

**Central Okanagan Economic Development Commission
Advisory Committee Meeting Minutes
Wednesday, January 28th, 2026, 7:30 AM
Regional District of Central Okanagan, Woodhaven Boardroom
1450 K.L.O. Road, Kelowna**

✓ = attended X = Absent * Not required A = Alternate Attended

Advisory Committee Executive:

X	Quinn, Paula, Chair
X	Hughes-Geekie, Sharon, Past Chair
✓	Malcolm, Ryan, Vice-Chair

✓	Nagy, Angela

Advisory Committee:

X	Alluri, Rama
✓	Balkwill, Katie
X	Berrie, Carla
✓	Bowles, Ron
✓	Brophy, Randey
✓	Bruns, Myles
X	Burleigh, Mark
✓	Cannan, Ron
X	Carnio, Alex
✓	Coble, Jordan
X	Dawn, Jeremy
X	DeVeer, Cassidy
X	Douglas, Laurel
X	Dyas, Tom

✓	Farr, Brandon
✓	Ferreira, Christina
X	Friesen, Jason
✓	Gatzke, Alan
X	Gratz, Derek
A	Harper, Shauna
X	Ireland, Blair
X	Jones, Garrett
X	Kam, Michelle
X	Labrecque, Cory
X	Lake, Brea
✓	Metvedt, David
X	Molina, Tonja
✓	Mullings, Dale

X	Rezania, Sepideh
X	Robinson, Heather
✓	Rubadeau, Devin
X	Schlosser, Joanna
X	Selby, Robert
X	Spencer, Sandra
X	Sulentich, Ruth
✓	Threlfall, Rich
X	Walker-Matthews, Ellen
✓	Wall, Jonathan
✓	Wang, Bill
X	Widmer, Larry
✓	Wong, Roger
✓	Wylie, Taylor

Staff and Consultants:

✓	Mallory, Krista
X	Lesack, Sascha
X	Rambe, Mohana
✓	Ververda, Brianne

✓	Walraven, Jen
X	Weston, Eva
✓	Foster, Jodie
✓	Ginter, Sally

X	Stark Leader, Myrna

Guests:

Jensen, Tyler
Wood, Sarah

1. Call to Order

Vice-Chair Ryan Malcolm called the meeting to order at 7:30 am.

2. Land Acknowledgement

The Chair acknowledged our presence on the traditional, ancestral, and unceded *tḥxʷúlaʔxʷ* (land) of the syilx / Okanagan people who have resided here since time immemorial. We recognize, honour, and respect the syilx / Okanagan lands upon which we live, work, and play.

3. Adoption of Minutes

Minutes of November 26, 2025, unanimously approved.

4. Introduction of New Advisory Committee Members

Krista introduced Brandon Farr of Level up Strategies and Goodfinity, and Taylor Wylie of Anodyne Electronics Manufacturing.

Councillor Randey Brophy joined the committee as the District of Peachland representative.

5. iGen (Innovation Generation) Challenge

Tyler Jensen, iGen Teacher Lead, Central Okanagan Public Schools

Sarah Wood, Career Consultant, Central Okanagan Public Schools

Tyler introduced the program educating us about its reach as a high school business plan pitch competition. They are always thankful for mentors who participate and there are sponsorship opportunities. Sarah and Tyler shared poignant stories of meaningful results the program and students have achieved over the years in our vibrant entrepreneurial communities. iGen partners with post-secondary institutions and community businesses to provide career exploration and experiences. They also run Advanced iGen, which is an online e-school course with 12 weekly evening sessions.

See contacts and opportunities attached.

6. COEDC 2026 Update

Krista Mallory, Manager, COEDC

- Review of the Advisory Committee – COEDC is a service of the RDCO and has a mandate for region-wide economic development to foster the development of a healthy, dynamic and resilient community economy, by supporting existing businesses and encouraging new business investment in the Central Okanagan from Peachland through Lake Country. We collaborate with local governments and business stakeholders. Our regional model is recognized as a best practice for economic development organizations in BC, taking advantage of economies of scale. We work with Federal, Provincial and Regional organizations in multiple layers of supportive partnership. We are accountable to the RDCO Board and have this Advisory Committee of elected officials, partner organizations and

- industry sector representatives who bring valuable input to our meetings that funnels into the work we do.
- 2025 accomplishments – We launched the Roadmap to Resiliency Strategic Plan to 2030, held a Navigating Trade Challenges public panel and private industry roundtables, worked with experts to develop the Okanagan Manufacturers Database for Osoyoos to Salmon arm, supported small food and beverage manufacturers through a tradeshow and delegation pilot within Canada, the EDC Workforce Profile and Strategy development is coming along and we'll be able to share results in February, check these out on our website!
 - 2026 in store – Workforce Profile and Strategy, enhanced Business Resource Hub with AI updates, trade show attendance to Grocery and Specialty Foods West and Canadian Health Food Association East, Web Summit, an event associated with FIFA, CANSEC via Trade Commissioner Service, Southern Interior Horticultural and Make it Safe conferences.
 - There will be input given to the RDCO Planning department and received regarding the Regional Growth Strategy and Regional Employment Lands Strategy. The region has grown 40% since the previous iteration.
 - Myles Bruns commented that from the Province's perspective, the COEDC is so important and effective in the Province and the Region. There has been a trend of local governments and Regional Districts pulling back from economic development and the COEDC is the best regional government delivered economic development service in the province. Local leadership support from the communities that participate in the COEDC is strong, and the management of the COEDC has balanced the contributions to both smaller and larger communities in the region. Every time the province has an initiative, Myles knows he can count on the COEDC to be a part of it, in fact the COEDC often reaches out to the province first by inviting them to participate.
 - Vice-Chair Ryan Malcolm encouraged committee members to reach out to Krista or members of the Executive, who are a bridge between staff and the business community, if members have additional questions or ideas outside of the meetings as well.

See presentation attached.

7. Building a Regional Business Ecosystem

The effectiveness of the committee is dependent upon understanding the broad spectrum of expertise, experience and perspectives of different members. Attendees participated in Speed Networking and had engaging dialogue about:

- the biggest opportunities in their industries or communities this year,
- how the COEDC and Advisory Committee could support those,
- what they have learned from the Advisory Committee that has impacted their businesses.

Action Items for Advisory Committee: consider sponsorship, mentoring and/or presenting to iGen classes.



8. New Business

- Congrats to our colleagues at the City of Kelowna on the opening of the new terminal at YLW.
- WFN has a State of the Nation luncheon with Chief Robert Louie and the Greater Westside Board of Trade on February 11th.
- Next meeting February 25th

Adjournment:

Meeting adjourned at 8:46 am.

