



## **CORPORATION OF THE CITY OF VERNON**

### **ECONOMIC DEVELOPMENT ADVISORY COMMITTEE**

**MAY 25, 2023, AT 3:00 PM**

**OKANAGAN ROOM (COUNCIL CHAMBER)**

## **A G E N D A**

**1) CALL TO ORDER**

**2) LAND ACKNOWLEDGEMENT**

*As chair of the City of Vernon's Economic Development Advisory Committee, and in the spirit of this gathering, I recognize the City of Vernon is located in the traditional territory of the Syilx people of the Okanagan Nation.*

**3) ADOPTION OF AGENDA**

**4) ADOPTION OF MINUTES**

a) February 16, 2023 (attached)

**5) UNFINISHED BUSINESS**

**6) NEW BUSINESS**

- **Introduction of Larry Olsen – John Perrott**
- **Economic Development Mapping Project Introduction – Wayne Roberts**
- **Greater Vernon Chamber of Commerce Talent and Attraction Campaign Overview – Dan Proulx**
- **Medical Residents Housing Project Introduction – Leigha Horsfield**
- **Council Strategic Plan Draft Overview– Mayor Cumming**

**7) INFORMATION ITEMS**

**8) DATE OF NEXT MEETING**

The next meeting is tentatively scheduled for **August 29, 2023**

**9) ADJOURNMENT**



## THE CORPORATION OF THE CITY OF VERNON

### **MINUTES OF THE ECONOMIC DEVELOPMENT ADVISORY COMMITTEE HELD FEBRUARY 16, 2023 OKANAGAN ROOM (COUNCIL CHAMBER) CITY HALL**

**PRESENT:** VOTING:

Dan Proulx, Greater Vernon Chamber of Commerce  
Jane Lister, Okanagan College Representative  
Jessica Wicks, Accelerate Okanagan Representative  
Laura Frank, RDNO Representative  
Mayor Cumming, Chair  
Peter Kaz, Downtown Vernon Association

GUESTS:

Dr. Kira McClellan, Family Medicine  
Sharon Hughes-Geekie, Program Director, VJH Physician Society and  
Medical Staff

**ABSENT:** Annette Sharkey, Social Planning Council of North Okanagan Rep.  
Colin Wilson, Executive Director, UBCO  
Richard Toperczer, Province of BC Reg. Ec. Dev. Branch Rep.  
Leigha Horsfield, Community Futures North Okanagan

**STAFF:** Danielle DeVries, Transportation Planner  
Ellen Croy, Manager, Transportation  
Jennifer Pounder, Committee Clerk  
John Perrott, Manager, Economic Development

**ORDER**

The meeting was called to order at 4:16 p.m.

**LAND  
ACKNOWLEDGEMENT**

*As Chair of the City of Vernon's Economic Development Advisory Committee, and in the spirit of this gathering, I recognize the City of Vernon is located in the traditional territory of the Syilx people of the Okanagan Nation.*

*The agenda was amended to move the VJH presentation as the first item.*

**ADOPTION OF THE  
AGENDA**

Moved by **D. Proulx**, seconded by **J. Lister**:

THAT the agenda of the Economic Development Advisory Committee meeting for February 16, 2023 be adopted as amended.

**CARRIED**

**ADOPTION OF THE  
MINUTES**

Moved by **D. Proulx**, seconded by **L. Frank**:

THAT the minutes for the Economic Development Advisory Committee meeting of November 24, 2022 be adopted.

**CARRIED**

**NEW BUSINESS:****DELEGATION  
PRESENTATION**

**Dr. Kira McClennan, Physician, and Sharon Hughes-Geekie, Program Director, VJH Physician Society and Medical Staff**, were in attendance to provide a presentation on behalf of the Vernon Jubilee Hospital Physician Society. (Delegation Presentation attached to these minutes as Appendix "A")

The following comments / questions were posed by members of the Committee:

- The Committee inquired as to how physicians pick the hospital they work in. The Delegation confirmed that Vernon is unique in the fact that it is a medium sized site and there are only a few of those in BC. Large sites are solely for specialized physicians and general surgeons, or family physicians, will not be hired at a large hospital. Small hospitals are solely run by family physicians. Medium size can take both general surgeons and specialists.
- The Delegation confirmed that recruitment used to be done through the "grape vine". Due to the amount of vacancies everywhere, that route no longer works as a physician is able to live and work anywhere right now.
- The Committee suggested the Delegation be direct in the recruiting video about who they are looking for.

