



# THE CORPORATION OF THE CITY OF VERNON

## MINUTES OF THE ECONOMIC DEVELOPMENT ADVISORY COMMITTEE HELD THURSDAY, DECEMBER 13, 2018 OKANAGAN LAKE ROOM

---

**PRESENT:** **VOTING:**

Mayor Victor Cumming, Chair  
Bud Mortenson, Director, UBCO  
Jane Lister, Okanagan College  
Leigha Horsfield, Community Futures North Okanagan  
Richard Toperczer, Province of B.C. – Regional Ec. Dev.  
Annette Sharkey, Social Planning of North Okanagan  
Susan Lehman, Downtown Vernon Association

**ABSENT:** Alex Goodhew, Accelerate Okanagan  
Dione Chambers, Greater Vernon Chamber of Commerce  
Tannis Nelson, Regional District of North Okanagan  
Councillor Brian Quiring:

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

**ORDER** The Chair called the meeting to order at 8:36 a.m.

**INTRODUCTIONS** The Committee held roundtable introductions. The Mayor is looking forward to being a part of this Committee.

**ADOPTION OF AGENDA** Moved by Mayor Cumming, seconded by Leigha Horsefield:

THAT the agenda for the Thursday, December 13, 2018 meeting of the Economic Development Advisory Committee be amended to ADD under **NEW BUSINESS**:

- a) Provincial Nominee Program
- b) Potential Speakers for 2019
- c) Update on Homelessness Housing Strategy
- d) Value of Downtown Vernon

AND FURTHER, that the agenda be adopted as amended.

**CARRIED.**

**ADOPTION OF  
MINUTES**

Moved by Jane Lister, seconded by Leigha Horsfield:

THAT the minutes for the September 27, 2018 meeting of the Economic Development Advisory Committee be amended to revise the loan costs for the Cultural Facility from \$12 per year to the actual figure of \$48 per year;

AND FURTHER, that the minutes be adopted as amended.

**CARRIED.**

**PRESENTATION:  
COMMUNITY FUTURES**

Leigha Horsfield presented on Community Futures (CF) Vernon and the following points were noted:

- Have operated in Vernon for 34 years, located in Downtown Vernon south of Staples
- Focus on:
  - Workforce Development Services
  - Business and Lending
  - Economic Development Initiatives
- **Workforce:** Self-Serve Resource Centre, One to One Support, Workshops, Employ – Youth, Hiring Fairs and Employer Supports
- Self-serve Resource Centre – see between 60 and 100 clients a day, 14,000 is target for this year – ½ way there
- Target for One to One Program is 950 -1/2 way there
- Less clients due to current labour market but focus remains – getting employment
- The Job Search Workshops – enhance individuals resume writing skills and tap into hidden job market
- Program is funded provincially
- Also federal support for youth for a 16 week program with employment skills
- Employers are able to access funding for 120 hours
- CF worked with 50 youth, 46 still employed
- Hard to establish a unemployment number as investment in data collection has declined
- Many employers reaching out to CF
- **Business & Lending:**
  - Starting a Business
  - Existing Business
  - Business Loans
- Starting a business - help businesses develop a business plan, training, networking, digital

- CF usually holds 65 workshops a year –already at 84
- Suggestion that CF establish a contact with City Staff to share expertise on zoning, business licensing rules, etc.
- Self-employment services – Program through Work BC - 35 per year is target, at 22
- Enterprise Challenge – business startup competition – Businesses get support and pitch their businesses. The community is involved through mentorship – great initiative to help businesses get started. Next year's launch is January 2, 20198 with the pitch to be held at Vernon Performing Arts Centre April 24 from 4 – 6 pm
- Last year winner – Locality! Subscription box of local products for which there is a huge growing interest
- Existing business – offered business coaching, buying and selling, programs and grants, hiring and wage subsidies
- CF connects businesses with programs and grants
- Hiring and wage subsidies – employer able to get subsidy for six month
- Success story – Record City
- Community Load Fund – offers competitive interest rates with flexible terms, successful program measured on jobs. Target is 1.2M - ½ way there.
- Economic Development Initiatives – North Okanagan Food Systems Initiatives – a forum will be held in January with the themes of Water, Waste and Land. Okanagan College with the help of students from UBCO assisting with data collection
- Export Navigator – Pursuing Sales Beyond B.C. – a pilot program assists with connections, business services, etc for community-based export – target is 30 business – currently at 22
- Working on tech/innovation project with partners from City of Vernon, School District, Province of B.C., Library, Arts Centre, Science Centre, Tech community and Okanagan University College
- Other initiatives include SharEd, Business Exchanges, Vision North Okanagan, OKIB – Partnership, Splatsin – Partnerships and Enderby and Lumby Satellite Offices.

**PRESENTATION –  
CULTURAL  
STATISTICS  
STRATEGY  
CONSORTIUM**

Tannis Nelson from the Regional District of the North Okanagan requested a postponement due to a conflict. This will be on the March 2019 agenda.

**NEW BUSINESS:**

**PROVINCIAL NOMINEE  
PROGRAM**

A background on the BC Provincial Nominee Program (BC PNP) that supports high-demand foreign workers and experienced entrepreneurs to gain permanent residency in B.C. The following points were noted:

- Program is now available all over the province regardless of population
- Is beneficial for rural communities to attract immigrants
- Pilot program is running in Vernon as our community meets the criteria
- We need to identify the top three target sectors although it would be nice to not be tied to just three
- Training session to be held in January
- Community contact needed but need to ensure that investor locates in nearby jurisdiction.
- Coordination component is key.
- Applicants need to be vetted through overseas office.
- Focus needs to be on skills but there needs to be integration
- Brochure is being developed
- Suggestion to form a Sub-Committee to meet with prospective clients
- Would be beneficial to reach out to investors who are already here and may want to join the program should they meet the criteria.

More discussion on this topic at future meetings.

**POTENTIAL SPEAKERS  
LIST FOR 2019**

The Manager, Economic Development and Tourism– requested a list of potential speakers for 2019:

- Sam Sammadar – Kelowna Airport
- Brad Pelletier from Predator Ridge
- Ian Murphy of AIM Development Management to discuss infill
- Real Estate Foundation.

Please email Kevin Poole at [kpoole@vernon.ca](mailto:kpoole@vernon.ca) if you have any other suggestions.

**UPDATE ON HOUSING STRATEGY**

Annette Sharkey, Social Planning Council updated the Committee on the Homelessness Strategy – the draft will be available in February 2019 and will be provided to the Committee. A joint meeting of the Affordable Housing and Economic Development Advisory is planning for mid-February.

**VALUE OF DOWNTOWN**

Susan Lehman, Executive Director of the Downtown Vernon Association advised that an economic impact evaluation was being done on the downtown core. More information to follow.

**INFORMATION ITEMS:**

The March 28, 2019 needs to be the week prior or the week after.

**DATE OF NEXT MEETING**

The next meeting is scheduled for March 2019 at 8:30 a.m. Date to follow.

**ADJOURNMENT**

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

**CERTIFIED CORRECT:**

