
Peachland Economic Development Committee

Minutes of Meeting held Thursday September 14, 2017

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

Councilors: Pam Cunningham

Regrets: Mike Kent

District Liaison: Cory Gain, Matt Faucher

1. Chair, Christine Heinrick called the meeting to order at 7:00 p.m.
2. **Adoption of Agenda**
Motion: Pam Cunningham **Carried**
3. **Adoption of Minutes dated June 15, 2017**
Motion: Dave Stuart **Carried**
4. **Ongoing Business**
 - a) **PeachlandWebsite**
 - b) **RTE Plan**

Dave prepared an executive summary according to the RTE plan to help promote businesses. Preparing this executive summary is expected to be placed on the webpage outlining business opportunities and identify opportunities. It was suggested it be used more like a marketing pitch.
 - c) **Business License Applications**

Business license applications are slow and it was mentioned that those currently operating businesses without renewing their license should be checked on and licensing fees should be collected but there currently are no resources to do that.
 - d) **Business Attraction Activities** PEDC shall continue with attracting business to Peachland.
5. **New Business**
 - e) **Peachland Farmers and Crafters Market**

Christine and Pam met with Peachland Business Owners seeking feedback regarding the Peachland Farmers and Crafters Market in response to the August 8th Council resolution. The

feedback was overwhelmingly positive and everyone said that they were very supportive to keep the market in Heritage Park and that it was a good attraction for business. Linda Craven and her husband spent a day observing the traffic at the boat launch and found that there were more safety issues if the Market were to be relocated to Cousin's Park. The committee put together questions for the Market guests.

1. What are the duties and hours of the flaggers?

Response: Flaggers hours are from 1:30 to 4:30 and the total cost of flaggers is \$15,000 a year with parking costs of \$704 per year, May to September. The flaggers are fully trained and insured and were recommended by the District.

2. Where do the vendors park and how many spots are open for the vendors and how many vendors are there?

Vendors arrive around 700 am and have been asked to park in the back behind Edgewater and District parking. There are up to 89 spots for vendors and the number varies weekly.

3. What is the time frame the vendors arrive and set up?

Vendors begin arriving around 7 am and at the close of the market they have a number system for loading up.

Having one way traffic during the market period was discussed however it was said that there might be an issue with emergency or ambulance requirement.

INVITED GUESTS: The Farmer's Market Board members and the President, Karen Onrait Casper spent time discussing the experience and background of the Board, the work the Board has done, including extensive research and surveys in preparation for our meeting. The Board is business oriented. Although they pay a Market Manager, they are a nonprofit business and spent \$25,000 annually on advertising and have donated \$12,000 in educational awards. Their safety plan is reviewed every year. The vendors are excellent ambassadors to the community and have hosted 228 events over the 12 years with approximately 200 to 300 people in attendance. The Board has tried to work closely with the Peachland businesses and offered them to put up advertising. There are 11 Peachland residential vendors.

The contract with the District is signed every year with no long term contract.

Karen had feedback from people who attended the market: people loved the location, the atmosphere, and the variety of items. Parking is somewhat an issue but parking is always an issue at most popular events.

It was asked if they have approached any of the wineries and Karen stated that this has been researched but because of licensing issues and the BC Agricultural Association this area has not been pursued.

Karen was asked what we could do for them, and she mentioned losing their highway signage and would like some assistance to get signage back.

A Subcommittee was formed to prepare a summary of these discussions to be presented at the November meeting. Subcommittee: Linda, Virginia, Dave and Rick.

f) Strategic Plan

- Cory Gain reviewed the draft strategic plan and provided feedback suggesting that:
 - 1) Cheryl Wiebe be invited to the next meeting to discuss waterfront flooding, environment and provincial responses and the plan going forward, and also to advise of the Recreational Master Plan.
 - 2) She suggested we review the Parks Master Plan before finalizing to ensure it's not in conflict.
 - 3) The annual work plan include only 2-3 items depending on the size of the projects and leave the work plan open to attend to business goals and actions.
 - 4) Goals and actions – envision results and reframe wording. Be careful with language so that we can do what helps business, not promoting an individual business.
 - 5) Update community plan, supportive but help improve.
 - 6) Define fences by establishing boundaries with TPC and EDC, attracting businesses rather than events.

g) Small Business Walk

- Matt talked about the meeting he attended with the Okanagan EDC and he thought there should be an annual get together. Matt stated there is a Small Business Walk October 4, 8:30 to 12 and asked for anyone interested in participating to let him know by Monday.

6. Reports

a) Council

- No report.

b) Chamber

- No report.

c) TPC

- Scarecrow Festival is being held September 30 through to October 7th. Businesses have been invited to participate and a closing ceremony will be held at Heritage Park October 7th between 11 and 1 announcing the winner, music and activities for the kids.

**7. Motion to adjourn at 9:00 P.M.
Motion: Pam Cunningham**

Carried

8. Next Meeting scheduled to be held November 9, 2017 at 7:00 PM in Council Chambers.

Certified:

Dated:

Chair

Corporate Officer