- D. Proulx mentioned that the Greater Vernon Chamber is looking for a project for video. Looking to highlight medical sector in video.
- The Delegation confirmed that a huge part of recruitment is what is the spouse of the Physician going to do? An option they would like to explore with the City is, when the physician arrives for their interview, arranging to have a member of Staff take the spouse and children around to look at potential schools, recreation areas as well as employment options. Interior Health Authorities recruitment resources are extremely limited. There is one lady with 2 co-workers doing the recruitment for the entire Health Authority, in which there are approximately three thousand doctors. If we could link it with municipality recruiting that would be huge. There is currently no link between the Health Authority and the City, and that is why we are here.
- Staff advised that they have formed the Physician Recruitment Action Team sub-committee, with a division for family practice, that is meeting monthly. They are hoping to put a plan in place where they jump into action when they are advised of a new physician, or possible new physician, coming to Vernon. Arrange for meetings for the physician's spouse with potential employers, as well as tours of schools, etc.
- As well, Community Futures is looking to work with a local developer for multifamily site in city core. We will also be looking into local businesses, such as Silverstar, looking into accommodation possibilities.
- The Delegation confirmed they have spoken to the YMCA about 24 hour childcare, and they aren't adverse to doing it. Positive thing about the YMCA is they have an in-house training program that is government approved.
- The Committee commented that the ECE class at the Okanagan College is almost full. There will be approximately 20 students per year coming out of it. It has been challenging to recruit domestic students. We currently have four domestic, and 16 international students.

**ORIENTATION**

J. Perrott provided an orientation for Committee members, summarized as follows:

- Review of the City of Vernon's Bullying & Harassment Policy
- Review of the Corporate Policy
- Review of the Committees Terms of Reference

**DRIVE-THRU  
PRESENTATION &  
DISCUSSION**

D. DeVries, Transportation Planner, provided a brief overview of her report titled "Zoning Bylaw 5000 Amendments – Drive-Through Uses", dated November 29, 2022, that Council reviewed on December 12, 2022. The purpose of the report is to request Councils direction to amend Zoning Bylaw 5000 to remove drive-throughs as permitted uses within the City Centre Neighborhood Plan (CCNP) area to align with the Official Community Plan (OCP) and Climate Action Plan (CAP). Council reviewed this report and has requested that the Advisory Planning Committee review the same and provide their feedback.

The following questions / comments were posed by members of the Committee:

- The Committee commented they are looking at this through a consumer point of view, and people take path of least resistance. They worry about new businesses trying to start. They may not be as competitive.
- Staff confirmed this is only for drive-thru's within the city center.
- Staff further confirmed there is a second drive through going in at the Fruit Plaza Mall.
- The Committee noted they have witnessed people waiting a long time for coffee in various drive-thru's throughout the City. Seems like a land use issue.
- Staff confirmed business's already having a drive-thru will be grandfathered in.
- The Committee commented they are concerned about cars and trucks idling and producing GHG emissions.
- The Committee commented they know other cities that don't have drive-thru's and it is a life-style choice on how you want to

spend your time. It is convenient for certain people to be able to stay in your car. Drive-thru's do not promote the healthiest lifestyle. There is something to be said about being in the community and chatting, instead of sitting in your car and eating alone.

