



CITY OF WEST KELOWNA
MINUTES OF THE ECONOMIC DEVELOPMENT COMMITTEE MEETING

Wednesday, September 8, 2021
COUNCIL CHAMBERS
2760 CAMERON ROAD, WEST KELOWNA, BC

MEMBERS PRESENT: Chris Kotscha, Chair
Amber Hall
Krista Mallory
Tyler Neels
Lorrie Whiteway

MEMBERS ABSENT: Laurie Evans, Vice Chair
Michael Porter
Nick Wizinsky

Staff Present: Sandy Webster, Director of Corporate Initiatives
Salina Curtis, Economic Development and Tourism Coordinator
Chris Oliver, Senior Planner
Stirling Scory, Planner II - Long Range
Natasha Patricelli, Recording Secretary

1. CALL THE ECONOMIC DEVELOPMENT COMMITTEE MEETING TO ORDER

The meeting was called to order at 8:05 a.m.

The meeting was open to the public. In accordance with COVID-19 protocols, Interior Health Restrictions, and the City's COVID-19 Safety Plan regarding indoor seated gatherings and events, a viewing area that could accommodate twelve members of the public was available. This meeting 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 June 9, 2021 in the City of West Kelowna Council Chambers

It was moved and seconded

THAT the minutes of the Economic Development Committee meeting held June 9, 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 and Tourism Activity Update

Visitation

- Extreme heat, smoke, fires have impacted visitation to the Okanagan this summer;
- West Kelowna Visitor Centre and local businesses saw a decrease in Visitation;
- Hopeful for a strong Fall;

Website and Social Media Analytics

- Decrease in website traffic for Trails and Hiking and Farm Loop pages;
- Increase in website traffic for Events Calendar, Westside Wine Trail, Maps, Patio Season pages;
- Steady growth and engagement on Social Media (Instagram and Facebook);

Messaging During the Summer

- Focused on Know Before You Go and Plan Ahead messaging on the website;
- Know Before You Go page links to official sources including: Drive BC, BC Wildfire, CORD Emergency, Webcams, Health Orders, etc;
- Received good feedback from #realtime photos on Instagram Stories showing real time West Kelowna conditions;
- Focused on local events, wineries and farm loop;
- Shared good deeds from local businesses and community members;
- Paid promotions targeted to West Kelowna encouraged people to support local;
- Messaging from influencers and businesses was shared;

Upcoming Campaigns and Collaborations

- BC Ale Trail relaunching Kelowna and West Kelowna Ale Trail with itineraries for West Kelowna businesses;
- Partnership with Tourism Kelowna, Lake Country and Destination BC will be doing a Central Okanagan Fall Marketing Campaign;
- Banners on Glencoe and Boucherie will also include Ale Trail.

9.2 Development Services Update

9.2.1 Short Term Accommodation Update

Council adopted Zoning and Complimentary Bylaws on July 13, 2021;

Business Licensing Applications are now being accepted; Eligibility depends on zone, past permitted work, the parcel and existing use (Secondary Suite or B&B);

Short Term Accommodation Options

- Single detached dwelling that is primary residence;
- Secondary Suite requires approval from property owner;
- Can operate in a carriage house;

Zoning Bylaw Summary of Changes

- Bed and Breakfasts remain the same;

- Removed Major/Minor definitions;
- Short Term Accommodates allowed in Secondary Suites and Carriage Homes;

Enforcement

- Third Party Contractor to monitor listings (i.e. AirBnb, VRBO, etc) and assist with compliance letters and notifications;
- Business Licensing and Bylaw Enforcement staff to enforce; Tickets may be issued (\$250 - \$1000);

Operation of Short Term Accommodations

- May be permitted with the following conditions: Principal Residence, Maximum 4 bedrooms, on site parking requirements are met;
- May be operated if the dwelling is legal and permitted, a business license is obtained, compliance is met with Bylaws and Regulations, an alternate local contact is made, and can only be away from the property for a maximum of 30 days per year;
- Cannot be operated if the property is not your principal residence, not zoned for Short Term Accommodations (such as some Stratas) and cannot accommodate on site parking;

Information is publicly available on the City's website including the Short Term Accommodations Operators Guidebook;

Application Overview

- One time application fee (\$250), every subsequent year is a business licence fee (\$500);
- Parking site plan, fire safety plan, self evaluation safety audit, good neighbour agreement, owner or strata application form required with application;

Questions on the presentation:

- What is a Good Neighbour Agreement? It outlines and acknowledges the Good Neighbour Bylaw;

- Was there an uptake in applications and licenses for Short Term Accommodations? There are approximately 400 active listings, 6 applications have been received and anticipating an increase of applications for the next tourism season;
- Why use a Third Party Contractor for compliance? The Third Party Contractor pulls listings from Short Term Accommodation sites and works with the City to identify those properties. The City does not have staff or technology to pull the listings. Bylaw will go to identified homes.

9.2.2 Development Applications

Development Services has been very busy with lots of building permit applications, subdivision applications, ongoing projects such as Short Term Accommodations and updating the Official Community Plan.

Development Applications

- 2700 Riffington Place - Close to City Hall, 9 units with height and setback variances;
- Tallus Ridge Phase 10B Multi-Family - 7 townhouse buildings with 26 units, includes walk ups and walk outs;
- Shannon Lake Townhomes - 5 townhouse buildings with 58 units, includes park dedication along Shannon Lake;
- 2521 Juliann Road - Existing industrial building on site with a new building being built at the rear of the property, 3 industrial units, includes streetscape improvements on Juliann Road, intent for lease;
- 3595 Elliott Road - Rezoning to allow 6 live/work units (commercial ground floor), will go to Public Hearing for feedback;
- 4058 & 4066 Gellatly Road - CD Zone, mixed-use with street front commercial and some live/work units, approximately 250 residential units in 3 buildings, 10 stories, will go to Council and Public Hearing for feedback;

Questions on the presentation:

- What about the Sol Aqua and the spa developments? Sol Aqua townhouse development reduced proposal significantly approximately 50 townhomes has gone to Council, complex and still working through the process; Baden Spa in Shannon Lake neighbourhood is a complex application with lots of structures and amenity buildings however will be advancing through the Council consideration process;

Highlights of the discussion:

- Gellatly Road application at the preliminary stages is a welcome addition to the community.

10. OTHER BUSINESS

11. ADJOURNMENT OF THE MEETING

The meeting adjourned at 8:53 a.m.

CHAIR

RECORDING SECRETARY