

Council Task Force to set sights post COVID-19

(Penticton, BC – December 11, 2020) – Despite the ongoing challenges triggered by COVID-19, a new task force created by Penticton City Council has been given a proactive terms of reference and instructions to develop priorities contributing to the successful restart of our community's economy, post-pandemic.

"The key to our economic recovery is balancing our attention and available resources on the critical needs of today, while also looking ahead to the future by having our economy ready and prepared to immediately fire the moment positive economic conditions return," said Penticton Mayor, John Vassilaki. "By bringing together the right people from across our community, key ideas and solutions will start to surface leading to great conversations around what Penticton can do to get ready."

Made up of 12 members with a broad range of backgrounds, the task force will be similar to that of the Economic Recovery task force that successfully advised Council during the early part of the pandemic and will be chaired and co-chaired by the General Manager of Community Services and Director of Development Services. The Terms of Reference will focus on providing advice on long-term COVID-19 economic recovery, including the following areas:

- Business and industry support
- Resident support
- Public safety
- Arts and culture
- Event supports
- Community organization support
- City marketing
- Other areas of focus that support our Community in recovery and restart

"We believe that the proposed Terms of Reference for the task force will assist the community with its COVID-19 response and ensure that our City is in the best possible place to recover successfully from the challenges the pandemic has delivered," said the City's General Manager of Community Services, Anthony Haddad.

The Task Force will begin their work in January and provide their first update to Council in February. The outcome of their initial conversations, ideas and solutions will be presented at this time for Council's consideration and feedback.

Members of the community who are interested in putting their names forward to join the task force can do so by emailing their application to economic.development@penticton.ca

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