



CITY OF WEST KELOWNA
MINUTES OF THE ECONOMIC DEVELOPMENT COMMITTEE MEETING

Wednesday, June 9, 2021
COUNCIL CHAMBERS
2760 CAMERON ROAD, WEST KELOWNA, BC

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

MEMBERS ABSENT: Chris Kotscha, Chair
Krista Mallory
Lorrie Whiteway
Nick Wizinsky

Staff Present: Paul Gipps, CAO
Sandy Webster, Director of Corporate Initiatives
Rob Hillis, Engineering Manager
Nilton Praticante, Engineering Supervisor
Chris Oliver, Senior Planner
Salina Curtis, Economic Development and Tourism Coordinator
Natasha Patricelli, Recording Secretary

1. CALL THE ECONOMIC DEVELOPMENT COMMITTEE MEETING TO ORDER

The meeting was called to order at 8:01 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

2.1 Economic Development Department Update (Item 9.1 under Correspondence and Information Items)

3. ADOPTION OF AGENDA

It was moved and seconded

THAT the agenda be adopted as amended.

CARRIED UNANIMOUSLY

4. ADOPTION OF MINUTES

4.1 Minutes of the Economic Development Committee meeting held May 12, 2021 in the City of West Kelowna Council Chambers

It was moved and seconded

THAT the minutes of the Economic Development Committee meeting held May 12, 2021 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 Economic Development Department Update

- Economic Development remains under Corporate Initiatives;
- Just some of the initiatives within Council's Strategic Priorities include:
 - Improving infrastructure, social housing needs and growing police services;
 - Focusing on increasing the number of government services along with the new City Hall/Library building (MLA/MP office etc), to offer Greater Westside residents more services without crossing the bridge;
 - Working towards attracting and retaining businesses while increasing local work opportunities;
- Encouraging input on the Official Community Plan - roadmap to success - guides people to where we are going with growth and density;

- Working with Council on the Economic Development and Prosperity Strategic Priorities pillar to isolate and action Council's top priorities;
- Economic stimulus in Westbank Center will act as a catalyst for growth and increased businesses in the downtown area;
- Economic Development Manager position is not slated to be back-filled while the City does an Ec Dev review with Council;
- Development Services is the contact for Development, Salina Curtis continues to be the contact for Tourism, and Sandy Webster is the contact for Economic Development calls;
- Council is reviewing their last 10 years and looking ahead at priorities for the next 10 years;
- Looking for feedback from the Economic Development Committee about what's been working, is the Committee utilized to its full potential, what's important to the Committee members and business community over the next decade (etc);
- Economic Development Committee will continue to be a guiding committee for the City.

9.2 EDC Member Update

Nick has been unable to attend the meetings due to health reasons.

It was moved and seconded

THAT the EDC extend the excused absence of Nick Wizinsky until October 31, 2021.

CARRIED UNANIMOUSLY

9.3 Engineering Services Update - Transportation Master Plan

Highlights of the presentation include:

- City's first Transportation Master Plan developed in 2014;
- Rapid population and growth requires a new Transportation Master Plan;
- The Request for Proposal created in 2020 identified key tasks and deliverables that contribute to finalized Transportation Master Plan;
- Final report to be completed by Fall 2022;

- Collaborative communications and engagement will be combined with Official Community Plan;
- Awarded to HDR Corporation who have worked on Central Okanagan Regional Transportation Plan (2020) and Regional Bicycling and Trails Master Plan (2020);
- Project schedule going forward.

Questions on the presentation:

- Is there already a Transportation Advisory Committee? No, it is yet to be formed;
- Diversion of the highway part of the plan for Westbank Centre? The Transportation Master Plan is for West Kelowna. The Highway is the jurisdiction of Ministry of Transportation. No plans for the highway as of yet. Consultants will bring the Highway and West Kelowna plans together;
- Will there be discussions on how to manage the development of Westbank Centre with the two lane highway? Will be a topic of discussion with Ministry of Transportation at stakeholder meetings. Master Transportation Plan will speak to our community needs. Second phase planning study will bring more recommendations.

