
Peachland Economic Development Committee

**Minutes of Meeting held
Thursday, February 9, 2017**

Present: Christine Heinrick, Rick Tench, Steven James, David Stuart
Councilors: Pam Cunningham, Mike Kent
District Liaison: Kevin Taylor
Regrets: Virginia Schmidt, Rocky Rocksborough-Smith, Mike Kent

1. Chair Christine Heinrick called the meeting to order at 7:04 p.m. Rick agreed to take minutes
2. **Adoption of Agenda**
Motion: David Stuart **Carried**
3. **Adoption of Minutes dated January 12, 2017**
Motion: Pam Cunningham **Carried**
4. **Ongoing Business**
5. Christine welcomed Krista Mallory and Elsie Lemke to the meeting.
6. Guest Speaker Krista Mallory, the Business Development Officer of the COEDC gave her presentation on the 2017 COEDC Operational plan.
7. A number of areas were covered as below:
 - a. Discussed philosophy
 - b. Introduced the Operational Plan, with strategies and priorities to align with Peachland.
 - c. Municipal staff and key industries
 - d. Areas to improve business
 - e. Business retention and enhancement is 80% of their effort
 - f. Site visitation is their flagship program
 - g. Small business walk takes place during Small Business Week
 - h. Resources on the website Investkelowna.com
 - i. Export development and how to attract expats back to the Okanagan
 - j. Digital marketing
 - k. Economic climate is good even with 8.5% unemployment
 - l. Undertaking two areas of study:
 - i. Aerospace industry
 - ii. Craft beverage industry
8. March 8 there is a Regional Economic Update meeting in West Kelowna.
9. Tourism is a high economic driver in the region
10. The rules of farms are changing toward possible weddings, cider manufacture and tours. Agri-tourism materials to link to our website and business attraction package.
11. Something should be put in the local papers and the OCP needs to be communicated,

12. Elsie Lemke met with the committee to discuss the Tax Revitalization Exemption By-Law
 - a. Only one application in Peachland was put in for this exemption.
 - b. This is to encourage revitalization and tax saving only lasts for a ten year period.
 - c. Feedback is required as the current bylaw ended in December. Feedback and comments are required within 30 days
13. A Sub committee of Dave Stuart and Steven James has been set up to come up with recommendations within 2 weeks to confirm the zoning map and submit recommendations on behalf of the committee. By March 10, 2017.
14. The PEDC website is not receiving very much traffic and we need to look at updating it to increase the exposure.
15. PEDC Website/Tourism update with pictures and videos.
16. Use technologies to show off Peachland. The attraction package needs to stay current.
17. The need for a brainstorming session to find three measurable goals for the PEDC to accomplish
18. Budget for committee by February 21st Christine and David to come up with plan by next meeting.

19.
 - a) Council
 - No report
 - b) Chamber
 - No report
 - c) TPC
 - No report
 - d) General
 - Determine if agriculture and farm property grants are available.
 - January 1 2017 bylaw was put in place to cover Secondary Suites/ Garden Suites on residential properties. Approval of the suite will require inspection to get occupancy permit. Then application for a "suite license", similar to a business license in order to ensure it meets building codes.

20. Motion to adjourn at 8:58 P.M.
 Motion: Pam Cunningham

Carried

21. Next Meeting to be held April 13th, 2017 at 7:00 PM in Council Chambers.

Certified:

Dated: April 13th, 2017

Chair

Corporate Officer