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## Peachland Economic Development Committee

### Minutes of Meeting held Thursday, January 14, 2016

**Present:** David Stuart, Christine Heinrick, Rick Tench, Mike Kent  
**Regrets:** Virginia Schmidt, Steven James, Rocky Rocksborough-Smith

1. Chair David Stuart called the meeting to order at 7:00 p.m.
2. **Adoption of Agenda**  
Motion: Mike Kent **Carried**
3. **Adoption of Minutes dated November 12, 2015**  
Motion: Rick Tench **Carried**
4. **Guest Presentation: Corie Griffiths, Manager of Central Okanagan Economic Development Commission (COEDC)**
  - Slide presentation explaining the function and role of COEDC
    - o 5 levels of development
    - o Advantages of the COEDC in its work with Not for Profits, Private and Government sectors, and community as a whole
    - o 40 member Advisory Board made up of elected officials, community staff and industry
  - COEDC is the region's primary business resource valley wide
    - o Resource based function
    - o federal and municipal level working with businesses
    - o Provide opportunities by leveraging resources
  - Corie provided short term recommendations to PEDC
    - o To welcome the Financial Institution and encourage community support
    - o Get involved with the Highway study
    - o Support the seniors housing project and provide input for business opportunities within the development
  - General Discussion and Q &A

- Business Walk – when on the business walk it was suggested that PEDC and COEDC provide information on the resources that are available to business as many are not aware of the resources available to assist them in being more successful
- Winter Time – identify ideas on how we can get more active business in Peachland in the winter time.

## 5. Ongoing Business

### a) PEDC Business Attraction Package

- The package went to print: 500 copies at a cost of \$1,098 using a local printer
- Kevin will track all distribution
- Paper copies will be provided to the Chamber of Commerce
- Electronic links for Peachland.ca, Peachland Chamber website and the District website
- Peachland website has been recently revised, and has a new section designated to the PEDC which will include a copy of the package

### b) Strategic Planning session

- Strategic planning session may be held provided there is enough interest and an appropriate facilitator is available
- Dave will work with Corie Gain to set this up.

### c) 2016 Work Plan

**The Work Plan is due to be presented to Council in February. Dave will draft a framework of the Work Plan and circulate to be ready for the Feb 9<sup>th</sup> Council meeting. Following are suggested topics to focus on for 2016:**

- Peachland Official Community Plan (OCP) as submitted by Corie Gain
  - Form a vision committee
  - PEDC to provide input as Council and Planning staff see fit
  - Committee to base input on values and principals,
  - PEDC to show support the proposed projects
    - Financial institution
    - Senior Housing
    - Pier Project
- Artisan Market: Chamber of Commerce already has a winter market underway held on the last Saturday of each month from October to April at the Visitor's Centre. It was discussed there could be more advertising and signage.
- Kids Christmas Shopping Day – this will be a seasonal feature, possibly held on the Saturday of Christmas light up weekend with participation of town businesses to allow children to shop while parents waited for them.
- Summerland/Peachland trail: a current endeavor among various trail groups in the Okanagan, raising funds to construct a trail from North Okanagan to the south. The section between

Peachland and Summerland is the focus of the Peachland trail group. PEDC is prepared to provide support of the trail group through channels such as the Chamber and the COEDC, however PEDC will not include this as a major part of the 2016 work plan.

## **6. New Business**

- a) Coordinate a joint meeting with the Tourism committee
- Discuss 2016 Work Plans
  - Align annual objectives
  - Object is to avoid conflicting plans for Peachland, and any overlapping objectives
  - Chamber of Commerce to be invited

## **7. Reports**

### **a) Council**

- Councillor Kent advised Council is in the early stages of budget deliberations
- OCP discussions
- More information is expected for the next meeting

### **b) Chamber of Commerce**

Patrick Van Minsel reported

- Two recent successful events: Christmas event and awards night
- Chamber is involved with the transportation study
- Focus is for community groups to work more effectively with the Chamber
- Website is evolving, including job listings, and commercial spaces available
- Chamber is looking for board members
- Business Centre statistics – increase over last year's numbers
- BEEPS Society created and supported (Bat society)
- Chamber has signed 3 year Fee for Service Contract with Destination BC to operate the visitor Centre for a fee of \$12,500
- Chamber has been running the Artisan Market as a new initiative and so far is has been successful

### **c) Tourism Committee**

- No report

## **8. Motion to adjourn at 8:53 P.M.**

**Motion: Mike Kent**

**Carried**

**Next Meeting held February 11<sup>th</sup> at 7:00 p.m in Council Chambers.**

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**Certified:**

**Dated: January 14, 2016**

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**Chair**

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**Corporate Officer**