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**Peachland Economic Development Committee**

**Minutes of Meeting held  
Thursday, April 13, 2017**

**Present:** Christine Heinrick, Dave Stuart, Virginia Schmidt, Rick Tench, Bob Corder, Linda Craven

**Councilors:** None in attendance

**District Liaison:** Cory Gain

**Regrets:** Rocky Rocksborough-Smith

1. Chair, Christine Heinrick called the meeting to order at 7:00 p.m.

**2. Adoption of Agenda**

**Motion:** Rick Tench

**Carried**

**3. Adoption of Minutes dated February 9, 2017**

**Motion:** Dave Stuart

**Carried**

**4. Ongoing Business**

**a) Resignations and New Members**

- Steven James resigned and Kevin Taylor has moved on to a new career opportunity. Cory Gain is the Director of Planning and Development Services and will be taking on the temporary role of liaison to Council. New member, Linda Craven was welcomed to this committee. She originally came from Ontario but was the Economic Director in Vegreville for many years and held many other prestigious related positions. Bob Corder returned to the committee after a leaving Peachland for a couple of years. Bob worked for many years with MOTI, bringing with him expertise and experience working with transportation issues.

**b) Report from Sub-Committee (Dave & Steven)**

- Dave advised that the subcommittee's report outlined 4 components; a) better promotion and website improvements for the district, b) articulated the vision for downtown, create and have endorsed by Council and the OCP this vision; c) help kick-start larger than \$2M tax breaks; and d) tax break on convertible use of multi-use developments.
- It was reported by Cory Gain that Council accepted 2 of the 4 recommendations put forth by the PEDC sub-committee, those being:
  - 1) Better promotion and publicity of the RTE, recommending a document explaining in plain language and an FAQ section.

- 2) Articulated Vision for Downtown Peachland, using more compelling visual aids, better updated presentation materials that illustrate clearly the Vision of Downtown Peachland as endorsed by Mayor and Council.

**c) 2017 Report to Council**

- Report included the work plan which included a business attraction package that was completed.
- An outline included putting together a portfolio and consider estimated revitalization growth and development with OCP that is currently in the works within the OCP guidelines.
- Promote women in building a business and new projects.
- Collaborate with Chamber and TPC.
- Budget has been requested and to be verified and approved.

**d) PEDC Website**

- Ensure website is kept updated.

**e) March 8<sup>th</sup> Regional Economic Update**

- No one attended; no report.

**5. New Business**

**a) PEDC Resignations and Departures**

- Steven James and Kevin Taylor resigned and the committee welcomed Cory Gain as Interim Business Liaison

**b) Development Update**

- OCP has completed first draft in consolidated policies and portions. A higher than usual number of applications is being processed.
- Looking for new ways to bring in more traffic and money into Peachland. Discussion on Peachland, Summerland, West Kelowna trail development. The Regional Transportation is planning and coordinating all the groups in developing these trails.
- Should be considering the spinoff opportunities and RTE is considering the concept of a boutique hotel downtown. Sustainable downtown plan and design guidelines are looking at new ways of presenting these graphics to simplify it and make it more appealing.
- Urban Systems is working with the district on the bylaw outline and participating on direct energy elements.
- Secondary Suite business licensing process is getting underway.
- Suites implementation plan distributed.

Cory Gain made a planning and development presentation. It was noted by Cory that the alignment of the Sustainable Downtown Peachland Plan with OCP policies must occur before it can be effectively implemented. She also spoke at length on the Regional Growth Strategy:

- Policies;
- Higher level development;
- Calls for a work plan legislated under Local Government Act;
- Priority projects plan within the strategy, which helps identify projects that can be promoted at the regional level.

Cory advised that there were 14 new business license applications. The committee raised the concern of how to get the current businesses to renew the licenses without reminders.

**c) Water Treatment Plant**

- Joe Mitchell involved with the intake design at public works.

**d) Brainstorming Session**

- Dave to get in touch with TPC chair to get the name of the facilitator they had used and find out costs.

**e) Canada Day 150 Celebrations**

- Numerous events scheduled for this years' 150<sup>th</sup> year celebration.

**6. Reports**

**a) Council**

- No report.

**b) Chamber**

- No report.

**c) TPC**

- A brief mention of the presentation to Council and TPC to have a Town Crier. It was noted that the 1800's style does not fit with Peachlands' vision and not recommended to go forward. The committee agreed that we would focus on a joint TPC/PEDC meeting in the fall.

**7. Motion to adjourn at 8:35 P.M.**

**Motion: Rick Tench**

**Carried**

**8. Next Meeting scheduled for June 8, 2017 at 7:00 PM in Council Chambers.**

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**Certified:**

**Dated: June \_\_\_\_\_, 2017**

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**Chair**

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**Corporate Officer**