

---

## Peachland Economic Development Committee

### Minutes of Meeting held Thursday, June 11, 2015

**Present:** David Stuart, Virginia Schmidt, Bob Corder, Rick Tench, Steven James, Christine Heinrick

**Councillors:** Pam Cunningham, Mike Kent

**Chamber Liaison:** Patrick Van Minsel

1. Chair David Stuart called the meeting to order at 7:00 p.m.

**2. Adoption of Agenda**

Additions were made to the agenda.

**Motion:** Bob moved to accept agenda with changes.

**Carried**

**3. Adoption of April 9, 2015 Minutes**

**Motion:** Steven moved to adopt the April 9, 2015 minutes.

**Carried**

**4. Peachland Downtown Revitalization Presentation**

Steve Allison, president of the TNI Group of Companies gave a presentation to the committee with respect to the difficulties of downtown Peachland development and redevelopment. He showed the committee the comparative costs of downtown development versus development elsewhere in Peachland or the Okanagan. Because of very high land costs it is very challenging for developers to get an acceptable rate of return on their investment and also to achieve bank financing in downtown Peachland. Steve noted that amenity contributions negatively impact development.

Steve provided comparisons of Peachland's downtown revitalization tax exemption (RTE) to other Okanagan communities' RTEs. Of those shown, Peachland's are less favorable. In addition other communities are not requiring amenity contributions or in some cases DCCs in their revitalization zones.

Steve answered numerous questions from the committee.

In the discussion that followed Steve's departure, Bob Corder moved: **That** the PEDC recommends to Council: **That** Council direct Staff to prepare a report on the development incentive programs in the neighbouring communities and provide recommendations for Peachland to equal or exceed these incentives in the Core Commercial area; to be presented to Council on August 11, 2015.

**Motion:** Bob Corder

**Carried**

## 5. Ongoing Business

### a) Overnight Moorage in Peachland – Discussion Paper

David asked for additional comments on the discussion paper developed by the sub-committee on overnight moorage. With no additional comments a motion was made that the report be submitted to Council.

**Motion:**

**Carried.**

Councillors Pam Cunningham and Mike Kent indicated that a presentation would not be required.

### b) Business Attraction Package

Christine updated the committee on activities and progress of the subcommittee. Christine has completed several pages and will send them to other committee members. Kevin will receive and compile completed pages. Steven provided an update on gathering photos. Several sources had been identified and Steven has set up a Dropbox page for sharing pictures. Bob Corder volunteered to join the sub-committee to help finish the package. It was identified that a meeting will likely need to be held over the summer to maintain momentum on the project.

Pam stated the visitor survey was conducted at the World of Wheels, but that there were not enough respondents to compile useful information. The surveys will be maintained at the VIC over the summer and will hopefully provide more meaningful data.

### c) Website Improvement

David reported that the website subcommittee had met and made recommendations for website improvement. David had begun making updates on the Peachlandedc.ca website, however he had encountered formatting difficulties while updating. David and Patrick agreed to meet in an attempt to work on some of these issues.

## 6. New Business

### a) Strategic Planning

David suggested discussion of a PEDC strategic plan be scheduled for the September meeting. The goals section should be updated in anticipation of developing a 2016 work plan. Everyone was encouraged to think about goals over the summer and be prepared to discuss.

## 7. Reports

### a) Council

Pam and Mike stated that Council and Staff have submitted a proposal to BC Housing to develop the seniors housing complex—which includes affordable housing units and ground floor commercial space.

### b) Chamber of Commerce

Patrick stated that Loretta Robinson is retiring from the Visitor Information Centre. Applications are being reviewed for a replacement.

### c) TPC

Work continues on the organizational aspects of the Oktoberfest event. Bud Day is in the process of getting sponsors for the estimated \$15000 cost of the two day festival.

Outdated and obsolete way finding signs have been identified and a request for removal has been submitted.

**8. Motion to adjourn at 9:15 P.M.**

**Carried**

---

**Certified:**

**Dated:** September 10, 2015

---

**Chair**

---

**Corporate Officer**