- The Committee commented they often see people are parked in drive-throughs. You can now order food on your cell phone app and when you arrive someone brings it to your car eliminating the need for a drive through window. This idea and the City's Climate Action Plan are on the right track. I am in agreement that no new drive-thru's are necessary.
- The Committee commented they would like to know was the current economic equation is. Staff has not found an objective measure to confirm or deny that there are enough services currently provided, especially since the community is growing.
- Staff presented the following question to the Committee: Will this bring imbalance and unintended consequence within the community by pushing businesses outwards? The Committee commented they think it could.
- The Committee commented that drive-up services and drive-thru services need to be redefined as they are completely different.
- The Committee commented that the challenge is conflicting view points from the owner and consumer.
- The Committee commented that if the playing field is leveled, a clear more beautiful community is the way to go. However, a local Tim Hortons did not have a drive through and they are currently re-building to provide a drive through. That says a lot.
- The Committee commented that the Downtown Vernon Association has provided free 10 minute parking stalls. As a dad, drive throughs are convenient. I wouldn't be walking to 4 four or five different places carrying all of the food. However, for downtown, I would not like to see more drive throughs.

Moved by **L. Frank**, seconded by **J. Lister**:

THAT Council direct Administration to prepare amendments to Zoning Bylaw 5000 to remove 'drive-through services' and 'drive-

through vehicle services' as permitted uses within the City Centre Neighbourhood Plan Area as outlined in the report titled "Zoning Bylaw 5000 Amendments – Drive-Through Uses" dated November 29, 2022 and respectfully submitted by the Transportation Planner;

AND FURTHER, that Council direct Administration to prepare amendments to Zoning Bylaw 5000 to revise the specific use regulations for 'vehicular oriented uses' to improve traffic flow where 'drive-through services' and 'drive-through vehicle services' may still be permitted;

AND FURTHER, that Council direct Administration to bring the proposed City Centre drive-through amendments to Zoning Bylaw 5000 to the Transportation Advisory Committee, Climate Action Advisory Committee, Economic Development Advisory Committee, and Advisory Planning Committee for review and comment;

AND FURTHER, that Council direct Administration to consult with the Transportation Advisory Committee, Climate Action Advisory Committee, and Economic Development Advisory Committee, Advisory Planning Committee on their input to extend drive-through prohibitions to the remainder of the city;

AND FURTHER, that Council direct Administration to provide the proposed amendments to Zoning Bylaw 5000 for Council's consideration by March 2023.

CARRIED

**Opposed by Dan Proulx**

*D. DeVries and E. Croy left the meeting at 5:45 p.m.*

### **INFORMATION ITEMS:**

#### **ACTIVITY UPDATE**

J. Perrot provided the following activity update:

#### **International Council of Shopping Centre Tradeshow:**

- Largest Commercial Real Estate Trade Show in western Canada

- Met with property owners, prospective businesses, and future investors
- Supported area property owners and commercial realtors

**ETSI Grant:**

- Received \$7,000 towards \$14,000 project budget
- Community partners have committed an additional \$2,000
- Mapping tool to understand and assess the organizations in a community that are supporting economic development under 6 categories

**UK Recruitment Pilot Program:**

- 2 year Pilot to attend immigration shows in Birmingham, Dublin & Glasgow in conjunction with Immigration Consultants
- Feature local job opportunities, community & lifestyle, and post secondary educational opportunities

**More Housing for our Workforce:**

- Numerous meetings in the last quarter for new rental housing projects and site redevelopments around the community
- Community Futures Project

**Establishment of the Physician Recruitment Action Team:**

- Lead by Social Planning Council on an ad hoc basis
- Community Hug for inbound Physicians
- Community connections on housing and resources

**Behind the scenes projects:**

- Tourism Kiosk
- 2023 2900 Block Plaza Closure with DVA
- SILGA Conference Support

- Business & investment inquiries

**NEXT MEETING**

The next meeting for the Economic Development Advisory Committee is set for May 25, 2023 at 3:00 p.m.

**MOTION TO ADJOURN** Moved by **L. Frank**, seconded by **D. Proulx**:

THAT the meeting of the Economic Development Advisory Committee be adjourned.

**CARRIED**

**ADJOURNMENT**

The meeting of the Economic Development Advisory Committee adjourned at 5:53 p.m.

**CERTIFIED CORRECT:**

\_\_\_\_\_ Chair



See It.  
Think It.  
Do It.

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VERNON JUBILEE HOSPITAL  
PHYSICIAN SOCIETY



# Who Is VJH Physician Society

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We are 220 physicians, dentists, midwives and nurse practitioners with Vernon Jubilee Hospital privileges.

