



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
Gary Schlenker

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