



THE CORPORATION OF THE CITY OF VERNON

MINUTES OF THE ECONOMIC DEVELOPMENT ADVISORY COMMITTEE HELD THURSDAY, JUNE 27, 2019 OKANAGAN LAKE ROOM

PRESENT: **VOTING:**

Mayor Victor Cumming, Chair
Dione Chambers, Greater Vernon Chamber of Commerce
Leigha Horsfield, Community Futures
Susan Lehman, Downtown Vernon Association
Annette Sharkey, Social Planning of North Okanagan
Alex Goodhew, Accelerate Okanagan
Tannis Nelson, Regional District of North Okanagan
Bud Mortenson, Director, UBCO

ABSENT: Jane Lister, Okanagan College
Richard Toperczer, Province of B.C. – Regional Ec. Dev.
Councillor Brian Quiring

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

ORDER

The Chair called the meeting to order at 8:32 a.m.

**ADOPTION OF
AGENDA**

Moved by Leigha Horsfield; seconded by Annette Sharkey:

THAT the agenda for the Thursday, June 27, 2019 meeting of the Economic Development Advisory Committee be adopted.

CARRIED.

**ADOPTION OF
MINUTES**

Moved by Leigha Horsfield, seconded by Dione Chambers:

THAT the minutes for the March 20, 2019 meeting of the Economic Development Advisory Committee.

CARRIED.

**PRESENTATION:
CULTURAL
STATISTICS
STRATEGY
CONSORTIUM**

Tannis Nelson, Manager, Community Services presented on the Cultural Statistics Strategy Consortium. The following points were noted:

Culture Statistics Strategy

- Benchmarking the economic importance of culture in Greater Vernon
- Partnership of national, provincial and municipal partners – led by Canadian Heritage
- Partners hired Stats Can to produce economic indicators with the purpose of maintaining and continuing to enhance collection of cultural data
- Domains in the Canadian Framework for Culture Statistics reviewed – need to make sure we have data broken out and be sure to exclude non-applicable info
- **Project Overview**
 - Model relies on Business Register data to determine how much GDP an individual business generates
 - Determining this value allows calculation of the total GDP, by sub-domain, for any municipality run through the model
- Regional District of North Okanagan stats show a holistic decrease of jobs, need to draw correlations and be sensitive to external factors
- Challenge to provide data because of the sheer workload involved
- Comparative data can be interpreted using different slants
- Challenge having communities comfortable with using comparatives
- Major Assumptions/Limitations (generally):
 - Cities with larger concentrations of culture businesses generate more economic value
 - Larger businesses (based on # of employees) generate more economic value
- Because of above, Business Register data that includes the total # of businesses by province/territory/city and the same businesses, grouped by total number of employees
- This enables determination of respective share of municipal culture GDP as a proportion of the corresponding provincial/territorial culture GDP and corresponding number of jobs (subdivided in same domains and sub-domains)
- Need to figure out what was not captured in the data and why not
- Does Cultural Heritage include multi-culturalism? If yes, what is the comparison with other communities?
- Need to determine if people are registering their data and have they been asked?

- There was interest in how data is collected and what is being used for multipliers
- Would be interesting to find out the direct, indirect, and induced impacts and ensure that data is being collected
- How robust is the data and can this be shared with the Committee?
- Tannis to pass on additional background information to Committee.

Update on Cultural Centre

- Currently working behind the scenes on organizational health and capacity building – memberships, etc.
- Board just approved investment for business plan
- Need to understand operating costs and opportunities for open source revenue
- Consider endowment fund revenue and determine what amount is needed for fundraising and adjustments
- Need to develop a fundraising strategy.

NEW BUSINESS:

RURAL AND NORTHERN IMMIGRATION PILOT

The Staff Liaison provided the following update on the Rural and Northern Immigration Pilot Program:

- A joint application between the City of Vernon and Community Futures was submitted following Council endorsement
- Federal government advised there is no money to implement program so a consultant was hired for implementation
- 11 communities chosen for Pilot Program
- Program matches skilled workers with permanent jobs
- Vernon needs to identify skills gap by talking with employers
- Vernon can create an new permanent residency program
- Studies have shown that workers that came stayed in the chosen community
- Can accept up to 100 workers per year
- Applications not accepted until January 2020
- Need a steering group and terms of reference in place first, with criteria
- Provincial government also has nominees program

- Important to determine how to attract those that are a good fit and to ensure that Vernon is welcoming
- September is target for program formation with Committee
- Local employees to contact Community Futures if interested
- Suggestion to give this program information to international students at graduation from local post-secondary institutions
- Method to be developed to collect prospective employers.

INFORMATION ITEMS:

- Business Excellence Award nominations are open, details on the Greater Vernon Chamber of Commerce (GVCoC) website
- A business attraction tool is available on the GVCoC website under the 'Invest in Vernon' tab
- Community Futures (CF) is engaged in feasibility study for an Innovation Centre, consultant has been hired, community consultation are planned
- CF also running a pilot program for woman entrepreneurs
- There are two new student housing projects under construction at UBCO
- Accelerate Okanagan has partnered with the federal government – Alex to send details to the Committee.

DATE OF NEXT MEETING

The next meeting is scheduled for September 26, 2019 at 8:30 a.m.

ADJOURNMENT

The meeting of the Economic Development Advisory Committee adjourned at 10:00 a.m.

CERTIFIED CORRECT:



Victor S. Cummings