

## Peachland Economic Development Committee

### Minutes of Meeting held Thursday, June 15, 2017

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

**Councilors:** Pam Cunningham, Mike Kent

**District Liaison:** Cory Gain, Matt Faucher

**Regrets:** Rocky Rocksborough-Smith, Linda Craven

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

#### 2. Introduction

Christine announced the addition of a new staff Matt Faucher, Planning & Economic Development Technician and round table introductions were made.

#### 3. Adoption of Agenda

**Motion:** Mike Kent

**Carried**

#### 4. Adoption of Minutes dated April 13, 2017

**Motion:** Dave Stuart

**Carried**

#### 5. Ongoing Business

##### a) Update on Development OCP Progress

- Cory said that development activities were going very brisk but with the focus being on the flood it is expected that the OCP document will not be ready by the end of 2017 as expected, maybe spring 2018.

Urban Systems has prepared draft for public hearing. The Charette document as part of the sustainable downtown plan will be integrated. Cory stated there will need to be amendments to consolidate into the main document for consistency. Urban Systems needs to create a draft with policy in place and develop guidelines for zoning regulations.

Questions arose on building guidelines vs zoning. The OPC is strictly a guideline whereas the zoning bylaws are what determines building height. RE: Peachtree Village there was a public hearing. Response was positive. Council will issue 3rd reading that will remain until development permanent application approval is complete.

##### b) Website

- PEDC Section of website needs to have committee positions updated. Christine also stated that the website links and applications are not working. Matt to look at the links.

##### c) Business License Applications

- Lots of interest in business development and may need to add an application on line.

- Patrick stated that on the current business list there are 232 businesses listed but according to the Chamber business list there are around 400 and there are no resources to follow-up on these businesses to encourage them to renew their business license. Patrick said he knows of 15 businesses waiting to come to Peachland but waiting for office space.
- Patrick will put this item on the next Chamber meeting agenda on ways to encourage business license renewal. Open discussion followed on ways to have all businesses, including home business to renew annual license.
- Cory stated that the WTP (Water Treatment Plant) plan and design is going ahead. The borrowed portion of the funding needs to go through an approval process.

## 6. New Business

### a) PEDC Resignation

- Patrick advised that Rocky has accepted the position of new president of the Chamber. An email was received after the meeting confirming that Rocky will be resigning from the PEDC because of his new position.

### b) RTE (Revitalization Tax Exemption)

- Council has asked PEDC to help find ways to promote the program and to increase the profile. Mike stated that the Peachtree Village is proceeding without the benefit of the program. Need to work to develop a higher profile of the RTE to encourage businesses to take advantage of it, which would help increase investment in Peachland. When the PEDC portion of website is update, it was agreed a section of RTE in plain language could be included.
- **Action:** Bob and Dave will develop strategic ideas on the program and produce a summary of the benefits of RTE to be approved for inclusion on the website. Report back at the next meeting in September.

### c) Business Attraction Activities

- Need to look at other cities such as Vancouver to plan a market strategy to seek other ways to increase business investments in Peachland.
- PEDC committee has been asked to focus on ways to bring a boutique hotel to downtown Peachland. The opening of the new financial institution has been encouraging and a hotel is something this town is missing. Other towns convert hotels for longer term residences in the off season which helps to become a year round business.

### d) Encouraging Residents to Shop in Peachland

- Patrick said that he has started with offering prizes to be won for residents to shop in local businesses. Prizes such as beach rides, Keith Tom has offered shepherd's pie dinner for 14 people, a wine tour and a free night's stay in a B&B. Sponsored advertising and social media will help with getting the message out there. Patrick will keep the committee updated via an email.

### e) Showcasing Local Businesses

## 7. Reports

### a) Council

- Cory reported that the main issue currently is focusing on the flooding. Concerns with tourists and B&B cancelations.

**b) Chamber**

- Patrick advised that Rocky Rocksborough is the new president of the Chamber.
- Peachland Concerts will be for the Canada Day 150 year celebration with 6 different acts being held in Heritage Park.
- Voting for the favorite local business is open on line with the awards night in the fall.
- The Visitor Centre has purchased 36 beacons in corporation with TOTA and Destination Okanagan. There is a \$2500 fee to a company in the US.

**c) TPC**

- Virginia advised that the TPC had a presentation on Geochaching which is a world-wide treasure hunt. The group is looking to promote the treasure hunt in Peachland is asking the TPC to support and provide some startup money. Waiting for the group to come back with an outline and business plan.
- The Scarecrow Committee is asking for advertising funds and is planning to go ahead with the Scarecrow Festival again this year.

**8. Motion to adjourn at 8:10 P.M.**

**Motion: Pam Cunningham**

**Carried**

**9. Next Meeting to be held September 28, 2017 at 7:00 PM in Council Chambers.**

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**Certified:**

**Dated: June 16, 2017**

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**Chair**

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**Corporate Officer**