

Peachland Economic Development Committee (PEDC)

Minutes

Date: January 11, 2018 **Time:** 7:00 pm **Location:** Council Chambers
Chair: Christine Heinrick **Secretary:** None **Type of meeting:** Regular

Attendees:
Christine Heinrick (CH) Bob Corder (BC)
David Stuart (DS) Pam Cunningham – Councilor (PC)
Matt Faucher (MF) -Staff Mike Kent – Councilor (MK)

Absent:
Rick Tench (RT) Patrick Van Minsel – Chamber (PVM)
Linda Craven (LC)

Agenda Topics

Call to Order: 7:05 pm

Approval of Agenda: Approval of January 11 / 18 agenda as circulated. DS

Adoption of Minutes: Adoption of December 04 / 17 minutes as circulated. BC

Topic: *Peachland Farmer's Market Report* **Presenter:** MF, PC, MK

Discussion: Feedback was given to PEDC from staff and Council on the Farmer's Market Report. Council said the report was well received and well written.

Conclusion: The report submitted was exactly what Council had requested and the Farmer's Market will not be changing locations from Heritage Park.

Moved by: CH

	Action Items	Responsible	Timeline
1.	Follow up with the Market Executives to inform them of the decision to keep the market in its current location.	CH	As soon as possible

Topic: *Revitalization Tax Exemption (RTE)* **Presenter:** DS

Discussion: Reviewed the 1 page document created by DS to promote the RTE.

Conclusion: The committee was pleased with the document and will begin to share it with the community and businesses as part of its promotional material.

Moved by: CH

	Action Items	Responsible	Timeline
1.	Post the 1 pager on the PEDC section of Peachland.ca website	MF	As soon as possible
2.	Plan an event for realtors, Chamber members, businesses and other stakeholders who would directly benefit	CH / BC	Planning Event – ASAP Hosting Event – Spring 2018

Topic: *Business Attraction Activities* **Presenter:** CH

Discussion: PEDC discussed developing a strategy to pursue attracting businesses to the District. The following 4 points were discussed:

1. Conducting research on new hotels/motels announced in Penticton
2. Identifying Peachland's niche markets and assets
3. Reviewing the land inventory
4. Developing an 'Action Plan' for 2018 and the future

Conclusion: A meeting should be scheduled to discuss the development of an 'Action Plan'

Moved by: CH

	Action Items	Responsible	Timeline
1.	Research hotel/motel developments in Penticton.		
2.	Develop a Peachland 'Attraction Package' that highlights the great attributes of the District.		
3.	Develop an 'Action Plan' for 2018/2019 to focus the committee's efforts in 2018 and provide a starting point for the new committee in 2019.	DS	

Topic: *PEDC Strategic Plan* **Presenter:** MF

Discussion: Complete the edits to PEDC Strategic Plan.

Conclusion: Complete Draft 4 for review by PEDC

Moved by: CH

	Action Items	Responsible	Timeline
1.	Complete Draft 4 of the Strategic Plan.	MF	February 8 th meeting

Topic: *Regional Economic Development Network* **Presenter:** CH

Discussion: PEDC discussed how to pursue establishing an Economic Development Network with other local communities.

Conclusion: Begin reaching out to other Economic Development Committees to establish meetings to share information between communities.

Moved by: CH

	Action Items	Responsible	Timeline
1.	Reach out to other Economic Development Committees to establish meeting dates.		

Topic: *Joint PEDC and TPC meeting* **Presenter:** CH

Discussion: PEDC discussed hosting a joint meeting with the Tourism Promotion Committee to discuss ways the two committees can work together on some common goals.

Conclusion: Establish a joint meeting with TPC

Moved by: DS

Action Items		Responsible	Timeline
1.	Contact the Chair of TPC to establish a meeting date.		
2.	Develop a list of topics to discuss with TPC.	All members	On going

Topic: *Committee Changes* **Presenter:** CH

Discussion: It was announced that the Secretary of PEDC has resigned and that her position will need to be filled. Postings have been made by District Staff to recruit new PEDC members.

Conclusion: PEDC must establish a new Secretary.

Moved by: CH

Action Items		Responsible	Timeline
1.	Fill the Secretary position with someone from the current voting membership.	All members	February 8 th meeting
2.	Recruit new members to PEDC.	Corporate Services	On going
3.	Update Minutes Template	MF	February 8 th meeting

Topic: *Work Plan for 2018* **Presenter:** CH

Discussion: PEDC discussed ideas for the 2018 Work Plan. Developing 'Discover Peachland' promotional materials was listed as a high priority for the 2018 plan. This would include community engagement in the form of a photo contest to get the community involved and increase the digital assets available to be used in promotional materials. Focusing the materials around the 4 seasons and the areas of 'Living in Peachland', 'Working in Peachland', 'Playing in Peachland' and 'Growth of Peachland'.

Conclusion: Working Plan and 2018 Budget is to be completed before the end of February 2018 and submitted to Council for approval.

Moved by: CH

Action Items		Responsible	Timeline
1.	Develop a Working Plan for 2018	CH and DS	February 2018
2.	Develop 2018 Budget	CH	February 2018

Next meeting	Date	February 8, 2018	Time	7:00 pm	Place	Council Chambers
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Meeting Adjourned	Time	8:45 pm
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 Chair, Christine Heinrick


 Corporate Officer

Adopted on this *24* Day of *February* 2018