We engage with Interior Health to improve patient care and physician wellbeing by developing solutions, streamlining systems, and promoting open and professional dialogue with key stakeholders.



# Organizational Structure

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## VJH Physician Society Executive:

Consists of five physicians, program director and administrative assistant. Responsible for governance, strategic direction, affairs and business of the society and supervision of management.

## VJH Physician Society Working Group:

A representative committee of the Physician Society comprised of one representative from each VJH medical department and at least one member of the Executive.

Engages medical staff and advises the Executive on matters of importance to medical staff, their patients and the Health Authority.

# Organizational Structure

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## VJH Medical Staff Association (MSA):

Governed by the executive of the VJH Physician Society. Members meet every 2 months.

Role is to engage with the Health Authority so that together they can address health care challenges and support quality patient care.

Comprised of facility based physicians at VJH. Member dues support local charities, provide high school scholarships and pay for physician events.



MSA Family BBQ - 2022

# Funding

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\$400,000 annually through the Facility Engagement Special Services Committee of Doctors of BC.

Funds must be spent according to specific funding guidelines.

Additional funding for physician time for specific projects focused on Health System Redesign or Quality Improvement can be applied for through Doctors of BC.



# Strategic Pillars

Physician Engagement	Physician Development	Quality Care For Patients	Collaboration With Stakeholders	Attraction, Recruitment & Retention Of Top Talent
<p>Identify physician engagement opportunities and strengthen physician collaboration and advocacy to ensure the views of medical staff are effectively communicated.</p>	<p>Provide opportunities for training, knowledge sharing, mentoring and support in an effort to ensure the safety, health and wellness of physicians and quality care for patients.</p>	<p>Identify, research and implement initiatives designed to improve operational efficiencies and enable VJH staff to provide quality patient care.</p>	<p>Interact and communicate with facility based physicians, IHA, Ministry of Health, Doctors of BC, and community health leaders to strengthen relationships, share information and identify opportunities for collaboration.</p>	<p>Create a workplace culture of caring, respect, inclusion and support where employees feel valued, appreciated and actively promote VJH as a great place to work.</p>

# Examples of Activities

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## Physician Engagement

### Strategic Planning

VJH Physician Society funded facilitated departmental strategic planning. This enabled physicians and their teams to identify key priorities and communicate and collaborate with VJH administration in the achievement of goals.

## Physician Development

### Focus on Leadership

Hosted a physician conference addressing physician burnout, civility, resiliency, and provided a tool kit for responding to incivility from colleagues, patients or their families.

Funds leadership courses for department heads and other physician leaders.

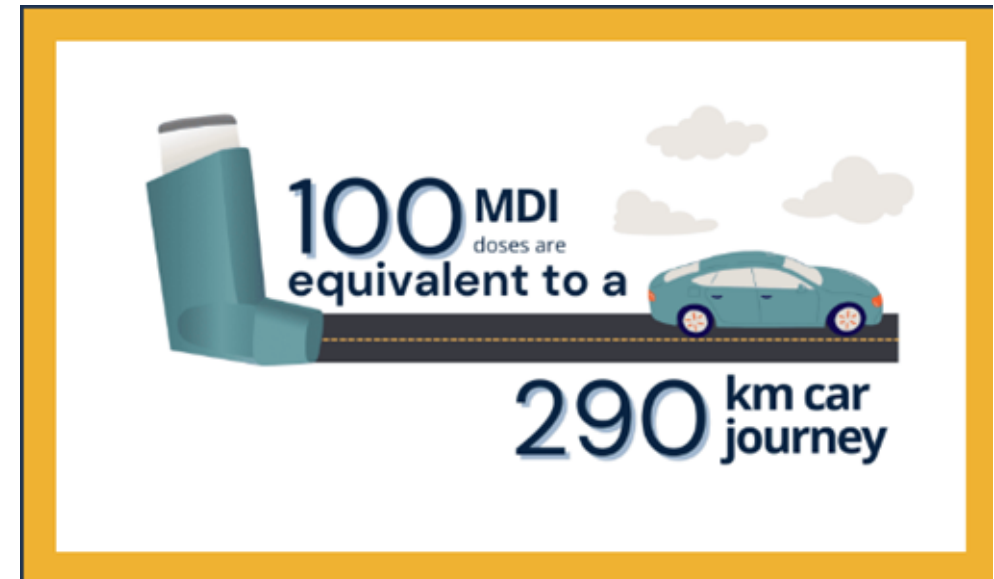
# Examples of Activities

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## Collaboration With Stakeholders