9.4 Development Services Update

Highlights of the presentation include:

Official Community Plan Process Update:

- Q1 included: meeting with Westbank First Nation, Transportation Master Plan kick-off meeting, Council reviewed Communication and Engagement Plan;
- Heard from residents and understand the vision; Growth Scenarios discussions to set the direction for what to achieve;
- Stakeholder meetings high level discussion as springboard for Council;
- Phase 2 kickoff Public Webinar (June 23) envisioning growth over the future; Online engagement activity;
- Phase 3 Tactical/In Person (July - August);

Short Term Accommodations:

- Key Changes: New definition for Principal Residence, hosted Short Term Accommodations, allowing Secondary Suites and Carriage Houses, no changes to existing B&B Regulations, replaced Minor and Major definitions for Short Term Accommodations;
- Business Licensing (clearly communicating to the public): Operator Guidebook and Application Materials to be developed;
- Next Steps: Zoning 3rd reading (June 2021), MOTI Signoff and Bylaw Adoptions (July 2021), Business Licensing Applications (starting Summer 2021);

Other Development Services Updates:

- Zoning Bylaw Review underway;
- Fees and Charges Bylaw update;
- Works and Services Bylaw update;
- Addressing Bylaw review;
- ALC approval, variances and public consultation (June 14 - 27) at www.ourwk.ca for City Hall;
- Housing Strategy grant applications;
- Corporate Climate Action Plan;
- Development Cost Charges Bylaw update;
- Ongoing processing of development applications.

Questions on the presentation:

- Housing strategy under Development Services? Yes;
- What is the new position? Community Support Specialist to assist with community wellbeing.

9.5 Economic Development and Tourism Activity Update

Highlights of the presentation include:

Economic Development Updates:

- Economic Development Newsletter coming out next week with Economic indicators and city projects and information for businesses;
- Glencoe and Elliott Road improvements - 24 poles with banners being installed;

Local Economic Indicator Statistics include:

- Development Permits issued increased 22.5% from last year (Jan-May);
- Construction Permit values look like they could have a record year;
- New Active Business License increased from 127 for 2020 to 217 for 2021;
- Currently 1,964 active Business Licenses;

Tourism:

- Trail Guides are available in our Visitor Centres;
- Farm Loop brochures and the Visitor Guide are currently in print;

Messaging:

- Due to Public Health Orders the message continues to be #ExploreLocal;
- Messaging will change once restrictions have been lifted;
- Locals have been engaged and sharing our message, proud ambassadors for the community;
- Partnered with BC Ale Trail and Westside Wine Trail Association for developing itineraries for marketing;

Visitor Services:

- Instant messaging on our website is being used continually - Visitor Centre staff are answering questions;
- Increased traffic at the Visitor Centre;
- Fresh Sheet to come - weekly page sent to Tourism businesses and B&B with local summer events and activities;

Encourage everyone to participate in the Official Community Plan including our tourism businesses. Important to have a tourism lens for locals and tourists for destination management.

Questions on the presentation:

- Travel Guide, Farm Loop and Visit Westside available online? Yes they are;

- #ExploreLocal can be used for photos? Used to encourage explore local. Tag #visitwestside to share photos and social media posts;
- #ExoploreLocal to change? Used currently but may change to explore more;
- Are EDC members receiving Newsletter? Yes, EDC members are receiving the newsletter;
- Any insight on net vs. new business licenses? Will look into in more detail;
- Are cell phone pings still being tracked? Information was gathered for geofencing through a research program and used for tourism purposes and for marketing, which will help our tourism partners;
- Will these marketing brochures be handed out for the new business licenses for STA? Will look at making packages;
- City does not have a tourism strategy. One will be put in place that aligns with Council strategies and integrates communication to focus on destination attraction and management;
- Could copies of these brochures be handed out to EDC members at the next meeting? Yes, packages will be made for the members;
- Visit Westside opportunities ahead with Westbank First Nation, Peachland, and Tourism Kelowna.

10. OTHER BUSINESS

11. ADJOURNMENT OF THE MEETING

The meeting adjourned at 9:11 a.m.

CHAIR

RECORDING SECRETARY