

1. May 24, 2016 Economic Development Committee Agenda

Documents: [MAY EDC AGENDA.PDF](#)



# ECONOMIC DEVELOPMENT COMMITTEE AGENDA

**CITY OF WEST KELOWNA**  
CITY HALL  
2760 CAMERON ROAD, WEST KELOWNA, BC  
TUESDAY, MAY 24, 2016, AT 7:30 A.M.

---

1. **CALL THE REGULAR ECONOMIC DEVELOPMENT COMMITTEE MEETING TO ORDER:**
2. **INTRODUCTION OF LATE ITEMS:**
3. **ADOPTION OF AGENDA:**
4. **ADOPTION OF MINUTES:**
  - 4.1 Minutes from the Economic Development Committee held March 22, 2016 Pg. 3
5. **PRESENTATIONS:**
  - 5.1 Nancy Henderson, GM of Development Services, DRAFT Westbank Centre Agricultural Plan
6. **DELEGATIONS:**
7. **DIVISION REPORTS:**
8. **CORRESPONDENCE AND INFORMATION ITEMS:**
9. **NOTICE OF MOTION:**

10. **OTHER BUSINESS:**

10.1 Round Table Discussion re: Multi-Year Economic development Strategy

December 1<sup>st</sup> 2015 was the fifth anniversary of the City's Economic Development Office. The Office's original mandate was based on a report presented to Council in August 2010 by Lions Gate Consulting. Since that time, work plans and budgets have been created and adopted by Council on an annual basis based on that original report. Looking forward, the development of a multi-year strategy would benefit the City and its business community by examining opportunities and setting new goals.

**Objective:** Develop a multi-year strategy including establishing a vision, mission, long-term goals, and budget requirements for the Economic Development Office

<b>Program &amp; Tactics</b>	<b>Outcomes</b>	<b>Measurement Guidelines</b>
1. Utilize the Economic Development Committee to develop a multi-year strategic planning/	<ul style="list-style-type: none"><li>• Identify longer term community economic trends and opportunities.</li><li>• Identify best-practice for Economic Development and Communication.</li><li>• Determine required budgets to fulfill the strategy.</li></ul>	<ul style="list-style-type: none"><li>• Completion of a multi-year Economic Development and Communication Strategy and corresponding budget.</li></ul>

11. **ADJOURNMENT OF THE REGULAR MEETING:**

The next Regular Economic Development Committee is scheduled for July 26, 2016 at 7:30 a.m. at the City of West Kelowna Committee Room.

**CITY OF WEST KELOWNA**

MINUTES OF THE ECONOMIC DEVELOPMENT COMMITTEE  
HELD AT THE CITY OF WEST KELOWNA COMMITTEE ROOM  
MARCH 22, 2016

---

**PRESENT:**

Members: Gord Milsom, Chair  
Stephen Johnston, Vice Chair  
Dan LaCasse  
Tony Mise  
Cheryl Doll  
Steve Wandler

Absent: Robert Ryan  
Corie Griffiths

Staff: John Perrott, Economic Development Officer  
Darin Schaal, Planner

**1. CALL TO ORDER:**

The meeting was called to order at 7:35 am.

**2. INTRODUCTION OF LATE ITEMS:**

**3. ADOPTION OF AGENDA:**

It was moved and seconded:

**THAT** the agenda be adopted.

The motion was carried.

**4. ADOPTION OF MINUTES:**

It was moved and seconded:

**That** the February 11, 2016 Economic Development Committee minutes be adopted.

The motion carried.

5. **PRESENTATIONS:**

6. **DELEGATIONS:**

7. **REFERRALS:**

7.1 2016 Tourism Operational Plan, Review and Discussion

The Economic Development Officer presented the DRAFT 2016 Tourism Operational Plan.

Highlights of the discussion following include:

- Shifting trends in tourism;
- Changes to Destination BC;
- Clarification of TOTA role:
  - EDC member suggest moving TOTA to Destination BC in Ecosystem Chart;
- Review of front line worker education program:
  - EDC member suggest Better to get people there;
  - Staff note too costly (time and money);
  - EDC member suggest incorporate social media so they can share experience and incentivize further with discounts, etc.;
- Visitor brochure:
  - EDC member suggest get FB, Instagram, et al. (icons/hashtags/hotlinks/PDFs) on there—people are visual and CWK gets added bonus of improved analytics;
  - EDC member suggest new graphic designer required;
- Media:
  - EDC member suggest Economic Development Officer to write the story and send to media;
  - EDC member suggest signage at places based on brand, e.g. mountain bike places: “share your experience”, CNR Wharf, Gellatly Trail;
- Building the Destination:
  - Include share buttons on the Visit Westside webpage;
  - EDC member suggest absolutely imperative to scale it on multiple platforms;
- Community and engagement:
  - EDC member suggest that more added about what the Economic Development Officer is going to do and incorporate specific examples;
- General topic to be re-visited next time.

It was moved and seconded:

**THAT** the Economic Development committee has reviewed and recommends the 2016 Tourism Operational Plan be forwarded to Council for consideration.

The motion carried unanimously.

8. **CORRESPONDENCE AND INFORMATION ITEMS:**

9. **NOTICE OF MOTION:**

10. **OTHER BUSINESS:**

11. **ADJOURNMENT OF MEETING:**

The meeting adjourned at 9:00 AM with the next Economic Development Committee meeting to be held May 24, 2016.

**CERTIFIED CORRECT**

---

Chair

---

Planner