### Environmental Sustainability

Physicians are working with key stakeholders within the hospital as well as on a regional round table and with Interior Health to reduce hospital waste and promote best practices around recycling and composting.



# Examples of Activities

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## Quality Care for Patients

### Radioactive Seed Localization for Breast Cancer: Protocol Development

Breast Lumpectomy for breast cancer is the preferred surgical treatment for most patients. For breast cancers that cannot be reliably palpated because of their small size, wire localization is used to identify the tumor in-operatively. Radioactive Iodine-125 seed localization has many advantages to wire localization: easier placement, more flexibility in timing of placement, more precision, better outcomes and lower positive margin rate post excision.

Led by Dr. Michael Horkoff, VJH will be the second site in British Columbia using this technique and the first in Interior Health.

# Attraction, Recruitment, Retention

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Majority of physician efforts focused on retention:

- Breakfast Events
- The Great Geo-cache Adventure
- Civility Matters to Patient Care
- Physician of the Month
- Annual Physician Family BBQ

# Attraction, Recruitment, Retention

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## Physician Staffing Shortages:

-18 VJH postings (9 per cent vacancy rate)

Dermatology - 2

General Pathology

Psychiatry – Children and Adolescent

Psychiatry General

Pediatrics

Obstetrics/Gynecology

Emergency Medicine

Hospitalist – 2 + locum

Family/General Practitioner – 4

Anesthesiology

Diagnostic Radiology

Nurse Practitioner – P/T

# Attraction, Recruitment, Retention

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New Residency Program welcomes 4 family practice physicians to VJH. Community Futures working with Dr. Travis Allen on housing for residents.

New Physician Master Agreement - increased payment for physicians will either address physician shortages or burnout issues.

For physicians coming to the Okanagan, cost of living significantly lower in Vernon than Kelowna.



# Attraction & Recruitment Challenges

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Availability of Housing – rentals and purchases

Availability of Child Care

Staffing Shortages - World Economic Forum predicts a shortage of 10 million healthcare workers worldwide by 2030. Poaching has become a necessary form of recruitment.



# How Can You Help?

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## Communication

- Community Hug Welcome Program
- Housing Registry - temporary housing for locums, medical students, residents
- Housing project for VJH residency program initiated by Community Futures.

## Collaboration

- Recruitment video showcasing Vernon and why physicians should live, work and play in our community.
- To be used by Health Match BC for recruitment of physicians from overseas.
- Recruitment opportunities.  
Example: COEDC March trip to the Netherlands.

# How Can You Help?

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## Partnership

Physicians and Health Care Workers  
Require Childcare

\*Step 1 – identification/procurement of site.

Step 2 – development of a site plan–YMCA to assist.

Step 3 – application to ChildCareBC New Spaces Fund for funding daycare construction by March 31, 2023. YMCA to assist.

\*Step 4 – Advocacy support for extension if Interior Health is unable to make deadline.

# Dream With Us...

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## A Health Care Village for Vernon

- The way of the future.
- Centred around a hospital, cancer lodge, dementia care, university health sciences.
- Housing, daycare, pharmacy, groceries, retail for health care workers and outpatients.
- Environmentally sustainable with a healthy living focus: walking trails, community garden, xeriscaping.

## Benefits:

- Support system for health care workers.
- Health care workers on-site to fill shifts.
- Home care for outpatients.

## Suggested Reading:

- Hfmmagazine.com
- Angle.ankura.com
- Healthcarefacilitiestoday.com

# Questions

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**Dr. Kira McClellan, MD, CCFP, FCFP**  
Family Medicine  
President, VJH Physician Society and Medical Staff  
Head, VJH Department of Family Medicine

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