



THE CORPORATION OF THE CITY OF VERNON

**MINUTES OF
THE ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
HELD WEDNESDAY, MAY 24, 2017
OKANAGAN LAKE ROOM**

PRESENT: VOTING:

Glenn Benischek, Finance & Business, Chair
Val Trevis, Finance & Business Sector
Greg Wiltshire, Finance and Business
Ian Renton, Construction & Development
Dauna Kennedy Grant, Community at Large
Aaron Deans, Tourism Advisory Committee rep
Stefan Sarachie, Manufacturing & Production/Agriculture
Leigha Horsfield, Community Futures
Todd Wenger, Education or Science and Technology

NON VOTING:

Councillor Dalvir Nahal
Mayor Mund

ABSENT: Chris Spooner, Health & Wellness
Nancy Wilde, Manufacturing
Dave Adams, Finance & Business
Hugh Hamilton, Environmental Services
Jane Lister, Education
Dan Rogers, Greater Vernon Chamber of Commerce

GUESTS: Claudette Everitt, Vice-Chair, SIDIT
Ginny Becker, Program Manager, SIDIT
Luanne Chore, CEO, SIDIT

STAFF: Kevin Poole, Manager, Economic Development & Tourism
Janice Nicol, Legislative Committee Clerk

ORDER

The Chair called the meeting to order at 9:00 a.m.

**ADOPTION OF
AGENDA**

Moved by Leigha Horsfield, seconded by Todd Wenger:

THAT the agenda for the Wednesday, May 24, 2017 meeting of the Economic Development Advisory Committee be adopted.

CARRIED.

**ADOPTION OF
MINUTES**

Moved by Ian Renton, seconded by Aaron Deans:

THAT the minutes for Thursday, September 22, 2016 meeting of the Economic Development Advisory Committee be adopted.

CARRIED.

**REVIEW OF TERMS OF
REDERENCE AND
BULLYING AND
HARASSMENT POLICY**

The Terms of Reference were distributed to the Committee and the Bullying and Harassment Policy was attached to the agenda for the Committee's review and information.

PRESENTATION

Claudette Everitt, Vice-Chair, Luanne Chore, CEO and Ginny Becker, Program Manager – Business Advisory Services of the Southern Interior Development Initiative Trust (SIDIT) presented a PowerPoint presentation to the Committee. The following highlights are noted:

History

- Claudette Everitt was appointed by Premier of B.C. in 2006 when SIDIT was created;
- SIDIT received a one-time \$50 million allocation from the Province to operate independent of government;

Mission

- The mission of SIDIT is to support strategic investments in economic development projects that have lasting and measurable benefits to the area;
- SIDIT has mandated Investment Sectors;

Current Program Offerings

- Community Investment – grants to not for profits and municipalities;
- Investment into promising commercial enterprises – term loans, convertible debenture loans and Letter of Credit;
- Business Advisory Services – mentoring program with established business leaders for small and medium businesses;
- Post-secondary education support;
- Student Co-op Grant Program;
- Sustainability model goes on lending money and getting paid back;

Business Advisory Service

- A customized peer to peer mentoring solution;
- Development to assist business owners be successful;
- Offers expertise and actionable solutions;
- Any business can access business advisory service;
- Currently have excellent team of generalists;

- Program is customized to respond to different community needs;
- Essential to have input from the Committees like the City's Economic Development Advisory Committee;
- Service is based on referrals and partnerships.

UNFINISHED BUSINESS:

**ECONOMIC
DEVELOPMENT
ADVISORY
COMMITTEE
PRIORITIES**

Ambassador Action Team

Dan Rogers was unable to attend. The Manager, Economic Development and Tourism advised that the Chamber of Commerce was contracted to draft an Ambassador Action Plan based on a three tiered approach:

1. Expert ambassadors
2. Inbound ambassadors
3. Outbound ambassadors.

The draft document will be sent out to the Committee for their input.

There was concern from the Task Force members that the draft document focuses heavily on the outbound ambassadors, more emphasis should also be on Inbound ambassadors. It is hoped that input will be received by the Committee and the program can be worked through.

NEW BUSINESS:

**ECONOMIC
DEVELOPMENT
ADVISORY
COMMITTEE
PRIORITIES**

Arts and Culture Action Team

The Committee discussed the merits of having an Arts and Culture Action Team. Greater Vernon Advisory Committee has put together an Arts and Culture Master Plan.

It would be beneficial to evaluate the Arts and Culture Sector for the City of Vernon but resources are needed to proceed.

It was agreed that there is currently no need for a separate committee. Information will be shared as part of future Economic Development Advisory Committee meetings.

Mentorship Program

The Committee discussed the need to have a Mentorship Program, It was agreed this is already a service offered by many

other organizations and there is no need for another. Focus to remain on the Ambassador Action Team.

Rail Trail Action Team

At the last meeting, the Committee supported Greg Wiltshire and Hugh Hamilton forming a Rail Trail Action Team. The following points were discussed:

- Team is In early stages, a template is being drafted up with the Sub-Committee's focus and goals;
- Important to focus on how to get businesses more involved in promoting the Rail Trail;
- Specifics will be brought to the next meeting;
- Would be advantageous to work with the Tourism Advisory Committee and have representation from that Committee.

TERMS OF REFERENCE

There was concern that the current Terms of Reference are not being followed. If Committee members have specific items they would like to discuss, please bring them forward.

It was felt that a workshop be held where members could bring forward ideas for discussion.

INFORMATION ITEMS:

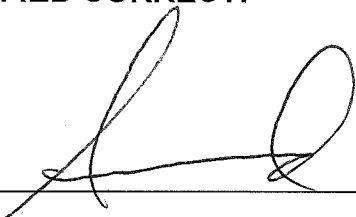
DATE OF NEXT MEETING

The next meeting will take place in June.

ADJOURNMENT

The meeting of the Economic Development Advisory Committee adjourned at 10:04 a.m.

CERTIFIED CORRECT:



A handwritten signature in black ink is written over a horizontal line. The signature is stylized and appears to be the initials 'A. H.'.