



CITY OF WEST KELOWNA

MINUTES OF THE ECONOMIC DEVELOPMENT COMMITTEE HELD AT THE CITY OF WEST KELOWNA COMMITTEE ROOM JULY 26, 2016

PRESENT:

Members: Gord Milsom, Chair
Stephen Johnston, Vice Chair
Dan LaCasse
Robert Ryan
Cheryl Doll
Gary Schlenker

Absent: Steve Wandler
Tony Mise

Staff: John Perrott, Economic Development Officer
Darin Schaal, Planner
Cam Weir, Summer Student

1. CALL TO ORDER:

The meeting was called to order at 7:33 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 March 22, 2016 Economic Development Committee minutes be adopted.

The motion carried.

5. **PRESENTATIONS:**

Strategic Focus Plan Worksheets

- Focus on general areas, not specific tasks
- Work around and with COEDC activities
- Discussion of mocked up Vision presented by EDO

Discussion of Worksheets

Global Influences

- Immigration continues to be an important factor, especially with the aging workforce
- Canada is an attractive destination for tourists (given the geopolitical climate)
- Increasing multiculturalism
- Trips are increasingly made through online services
- Cater to needs multicultural society
- Continued growth for wineries and golf courses
- Population growth and more visitor trips
- Technology is more and more relevant, including the manner in which technology moves forward. A person can be productive anywhere—ties into the previous comment about immigration
- Real estate boom; Kelowna is a desirable place; how to accommodate growth
- Foreign investment; example of the recent Metro Vancouver Parcel Transfer Tax
- BC is Canada's Hawaii or California
- Trend of boomers retiring, some of which retire here, accompanied by a shift in wealth occurring from those born in the 1920s and 1930s (they saved... and some will move here)
- Interest rates are low, expect rates to stay low as the federal government pays interest on loans too
- Further discussion of the new 15% PPT may slow development through double-pricing
- Brexit effects
- To attract people to West Kelowna, the highway needs to be removed from the downtown core
- Global unrest and a sense of immunity to such threats

Provincial & Regional Influences

- Foreign investment and social development
- Social media, especially the increased focus of governments on social media, reaches many more people and is easy to track
- Increased provincial focus on the trades
- Social development reflects demographic changes, e.g. younger people are staying here and not fleeing to the big city
- ALR changes and will more changes be considered

- Inter-provincial trade barrier reduction and potential for additional changes
- Capital investment, e.g. KGH, YLW, UBCO, and provincial funding is making Kelowna another economic centre
 - Provincial investment in Kelowna also ripples to the outer communities and the region should continue to encourage provincial investment
- Kelowna and region is the centre of services for southeastern BC
- LNG and the need to prepare for the future when the price of natural gas increases
- First Nation rights and titles and future changing ownership, especially over the next 15 to 20 years
- Water rights and supply/export of water to California

Robert Ryan left the meeting at 8:10 am

- Water as a renewable resource
- Pricing ripple effect
- Retirement areas and limitations by region and city
- Need to offer services, parks, lake access, family amenities, community and recreational places
- Increasing demand on local housing
- Potential partnerships between housing for families in West Kelowna and micro units in Vancouver
- The Vancouver exodus is coming and happening now
- Carriage house building permit applications are increasing
- Community should focus on the human scale because people come because of the lifestyle
- It should be recommended locally, i.e. City of West Kelowna, not to try to replicate Kelowna—West Kelowna is not a hub
- A lot of employees come through UBCO/OC but there are issues with properly trained workers
 - E.g. culinary workers (associated with wineries) are hard to find
- The trades are tough to staff, e.g. HVAC trade is especially suffering and many are retiring soon
- The training is here, but tough to pay the wages
- BCBC changes drive up the costs of housing
- Westbank First Nation lands and the focus on cultural history and associated increased interest and trips

The Economic Development Officer discussed the next steps and noted that an 80% draft would be ready in September.

6. **DELEGATIONS:**
7. **REFERRALS:**
8. **CORRESPONDENCE AND INFORMATION ITEMS:**
9. **NOTICE OF MOTION:**
10. **OTHER BUSINESS:**
11. **ADJOURNMENT OF MEETING:**

The meeting adjourned at 8:55 AM with the next Economic Development Committee meeting to be held September 27, 2016.

CERTIFIED CORRECT

Chair

Planner