



## CITY OF WEST KELOWNA

### MINUTES OF THE ECONOMIC DEVELOPMENT COMMITTEE HELD AT THE CITY OF WEST KELOWNA COUNCIL CHAMBERS FEBRUARY 11, 2016

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#### **PRESENT:**

Members: Gord Milsom, Chair  
Stephen Johnston, Vice Chair  
Dan LaCasse  
Tony Mise  
Norm LeCavalier

Absent: Robert Ryan  
Cheryl Doll  
Steve Wandler  
Corie Griffiths

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

#### 1. **CALL TO ORDER:**

The meeting was called to order at 7:36 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 December 15, 2015 Economic Development Committee minutes be adopted.

The motion carried.

5. **PRESENTATIONS:**

5.1 2016 Economic Development Operational Plan

The Economic Development Officer presented the Economic Development Operational Plan to the committee.

Highlights of the discussion included:

- Concern about competition among collaborative workspace operations.
- Focus on making connections among players in business clusters; the concept is not the traditional investment attraction program.
- Important to use non-local beta testers in new tourist programs.
- Consider offering a customer service seminar for those front line workers in tourism.
- Different ideas and views about economic development; encourage brainstorming about ideas and strategies and concepts.
- Changes, such as the CWK GIS system, require considerable time for users to adjust and learn. Consider inviting Charles from the REB.
- Noticeable interest in the area at various conferences and trade shows.
- Staff will provide an update on the tourism plan and strategy later this year; it's being worked on already. One of the purposes of the EDC is to provide feedback on just such a plan.

**It was moved and seconded:**

That the Economic Development Committee has reviewed and recommends the 2016 Economic Development Operational Plan be forwarded to Council for consideration.

**Carried unanimously.**

6. **DELEGATIONS:**

7. **REFERRALS:**

8. **CORRESPONDENCE AND INFORMATION ITEMS:**

8.1 2016-2018 Strategic Plan

- Concern that the wording in the plan is not long-term enough.
- Council to hold a public meeting to obtain feedback on the plan; recommend those issues be brought to Council through that event.
- The plan is based on the goals and objectives of the community.

9. **NOTICE OF MOTION:**

**10.        OTHER BUSINESS:**

10.1    UPDATED 2016 Meeting Schedule

**It was moved and seconded:**

That the 2016 Meeting Schedule be accepted.

**Carried unanimously.**

**11.        ADJOURNMENT OF MEETING:**

The meeting adjourned at 9:00 AM with the next Economic Development Committee meeting to be held March 22, 2016.

**CERTIFIED CORRECT**

'Gord Milsom'

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Chair

'Darin Schaal'

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Planner