



**Peachland Economic Development Committee
Minutes of Meeting held on
Thursday, February 12, 2015**

Present: Christine Heinrick, Vice Chair, Virginia Schmidt, Pam Cunningham, Bob Corder, Steven James, Rick Trench, Kevin Taylor, Patrick Van Minsel attended the meeting as a guest.

Regrets: Dave Stuart

1. Call to Order

Vice Chair Christine Heinrick called the meeting to order at 6:30 p.m.

2. Adoption of Agenda

There were no changes or additions to the agenda as presented.

Motion: That the agenda be accepted.

Moved by: Rick Trench, seconded by: Pam Cunningham **Carried**

3. Adoption of January 28, 2015 Minutes

Moved by: Steven James; seconded by: Virginia Schmidt **Carried**

4. Business Arising from the Minutes

a. Meeting Schedule

Christine to confirm with Mike Kent that the PEDC meetings will be held at 7:00 p.m. and that there will be no meetings in the months of July and August.

b. Economic Impact Analysis Report

Discussion centered around the validity of the report and it was agreed that the report is unrealistic and has no value in today's economic values and should be taken off the website. It was agreed that the executive summary be kept as a reference.

Patrick talked about the Charette document as being an official document adopted by council and suggested the committee review it.

Action: Kevin to send the link to the Charette document.

Discussion of the Charette Beach Avenue Plan document has been adopted and should be refreshed.

Workshops: Relocation Package, Community Growth, Shops, and downtown revitalization.

Pam said that council is sending out a consensus report that should be used as a referral for priorities.

5. New Business

a. Mini Goals

- Revitalization of downtown.
- Follow-up liaison with developers: Need to establish a framework that will allow us to follow-up with possible developers to find out if there are any hurdles they may require assistance with overcoming in order for them to complete their projects. And if none, what prevented them from completing their projects. Bob said that developers know about the market, how far they can go and how to capitalize on the housing market.
- Patrick suggested inviting Mark Holland and Corey Gane as guests to speak on how we should be handling developers and how to follow-up with possible applicants.
- The new Monaco project is planning to go ahead with housing in 2017 and in the meantime they are planning to continue using the land for agriculture such as apples and lavender farms. They are interested in conservation of the land, using less energy and develop a more efficient housing project.
- Kevin advised that the Ponderosa issues are starting to get rectified and is expected to move forward.
- Bob suggested that development projects be captured on the website and include their environmental mottos and commitments.

b. Website / Promotion Package

- Patrick said the committee needs to track who is using the website for information on Peachland and should be revamped to include more pictures and graphs to make it more appealing and easier to access. We need to allow each committee to maintain their information and keep it current by the individual committees.
- Rick suggested that Council will need to source out website construction to the various companies for bids and maintenance. In the interim, Christine suggested we jazz up the PEDC website at no cost. It was agreed the website was not easy to locate and we would ask Council to help redevelop the website allowing us additional pages.
- Bob volunteered to revise, update and help maintain information on the PEDC portion of the website.
- Christine to bring certain recommendations to Polly Palmer who will present to Council when appropriate.
- Patrick talked about accessing a potential grant that can be used on the promotion package and website development. Steve to inquire if the previously approved funds are still available as Council had already approved funds for the promotion package.

c. Promotion Package

- The package needs to feature Peachland's main attractions, special events, commercial and residential spaces, heritage and show how vibrant Peachland is. Bob Corder suggested it start with a message from the Mayor and include the community profile, activities, amenities and commercial spaces available. It was suggested contacting real estate companies to get statistical information on commercial space and businesses for sale. Information is to be collected and then passed on to Kevin to coordinate package information.

Action: Kevin to send out list of titles to the committee members who will select a topic to research and provide feedback to be incorporated into the package.

d. Guest Speakers

Action: Patrick to talk to Dave about having Corey Gane and Mark Hollard to be a guest speaker at future meetings.

6. Reports

a) District Council

- Pam talked about the Rubber Ducky Race that was a big success last year. It is planned for April 19th this year.
- World of Wheels is an annual community event planned for the May long weekend. Businesses are encouraged to capitalize on this day.

b) Chamber of Commerce

- Patrick reported that CC is proposing to run the Visitor Center year round, and is hosting a Business Expo April 11th featuring two wineries, antique appraisal, and the crocodile man.
- Business After Hours is a networking opportunity for businesses.

c) Tourism Promotion Committee (TPC)

- Bob reported on the first meeting of the TPC with orientation noting committee members and the committee brainstorming ideas. As Turner Park is private property, combined with the fact that the ice at this location has already melted, this may provide more reason and opportunity to explore the idea of a winter ice park that converts to summer sports and water activity in the summer at Heritage Park.
- The committee talked about an express bus route to eliminate parking issues.
- Keith Thom suggested promoting Peachland through Trade Fairs in other cities.
- Explore expansion of the waterfront boat moorage to include additional day moorage as well as overnight moorage to the north of the current day moorage area and the area being proposed for a boardwalk pier in front of Heritage Park.

8. Motion for Adjournment:

Moved by: Pam Cunningham

Carried

Meeting adjourned 8:35 p.m.

Certified:

Dated: February , 2013

Chair

Corporate Officer