

Minutes of the **GOVERNANCE & SERVICES COMMITTEE** meeting of the Regional District of Central Okanagan held at Regional District Offices, 1450 KLO Road, Kelowna, BC on Thursday, January 14, 2021

Directors:

- J. Baker (District of Lake Country)
- M. Bartyik (Central Okanagan East Electoral Area)
- C. Basran (City of Kelowna)
- W. Carson (Central Okanagan West Electoral Area)
- M. DeHart (City of Kelowna)
- C. Fortin (District of Peachland) (*attended electronically*)
- G. Given (City of Kelowna)
- C. Hodge (City of Kelowna) (*attended electronically*)
- S. Johnston (City of West Kelowna) (*attended electronically*)
- G. Milsom (City of West Kelowna)
- B. Sieben (City of Kelowna)
- L. Stack (City of Kelowna) (*attended electronically*)
- L. Wooldridge (City of Kelowna)
- J. Coble (Westbank First Nation) (*attended electronically*)

Staff:

- B. Reardon, Chief Administrative Officer
- J. Foster, Director of Communication & Information Services
- C. Griffiths, Director of Economic Development
- D. Komaike, Director of Engineering Services
- M. Kopp, Director of Parks Services (*attended electronically*)
- K. Mallory, Manager of Economic Development
- M. Rilkoﬀ, Director of Financial Services (*attended electronically*)
- M. Drouin, Manager-Corporate Services (recording secretary)

1. CALL TO ORDER

Chair Given called the meeting to order at 8:50 a.m. and acknowledged the meeting is being held on the traditional territory of the syilx/Okanagan peoples.

In accordance with the most recent Provincial Health Officer Order regarding gatherings and events, the public is currently not permitted to attend Board meetings in-person.

As an open meeting, a live audio-video feed is being broadcast and recorded on rdco.com.

2. ADDITION OF LATE ITEMS

There are no late items for the agenda

3. ADOPTION OF THE AGENDA

#GS01/21

BARTYIK/MILSOM

THAT the agenda be adopted.

CARRIED unanimously

4. ADOPTION OF MINUTES

- 4.1 Governance & Services Committee Meeting Minutes – November 12, 2020

#GS02/21

MILSOM/WOOLDRIDGE

THAT the Governance & Services Committee meeting minutes of November 12, 2020 be adopted.

CARRIED unanimously

5. CORPORATE SERVICES

- 5.1. North Westside Community Communications & 2021-2022 Electoral Area Communications Strategy

Staff report dated January 6, 2021 provided an update on current community communication activities resulting from the 2017 North Westside Services and Community Issues Review. In consideration of same, a review was completed of the goals, objectives and activities for future communications in the electoral areas.

Staff reviewed the background and outlined additional communications which have occurred since that time. Although work is being done mostly in the North Westside area, there is also work being done in both electoral areas.

This two-year plan has been developed and will be reviewed in 2022 which also coincides with the end of term of the current Board. The goals and considerations were outlined.

A statistically valid citizen's survey will be completed in 2021 (going forward bi-annually) which will assist in hearing and understanding what residents want to know about the services they receive.

Current activities were outlined: electoral area webpages, media relations, social media, project specific engagement, live-stream and recording of Regional Board meetings, and an upgraded RDCO website to be rebuilt in 2021 with more intuitive architecture.

New/proposed (electoral area specific) activities were identified: advocacy, in-person open houses, annual newsletter in 2nd quarter highlighting budget information, service directory, investigation of online engagement platform in 2022.

A general discussion ensued.

#GS03/21

BARTYIK/CARSON

THAT the Governance and Services Committee receive for information the North Westside Community Communications report dated January 6, 2020 from the Director of Communication and Information;

AND FURTHER THAT the Governance and Services Committee recommend the Regional Board endorse the 2021-2022 Electoral Area Communications Strategy

CARRIED unanimously

6. ECONOMIC DEVELOPMENT SERVICE

6.1 Economic Development Commission 2021 Priorities Plan (presenting: Allan Neilson)

Allan Neilson addressed the Committee outlining the process today which is to ask for input and feedback on the 2021 Priorities Plan.

Staff provided an outline of the following:

- The EDC role and mandate
- Central Okanagan unemployment rates from 2015-2020
- Economic recovery trajectory in terms of COVID-19
- Economic stakeholders 'ecosystem' which includes: Support Services (ie: Chambers, SIDIT, TOTA, Tourism Kelowna); Talent (ie: Okanagan College, UBCO); Accelerators (ie: Accelerate Okanagan); Capital & Financing (ie: BDC, Community Futures)
- COVID-19 specific support and initiatives
- Staff have had ongoing direct outreach in 2020 including:
 - 8 industry roundtables
 - 10 Advisory Committee meetings
 - Business walk survey
 - Strategic Planning Sessions
- Building business is the number 1 priority
 - Support the region's business through one-on-one business guidance
 - Create and connect businesses to resources, tools, support programming and market information
 - Gather industry intelligence through direct connections with the region's businesses to identify need and opportunities
 - Partner with region's business service providers to address needs and opportunities of businesses.
- Priorities table for 2021 highlighted (a two-page plan)
 - Building business
 - Growing sustainability
 - Fostering a vibrant workforce
 - Competing globally

Discussion ensued:

- Business such as tourism, hotels, restaurants, personal services continue to struggle during the pandemic. Huge job losses with closure of casinos. How will EDC assist these industries going forward post COVID-19? What opportunities are there for staff to support?
- Advocacy work has occurred on having an BC Economic Diversification Office in Kelowna (in support of the Western Economic Diversification which currently focuses on Manitoba to BC). This is a long term strategy—ensuring the Central Okanagan is always on the map—not only Vancouver and Victoria.
- Want to hear what types of topics/information does the Board want to hear from on a more regular basis?

Allan Neilson facilitated a discussion on what may be missing in the Plan.

- Reviewed the groups being brought together to see what's needed.
- What further information does the Board want to hear.
- What others are doing and use that for advocacy.
- Make sure partner groups have the information to be ready when to hit GO when pandemic restrictions are over.
- While focusing on the 4 pillars, are there other areas.
- Consumer confidence – how do we gather information to determine when consumers are more confident post COVID.
- What does support look like? Specifics not included in the priorities.
- In crisis situation what would fall off the table – staff cannot do everything.
- What are the how's—ie: partnering with business. How? This is outlined in the operational plan.
- More staff resources will be required if priorities are expanded.

A summary of today's discussions includes:

- o Focus on information—collecting, preparation, advocacy
- o Focus on identifying action – bring back to this and other groups
- o Bring forward request for resources, if required
- o More explicit focus on vulnerable industries
- o Are we reaching unorganized groups
- o Labour needs in response to COVID

#GS04/21

BAKER/WOOLDRIDGE

THAT the Governance and Services Committee receive the 2021 COEDC Priorities Plan;

AND FURTHER THAT the Governance and Services Committee recommends the RDCO Board approve the Central Okanagan Economic Development Commission's 2021 Priorities Plan.

CARRIED unanimously

7. NEW BUSINESS

No new business

8. **ADJOURN**

There being no further business the meeting was adjourned at 11:15 a.m.

CERTIFIED TO BE TRUE AND CORRECT

G. Given (Chair)

B. Reardon (Chief Administrative Officer)