



## Economic Prosperity and Development Services Advisory Committee Meeting

to be held via Zoom  
Friday, April 9, 2021  
at 8:00 a.m.

- Present:** Frank Conci, Chair  
Sharon Fletcher, Vice Chair  
Alexandra Nuth  
Derek Badger  
Diane Kereluk  
Chris Allen  
Judy Richards  
Jeff McGinley  
Sandra Oldfield  
Nathan Little  
Brian Murphy  
Cary Berger  
Josie Tyabji  
Kelly Mercer  
Sean Ingraham
- Council Liaison:** John Vassilaki, Mayor
- Staff:** Blake Laven, Director of Development Services  
Anthony Haddad, General Manager Community Services  
Alysa Wardley, Legislative Assistant
- Regrets:** Drew Barnes  
Eric Corneau  
Larry Olson  
Campbell Watt, Councillor  
Carly Lewis, Economic Development Manager
- Guests:** Katya Irwin, Word Count Consulting

1. **Call Regular Committee Meeting to Order**

The Economic Prosperity and Development Services Advisory Committee meeting was called to order by the Chair at 8:01 a.m.

2. **Adoption of Agenda**

It was **MOVED** and **SECONDED**

THAT the Economic Prosperity and Development Services Advisory Committee adopt the agenda for the meeting held on April 9, 2021 as presented.

**CARRIED UNANIMOUSLY**

3. **Adoption of Minutes**

- 3.1 Minutes of the February 5, 2021 Economic Prosperity and Development Services Advisory Committee

**It was MOVED and SECONDED**

THAT the Economic Prosperity and Development Services Advisory Committee adopt the minutes of the February 5, 2021 meeting as presented.

**CARRIED UNANIMOUSLY**

4. **New Business**

- 4.1 December 2020 Monthly Building Statistics

This item was provided for information purposes only.

- 4.2 January 2021 Monthly Building Statistics

This item was provided for information purposes only.

- 4.3 February 2021 Monthly Building Statistics

This item was provided for information purposes only.

- 4.4 UBCM Grant Application – Local Government Approvals Program

The Director of Development Services provided the Committee with a presentation on a grant program from the Union of BC Municipalities to aid local governments with development processes. This included an overview of eligible projects and the Staff proposal for the grant.

The floor was opened to the Committee for their questions and comments regarding the grant application and implementation. Brief discussions ensued regarding cost and ideas to streamline funded training sessions.

**It was MOVED and SECONDED**

THAT the Economic Prosperity and Development Services Advisory Committee recommend that Council support the City in applying for a grant through the "UBCM Local Government Development Approvals Program" for a review of Development Services processes including, building, planning and licensing application processes.

**CARRIED UNANIMOUSLY**

- 4.5 North Gateway Redevelopment & Investment Strategy, Phase 1 Engagement Brief

The General Manager of Community Services gave the Committee an update on the North Gateway planning process and concept. An online mapping exercise will be the first component conducted to gain feedback on the North Gateway area and will focus on the 5 main components overviewed in the report.

Members at Large provided feedback regarding the community engagement proposed for the North Gateway project. Members at Large voiced support for the Shape Your City process in gaining community opinion. It was also mentioned that the phrasing of questions should be considered when seeking response from the public. Feedback was positive as this process will gain public interest and direction for developers.

#### 4.6 Economic Development Remote Worker Campaign

The General Manager of Community Services presented the Committee with an update on the remote worker campaign and the Economic priorities this covers.

The representative from Word Count Consulting gave a brief update on the City of Penticton website rebranding for Start Here Penticton. The new website features testimonials from new residents and links to LinkedIn news releases. Posts will aim to target remote workers from Vancouver and Greater Vancouver to encourage moving to Penticton, the goal is to brand Penticton as a place to live and work.

A Member at Large requested clarification on how this campaign will be tracking the effectiveness of online engagement efforts. Other suggestions recommended a focus group to better identify remote worker needs and the distribution of welcome packages for new residents to collect data and feedback.

#### 5. **Next Meeting**

The next Economic Prosperity and Development Services Advisory Committee meeting is scheduled to be held on Friday, May 7, 2021 at 8:00 a.m.

#### 6. **Public Question Period**

#### 7. **Adjournment**

**It was MOVED and SECONDED**

THAT the Economic Prosperity and Development Services Advisory Committee adjourn the meeting held on April 9, 2021 at 9:04 a.m.

**CARRIED UNANIMOUSLY**

Certified Correct:



For Alys Wardley  
Legislative Assistant