

**Central Okanagan Economic Development Commission  
Advisory Committee Meeting Minutes  
Wednesday, June 26<sup>th</sup>, 2024, 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 | Larson, Janice, Chair             |
| ✓ | Hughes-Geekie, Sharon, Vice-Chair |
| ✓ | Calissi, James, Past Chair        |

|   |              |
|---|--------------|
| X | Nagy, Angela |
| X | Quinn, Paula |

**Advisory Committee:**

|   |                     |
|---|---------------------|
| A | Alexander, Andrea   |
| X | Alluri, Rama        |
| A | Benson, Gavin       |
| X | Berrie, Carla       |
| X | Bruns, Myles        |
| ✓ | Burleigh, Mark      |
| X | Collins, Dave       |
| ✓ | Csek, Nikki         |
| X | Dawn, Jeremy        |
| X | Douglas, Laurel     |
| X | Dyas, Tom           |
| X | Ferreira, Christina |
| ✓ | Freisen, Jason      |
| X | Gipps, Paul         |
| ✓ | Goodhew, Alex       |

|   |                  |
|---|------------------|
| A | Harper, Shauna   |
| X | Harvey, Maryse   |
| ✓ | Ireland, Blair   |
| ✓ | Kam, Michelle    |
| X | Labrecque, Cory  |
| ✓ | Lewis, Chris     |
| ✓ | Lovegrove, Gord  |
| X | Malcom, Ryan     |
| ✓ | Myers, Rebecca   |
| X | Popoff, Chantel  |
| ✓ | Rezania, Sepideh |
| X | Ritchie, Geoff   |
| ✓ | Selby, Robert    |
| X | Stewart, Tony    |
| X | Sulentich, Ruth  |

|   |                  |
|---|------------------|
| ✓ | Threlfall, Rich  |
| X | Thurnheer, Laura |
| ✓ | Udzenija, Nicole |
| ✓ | Wall, Johnathan  |
| ✓ | Wang, Bill       |
| ✓ | Wentworth, Noel  |
| X | White, Jill      |
| ✓ | Widmer, Larry    |
| X | Wolf, Mike       |
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**Staff and Consultants:**

|   |                 |
|---|-----------------|
| ✓ | Mallory, Krista |
| ✓ | Lesack, Sascha  |
| ✓ | Weston, Eva     |

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|---|---------------------|
| ✓ | Rambe, Mohana       |
| ✓ | Walraven, Jen       |
| ✓ | Stark Leader, Myrna |

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**Guests:**

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| Vann Struth, Jamie |
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| Rodriguez, Jose |
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| Robinson, Nikki |
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## 1. Call to Order

Vice-Chair Sharon Hughes-Geekie called the meeting to order at 7:33 am.

## 2. Land Acknowledgement

The Chair acknowledged our presence on the traditional, ancestral, and unceded tñxʷúlaʔxʷ (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 May 22, 2024, unanimously approved.

## 4. COEDC Strategic Planning

COEDC Staff – Krista Mallory, Eva Weston

Jamie Vann Struth, Senior Manager, Economic Advisory Deloitte

Congratulations to Eva on her promotion to Economic Development Officer.

COEDC Mandate – work in partnership to facilitate and encourage the development of a healthy and sustainable economy by supporting existing business and encouraging new business investment in the Central Okanagan. In developing the scope of work for the Strategic Plan it needs to identify existing resources and it may indicate that additional resources are needed for the fastest growing region in Canada. Previous strategy from 2019 held true in 2020 even with Covid changes and now we will look forward to meeting the demands for the next 5 years to 2030. This will encompass the Regional District Board priorities. Our Advisory Committee is a huge asset in developing the priorities to meet the needs of the region. Thank you for your participation and engagement.

Jamie discussed the process and consultant role in developing the Strategic Plan.

See attached presentations for details.

## 5. Facilitated Discussion

- 3 Questions for discussion groups –
  1. Most important challenges facing the regional economy in the next 5 years
  2. Top emerging potential opportunities for economic growth
  3. Review of the previous plan's 4 Strategic Pillars, which to retain and which to change, decrease or remove relative to upcoming importance.

**Results were collected and will be incorporated into developing the strategic plan.**

## 6. ICAF Update

Nikki Robinson, Director Business Development, Tourism Kelowna

- Tourism Kelowna has applied for 2026 for the International Convention Attraction Fund and they need at least 20% international attendees. It is funded by the government of Canada and administered by Destination Canada. We would need 150 delegates per night. Sectors



of influence include Advanced Manufacturing, Agribusiness, Life Sciences, Natural Resources, Digital Industries, and Finance and Insurance.

**Action Items for Advisory Committee:** Please think of large business events that could be hosted here and connect those to Tourism Kelowna.

## **7. New Business**

- Accelerate Okanagan is conducting an Economic Impact Study on the Okanagan Tech Sector and requested its promotion among our networks.
- Csek Creative will host a Level Up Leadership AI Summit in September.

## **Adjournment:**

Meeting adjourned at 9:01 am.

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