

**Economic Prosperity and Development Services
Advisory Committee Meeting**
to be held via Zoom
Friday, February 11, 2022
at 8:00 a.m.

- Present:** Sean Ingraham, Chair
Sharon Fletcher, Vice Chair
Cary Berger
Chris Allen
Derek Badger
Drew Barnes
Josie Tyabji
Judy Richards
Kelly Mercer*
Larry Olson
Nathan Little
Sandra Oldfield *
- Council Liaison:** John Vassilaki, Mayor
- Staff:** Anthony Haddad, General Manager of Community Services
Blake Laven, Director of Development Services
Carly Lewis, Economic Development Manager
Paula McKinnon, Deputy Corporate Officer
Rebecca Van Huizen, Legislative Assistant
- Regrets:** Alexandra Nuth
Brian Murphy
Diane Kereluk
Eric Corneau
Jeff McGinley
Campbell Watt, Councillor

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

The Economic Prosperity and Development Services Advisory Committee meeting was called to order by the Chair at 8:03 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 February 11, 2022 as presented.

CARRIED UNANIMOUSLY

3. **Adoption of Minutes**

- 3.1 Minutes of the October 8, 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 October 8, 2021 meeting as amended to include comments provided by Committee Members.

CARRIED UNANIMOUSLY

4. **New Business**

- 4.1 Monthly Building Statistics – September 2021, October 2021, November 2021, December 2021, and January 2022

This item was provided for information purposes only.

The Director of Development Services responded to questions from the Committee.

- 4.2 Monthly Planning Statistics – August 2021, September 2021, October 2021, November 2021

This item was provided for information purposes only.

- 4.3 2022: Economic Development Work Plan

The Economic Development Manager provided the Committee with a PowerPoint presentation outlining the following:

- Communication processes for the Economic Development Work Plan which included the website and airport channels and stakeholder consultation.
- Continued promotion of the Penticton Airport an option so South Okanagan residents don't need to go to the Kelowna Airport.
- Collaboration through implementation of COVID-19 Recovery Task Force recommendations
- Partnerships with the Penticton Downtown Association, Penticton Industrial Development Association and Chamber of Commerce to encourage shopping local and activate pedestrian spaces. Encourage businesses to promote their own restart programs and events.
- Retention and expansion programs for continued support of businesses. Continuation of Love Local campaign and Shop Local programs
- Working with realtors to promote the Welcome Home brochure and packages to aide in engaging existing and new Penticton residents and to provide pieces of information for coming to Penticton.
- Use of promotional campaigns and videos, work with key sectors identified in the current economic development plan, provide information on how to live and work in Penticton.
- Resident and labor attraction – resource support for new businesses, workers, and events. Seeing success in attracting of existing and new events to Penticton which has helped in successfully filling up the shoulder season of May and September/October.
- How to support housing and development especially within the North Gateway areas.

The General Manager of Community Services responded to questions from the Committee. The Economic Development Manager noted that she will add Work BC to list of partnerships.

The Chair asked about identifying specific projects at future meetings of the Economic Prosperity and Development Services Committee. The General Manager responded that a report will be brought forward at a future meeting to help draft the plan.

Committee Members asked questions regarding the Lake-to-Lake Bike Lane, and inquired about a couple slides from the PowerPoint Presentation and receiving more information about the resident and labour tax. Noted the projects are being developed and focused on areas of town on opportunity, which is great to see.

The Chair recessed the meeting at 8:30 a.m. due to technological reasons and reconvened the meeting at 8:40 a.m. with Committee Members Kelly Mercer and Sandra Oldfield not in attendance.

Staff members responded to questions from the Committee.

Committee Members asked if there is a way for City Staff to provide some type of table or summary on action items that can be provided at Committee Meetings to help better provide an overall look at what projects are going on in the City. The General Manager of Community Services and Economic Development Manager noted that they would look into drafting and providing that information to the Committee.

4.4 2022 Economic and Prosperity and Development Services Advisory Committee Meeting Schedule

The Legislative Assistant introduced the 2022 Committee meeting schedule.

It was MOVED and SECONDED

THAT the Economic Prosperity and Development Services Advisory Committee 2022 meetings be tentatively held on January 13, February 11, March 4, April 8, May 6, June 10, July 8, August 5, September 9, October 7, November 4 and December 9 at City Hall or electronically at 8:00 a.m. unless otherwise specified.

CARRIED UNANIMOUSLY

4.5 Electronic Meeting Policy

The Legislative Assistant highlighted the Electronic Meeting Policy adopted by Council in October 2021 as it pertains to electronic meetings for Advisory Committees.

The Deputy Corporate Officer responded to questions from the Committee.

5. **Next Meeting**

The next Economic Prosperity and Development Services Advisory Committee meeting is tentatively scheduled to be held on Friday, March 4, 2022 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 February 11, 2022 at 8:53 a.m.

CARRIED UNANIMOUSLY

Certified Correct:



Rebecca Van Huizen
Legislative Assistant