - Black Swift Winery Opened;

- Big Bear Innovation Centre Opening today;
- Kalala and Volcanic Hills Wineries are expanding their vineyards.

#### Tourism Update

- As of July 1, nearly all businesses have reopened and are welcoming guests:
  - Accommodations are seeing quick uptake for available nights with a shorter booking cycle compared to previous years;
  - Bed and Breakfast and Air BnBs are popular for safety;
  - Guests are inquiring about safety protocols in place and how to visit the destination safely;
  - Wineries are operating and well managed;
- Sponsored Content Partnership with Westside Wine Trail;
- Visitor Centre operating at full capacity:
  - Seeing about 10 visitors per day;
  - Attending the local Farmers Market.

### **9.4 Development Update**

#### Development Updates

- Some of the wineries have revised tasting areas. Council passed a blanket authorization to expand tasting areas to ensure social distancing is being met. 5 wineries have applied and approved.
- Gorman Road Rezoning Proposal:
  - Adjacent to Glenrosa Middle School;
  - 17 single family lots;
  - 1 multi-family development (44 units);
  - Going forward to Council shortly;
- Apollo Road Rezoning and Development Permit:
  - Mixed use development;
  - Phase 2, mirrored development;
  - 8 – one bedroom units;
  - 100m<sup>2</sup> of commercial;
- 2435 Dobbin Road Development Permit:

- L'amore Bridal and Formals;
- Two commercial units;
- 470m<sup>2</sup> (15,822 ft<sup>2</sup>);
- Lakesider Brewing (V2):
  - Moving into existing commercial building;
  - Liquor License Amendment;
  - Development Variance Permit;
  - Development Permit Amendment.

## 9.5 EDC Member Roundtable Updates

Highlights of the discussion include:

- Not business as usual. Businesses have pivoted to deliver a service to generate income. Some people are looking at opportunity for expansion. Each business and industry is adjusting. Not operating in the same model it did previously;
- Ever changing government programs out there, some are beneficial and some are not as straightforward;
- Landlord subsidy program takes a lot of work to get through it. Very few people are going through the collaboration needed;
- Summer months and tourism coming back will help out. Fall will be the tell tale of how things progress;
- Some uncertainly how this is going to continue to roll out;
- Tightening of some capital pools and some have opened up;
- Local level more businesses are opening;
- Not surprised that we are getting out of town guests but not near normal numbers;
- Everyone is still maintaining good decorum and being polite to each other;
- Everyone is looking at the fall and the uncertainty with school and sports programs;
- Things have opened in the USA and now things are closing again in the USA, will that happen here too?
- Need to think long term on projects, not just the next 6-12 months;

- Credit Union lending to new members now;
- Members are applying for CEBA 3.0 for entrepreneurs to help sole proprietors through these times;
- Not to many new applications for start ups;
- Excited but cautiously optimistic that were taking a few steps forward;
- Organizations have found ways to adapt and waiting to see if they need to adapt again;
- Habitat is fully open and sales are quite busy. Hoping they can remain open if there is a second wave;
- Other companies have adapted to technology such as online for programs and services;
- Taking it slowly and paying attention to what the province is saying;
- Personal experience wearing mask and attending services when you feel comfortable;
- Engaging with seniors in independent seniors centre, challenging for seniors to feel connected to their family members. Keeping them safe but it's taking a toll;
- Seniors are very isolated and trying to figure out how to visit with them;
- Interesting to see what happens through the summer and more visitors from within Canada other provinces and the states;
- In the community, optometrist very stringent cleaning and very impressive. Another doctors office where staff aren't doing anything;
- Some stores have taken measures to have enter and exit on different isles but some people don't pay attention;
- Frind winery and Annie's café, very impressive and beautiful facility with great location;
- Businesses who could expand to stay 6ft apart are picking up quite well;
- Some lakefront businesses are struggling, ex. boat rentals – groups of people are okay but some services can't keep social distance and noticing a huge reduction in clientele;
- General business wise, fair amount of money coming up from USA investors. More confidence for Canada to mitigate a second wave. Large uptake in money from USA into the Okanagan region. Greatly reduced economic impact that kept things going;

- Development projects are full steam ahead with confidence factor and ensuring more reserves in play.

**10. OTHER BUSINESS**

**11. ADJOURNMENT OF THE MEETING**

The meeting adjourned at 9:23 a.m.

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CHAIR

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RECORDING SECRETARY