



# THE CORPORATION OF THE CITY OF VERNON

## MINUTES OF

### THE ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

HELD THURSDAY, DECEMBER 19, 2019

#### OKANAGAN LAKE ROOM

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

Mayor Victor Cumming, Chair  
Leigha Horsfield, Community Futures  
Susan Lehman, Downtown Vernon Association (9:18 am)  
Annette Sharkey, Social Planning of North Okanagan  
Jenna Stasuk, Accelerate Okanagan  
Tannis Nelson, Regional District of North Okanagan  
Richard Toperczer, Province of B.C. – Regional Ec. Dev.

**GUESTS:** Jessica Collins, Province of B.C. – Regional Ec. Dev.  
Jon Summerland, Okanagan Film Commission

**ABSENT:** Dione Chambers, Greater Vernon Chamber of Commerce  
Bud Mortenson, Director, UBCO  
Jane Lister, Okanagan College  
Councillor Brian Quiring

**STAFF:** Kevin Poole, Manager, Economic Development & Tourism  
Karen Savill, Admin. Assistant, Economic Development & Tourism  
Janice Nicol, Legislative Committee Clerk

#### **ORDER**

The Chair called the meeting to order at 9:04 a.m.

#### **INTRODUCTIONS**

The Committee held round-table introductions and welcomed Jenna Stasuk, the new Accelerate Okanagan representative and Jessica Collins from the Province of B.C. – Regional Economic Development Program.

#### **ADOPTION OF AGENDA**

Moved by Annette Sharkey; seconded by Leigha Horsfield:

THAT the agenda for the Thursday, December 19, 2019 meeting of the Economic Development Advisory Committee be amended to add the following items under 6. Information Items:

1. Update on Innovation Centre
2. Rural & North Immigration Project – progress to date
3. Cultural Facility – current status

AND FURTHER, that the agenda be adopted as amended.

**CARRIED.**

**ADOPTION OF  
MINUTES**

Moved by Tannis Nelson, seconded by Leigha Horsfield:

THAT the minutes for the June 27, 2019 meeting of the Economic Development Advisory Committee.

**CARRIED.**

**PRESENTATION:  
OKANAGA FILM  
COMMISSION**

Jon Summerland, Film Commissioner, Okanagan Film Commission provided a presentation. The following points were noted:

- The Okanagan Film Commission (OFC) is a quasi-governmental, non-profit, public organization attracting Film and Animation (movies, television and commercials) to the region – the public face of production
- OFC responsible for:
  - Pre-production: script breakdown, screenplay location, crew, studio/soundstage and production offices
  - Prep: coordination of local service (police, road and highway departments, fire, parks, etc)
  - Production: securing locations, aiding permits, coordination logistics
  - Addressing issues that arrive due to impact on the community.
- The industries served by Creative BC support a \$6.4B contribution to the province's economy. Workforce of 94,000
- The animation industry is booming in the Okanagan with hundreds of jobs and countless hours of entertainment created locally
- 2020 Annual Report shows \$226,500 of regional government funding and a local economic impact of \$23,760,500
- It is now possible to crew up to two productions at once in the Okanagan, we have a dynamic and growing motion picture industry
- OFC has full movie circus and the work trucks plus full camera and lighting packages
- There were 72 location requests serviced and 31 projects shot in 2019.
- OFC affected this summer by previous 'fire' years
- Suggestion to leverage a job creation partnership program
- Suggestion to have involvement from the indigenous community

- Need help with infrastructure, tourism photos of new buildings, any info that can be shared, events, road closing - please send to Jon Summerland
- The OFC would like to see more film courses offered locally.

## **CLIMATE ACTION AMBASSADORS PRESENTATION**

Laurie Cordell, Manager, Long Range & Sustainability provided the Climate Ambassador training PowerPoint. Climate Action has been a focus for the City of Vernon over past year and half with the creation of the Climate Action Task Force in 2018 that has now moved to an Council Advisory Committee. The following points were noted:

- A group of trained volunteers, 'Climate Ambassadors', have been going out into the community to raise awareness of climate change and discuss adaptation and mitigation with their peers
- 'Climate' is the overall weather trend over long term
- Climate is warming due to human activity
- The costs to our communities is huge, the impact of not being prepared
- We have 11 years to reduce our emissions globally by 50%, this the challenge of our time
- Good news – hundreds of communities are taking action
- In Vernon, a Climate Action Plan is being developed – how we can be prepared – adaption and mitigation
- Vernon's projected climate impacts include:
  - Warmer temperatures in winter and fewer days below freezing
  - More extreme heat and longer dry spells in summer
  - More precipitation in the fall, winter and spring
  - Increased frequency and intensity of precipitation and storm events
  - Changes to streamflow patterns
  - Smaller snowpack
- 55% of Vernon's greenhouse gas emissions come from transportation – gasoline vehicles, 8% from diesel vehicles, 9% from waste, 11% from commercial and industrial buildings and 17% from residential buildings
- Addressing climate change can build great communities by:
  - Reducing costs of weather-related disasters
  - Longer infrastructure life
  - More diverse economy
  - Cleaner air
  - Use less energy, spend less on energy
  - More energy expenditures stay local

- Access to provincial and federal funding.
- Spring 2020 will start action planning
- Would be great to get Economic Development Advisory Committee’s input and perspective –stakeholder sessions to be held in spring, will be lots of public info sessions
- Please let Laurie know if you know of any groups of how you can reach, important to note economic impacts of climate change, smoke, warmer summers
- Discussion on how the city’s work links with RDNO and Silver Star – currently working with RDNO on plan as we are all tied together and information is evolving.

**NEW BUSINESS:**

**BUSINESS WALKS**

Business Walks information was attached to the agenda. There has been an increase in organizations looking to transition out of their businesses due to retirements etc. although the buyer pool is very small. There is a role for retail adaptation DVA and Community Futures to work together to prepare for upcoming changes:

- Communication is critical, collaboration needed with local businesses
- Entrepreneurial/business plans need to be updated regularly due to a decrease in foot traffic.

**PROVINCIAL NOMINEE PROGRAM**

No update.

**INFORMATION ITEMS:**

**UPDATE ON INNOVATION CENTRE**

- Feasibility plan was presented in October
- Project moving forward, grant funding has been applied for
- Sub-contract to Accelerate Okanagan – securing a great location
- Ambitious open date, June 2020
- Looking for media release once funding is secured.

**RURAL AND NORTHERN IMMIGRATION PROJECT – PROGRESS TO DATE**

- Program has been very popular, potentially huge for community with many stakeholders involved, drafting community criteria
- Currently educating employers, mandatory workshops, fraud awareness
- Launching website that will help screen potential employees and finalizing community criteria.

**CULTURAL FACILITY –  
CURRENT STATUS**

- Project went to referendum in October 2018, received authority to borrow \$25M
- Working on planning with Colliers
- Developing business plan for gallery and museum. Need Category A status – governed federally and determines which cultural properties to be brought in for display
- Finalizing vision for presentation space (needs to be comfortable, establishing for potential number of seats) as well as community spaces, need to conclude process by March 2020
- Working on a fundraising feasibility study – may need to have funds raised for endowment funding
- Important to incorporate need for greenspace, need to consider sustainability and need and the long-term burden to the taxpayer.

**DATE OF NEXT  
MEETING**

The next meeting is scheduled for March 2020. Specific date to be determined.

**ADJOURNMENT**

The meeting of the Economic Development Advisory Committee adjourned at 10:43 a.m.

**CERTIFIED CORRECT:**



A handwritten signature in blue ink, reading "Victor A. Cummings", is written over a horizontal line.