

Regular Meeting – A.M.

July 23, 2007

A Regular Meeting of the Municipal Council of the City of Kelowna was held in Meeting Room No. 3, 1435 Water Street, Kelowna, B.C., on Monday, July 23<sup>rd</sup>, 2007.

Council members in attendance: Mayor Sharon Shepherd, Councillors Andre Blanleil, Barrie Clark, Colin Day, Brian Given, Carol Gran, Robert Hobson, Norm Letnick and Michele Rule.

Staff members in attendance were: City Manager, Ron Mattiussi; Deputy City Clerk, Stephen Fleming; Director of Financial Services, Paul Macklem\*; Director of Corporate Services/Acting Director of Planning & Development Services, David Shipclark\*; Director of Recreation, Parks & Cultural Services, David Graham\*; Manager Community Development & Real Estate, Doug Gilchrist\*; Parks Planning, Design & Construction Supervisor, Andrew Gibbs\*; Manager, Policy, Research & Strategic Planning, Signe Bach\*; Communications Manager, Karen Cairns\*; Financial Planning Manager, Keith Grayston\*; Financial Analyst, Jim Wunderlich\*; Inspection Services Manager, Ron Dickinson\*; and Council Recording Secretary, Sandi Horning.

Guests: General Manager, Tourism Kelowna, Nancy Cameron\*; President, Traction Creative Communications, Larry Donen\*; and Account Manager, Client Services, Traction Creative Communications, Brian Webb\*.

(\* denotes partial attendance)

## 1. CALL TO ORDER

Mayor Shepherd called the meeting to order at 8:08 a.m.

2. Councillor Gran was requested to check the minutes of the meeting.

## 3. REPORTS

### 3.1 Communications Manager re: Corporate Identity

Staff:

- Introduced the Traction Creative Communications team and provided an update regarding the corporate identity process.

Guest, Larry Donen:

- Gave a PowerPoint presentation to Council.
- Trying to create a corporate logo that reflects the “Kelowna experience” as well as incorporates a “One City, One Look” approach.
- Recommending Option #2 for the City of Kelowna logo design.

Council:

- Hard for the City of Kelowna to own the “brand” if it originated with Tourism Kelowna. Council and City staff need to be more involved in the process.
- The “Sails” are an important “brand” for the City and would prefer they be incorporated into the new logo design.
- Would like to see the catch phrase, “Live, Work & Play” incorporated in to the new design.

Staff:

- Advised that Tourism Kelowna will not be changing its logo and if the City wants to take a “One City, One Look” approach, then the Tourism Kelowna logo needs to be incorporated into the City’s new logo.
- The City Manager will meet with the design team to provide further instructions regarding the design of the new City logo and an update will be provided to Council in due course.

Regular Meeting – A.M.July 23, 20073.2 Director of Financial Services, dated July 18, 2007 re: Development Cost Charges Discussion Paper

Staff:

- Gave a PowerPoint Presentation to Council.
- There is an opportunity to hire a consultant to review the proposed DCC changes; however the funding is limited.
- The goal is to implement the new DCC's in 2008.
- There is no mechanism in place to collect DCC's at a later date if they are not collected up front.
- A proper process needs to be established in order to determine DCC's on secondary suites.
- Any changes to the DCC Bylaw are required to be reviewed by the Inspector of Municipalities.

Council:

- DCC's need to be fair and equitable for all.

Moved by Councillor Rule/Seconded by Councillor Given

**R707/07/07/23** THAT Council receive the Development Cost Charges Discussion Paper dated July 18, 2007 for information;

AND THAT Council direct staff to prepare options and recommendations to address current issues related to the application of Development Cost Charges in the City of Kelowna;

AND FURTHER THAT a DCC Bylaw Amendment be prepared on a timeline to facilitate adoption and implementation in early 2008.

Carried4. RESOLUTION CLOSING THE MEETING TO THE PUBLICMoved by Councillor Given/Seconded by Councillor Day

**R708/07/07/23** THAT this meeting be closed to the public, pursuant to Section 90(1) (a), (e), (f) and (i) of the Community Charter for Council to deal with matters relating to the following:

- Position Appointments
- Acquisitions/Dispositions/Expropriations
- Law Enforcement
- Solicitor-Client Privilege

5. ADJOURN TO CLOSED SESSION

The meeting adjourned to closed session at 9:51 a.m.

The meeting was declared terminated at 11:32 a.m.

Certified Correct:\_\_\_\_\_  
Mayor\_\_\_\_\_  
Deputy City Clerk

SLH/dld