



MINUTES

of the Economic Development Advisory Committee held
in the Council Chambers, 380 Main Street, Lytton, BC
at 7:00 p.m. November 13, 2014

PRESENT: Councillor Rob Austen (Chair)
Councillor Andrew Fandrich
Huntley Smith
Meghan Fandrich
Jason Robertson
Terry Weekley

Jed Anderson, Intern

Regrets: Alex Norris

1) **CALL TO ORDER** - The Chair called the meeting to order at 7:06 pm.

2) **ADOPTION OF AGENDA**

Under New Business, add two items:

(a) Approximately \$10,000 in economic development funding

(b) Recruitment for new EDAC member

Moved and seconded that the agenda be adopted as amended.

Carried

3) **ADOPTION OF MINUTES**

Moved and seconded that the Minutes of the Meeting of May 8, 2014 be adopted as presented.

Carried

4) **RESPONSE FROM COUNCIL ON ACTION ITEMS**

The Chair briefed the Committee on the items considered by Council at its meeting of April 28, 2014.

5) UNFINISHED BUSINESS

The Committee discussed a number of planned priorities set out in the May 8 meeting, in an attempt to remind themselves of what had been discussed in the spring.

Huntley Smith restated his opposition to spending money on **branding**, noting that Lytton already has a brand.

The Committee discussed the idea of **commercial tax cuts**. Members Weekley and Smith voiced their opposition to the idea, noting that residential rates would have to rise as a result.

Terry Weekley noted that the **parking and signage bylaws** in Lytton are too restrictive and should be altered to allow more freedom for business development.

The Committee discussed the **business license bylaw** and the possibility of multi-tier business licenses, for compliant and non-compliant businesses. Huntley Smith asked why the Village requires businesses to pay for a business license.

Jason Robertson suggested that a **work plan** be created to tackle the priorities set out by the EDAC, allowing staff to begin working on each item as part of the Official Community Plan.

The Committee discussed the issue of **unsightly premises** and how to deal with them: What qualifies as an unsightly property? How do you remove abandoned buildings? Can you confiscate property or force demolitions? The Committee is interested in investigating how other municipalities have dealt with this issue.

The Committee discussed the **Art in the Park** idea, where local artists would work and interact with the public and visitors in Lytton parks during the summer months at scheduled times.

6) NEW BUSINESS

Councillor Rob Austen informed the Committee of Council's decision to hire a person as a temporary contractor in December to recruit local businesses to Small Town Love.

(a) **Approximately \$10,000 in economic development funding**

The Committee discussed purchasing aesthetically pleasing **Village-owned signs** that could be put in the windows of vacant commercial properties in Lytton, advertising the opportunity for rent. Meghan Fandrich suggested the signs could also include historical information about Lytton to attract the attention of visitors.

The Committee discussed using the money to market Lytton. One idea was to **improve the signage on the Highway**. Committee members noted the signs at Hope and Chilliwack. Another idea was to use the economic development funding to pay for improved lighting on existing signs.

Committee members were uninterested in hiring an Economic Development Officer, and more interest in **hiring a marketer or marketing firm to promote Lytton** on a contractual basis. One idea was to market what Lytton does not have as a positive: no McDonalds, no Walmart, no Home Depot, no traffic jams, low stress, etc.

Moved, seconded to suggest an action item to Council: That the Village start a marketing campaign, and hire a marketer on contract.

Carried

The Committee discussed creating an **inventory of existing businesses**, which includes outside businesses that visit Lytton regularly. Businesses would need to have a business license and the list could be put on the Lytton website.

The Committee discussed creating an **inventory of agricultural lands** in the area, and marketing the potential for farming in Lytton. The Committee noted that this could be a job for a local contractor as well. The inventory of agricultural lands could then be given to a marketer in order to market Lytton's potential in agriculture.

Jason Robertson suggested the idea of hiring someone to head up the establishment of a **farmer's co-op**.

(b) Recruitment for new EDAC member

Moved, seconded that a call be put out for a new committee member due to the departure of Alex Norris.

Carried

7) FUTURE SCHEDULE

The next meeting is **December 11, 2014 at 7:00 pm**.

8) ADJOURNMENT

Moved that the meeting adjourn at 8:25 pm.

Carried

Chair

Corporate Officer