



Mission

Uptown, Down to Earth: To grow and strengthen Rutland's hard-working business community through authentic connections and strategic opportunities.

Vision

Rutland Proud: To attract and expand development, business and prosperity with pride and purpose.

Uptown.

Down to Earth.

Director Profile

Amanda McFarlane

BrainTrust Canada Association

What is a fun fact about yourself that isn't well known?

I'm from Rutland before it expanded. Driving to the mall felt like an event and going downtown felt like a day trip. Also, I'm a huge nerd; I can't stop learning. I'm always curious about learning something new.

What drew you to your current occupation or business?

I've always been passionate about speaking for those who couldn't speak for themselves. The brain controls every aspect of who we are, and we only know so much about it. My work has provided me the opportunity to help others, whether it's working with the government or providing direct help to individuals, I feel motivated every day.

What is your favourite thing about Rutland? Favourite mural?

I feel lucky to have the memories I had growing up. There was no class system. We would explore the orchards and it felt like an open community. There was no crime growing in the area. Rutland still has such a strong, beautiful community.

Nick Sweetman's mural is my favourite. I love the dynamic nature of the beaver. It speaks to the animals and the people of the Okanagan, representing the interconnectivity of the area.

How do you see yourself growing with URBA and what impact would you like to bring to the community of Rutland?

Courtney Fedevich reached out to me and suggested I join the Board of Directors. Having the opportunity to take part in URBA feels like coming home. I feel able to use my voice, leveraging what I have to give back to the community to a community I love so much. I've been working with the RCMP to prevent crime.

Are you working on any projects/events/products that you're excited to share or talk about?

A huge project right now is the West Coast Brain Injury Conference we put on every year locally, taking place on June 14; It's sponsored by Pushor Mitchell LLP. This year's conference theme is "A Synthesis of Systems: Working Together to Fill the Gaps," which will focus on the brain and behaviour in the context of current social issues, community connection, and system change.



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Urban Options Planning Corp.

Amanda McFarlane

BrainTrust Canada

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Karen Beaubier

URBA 2023 BOARD OF DIRECTORS ANNOUNCED

URBA held its Annual General Meeting Tuesday February 28 with the election of its 2023 Board of Directors. "Rutland's business community is full of heart and determination. We want to have open dialogue with our members as they continue to face challenges. This year's Board of Directors are leaders that are driven to see Rutland businesses thrive and be sustainable for many years to come," says President Nancy Wells. "We are incredibly honoured to have Mayor Dyas join the URBA Board this year as he sees the potential and the many valuable opportunities in Rutland, just like we do."



"I encourage members to communicate with us to help them reach their successes and assist them with any challenge they may face."

PRESIDENT: Nancy Wells, Kelowna Hospital Foundation-Rutland Thrift Store

DIRECTORS:

Justin Bullock, OK Tire + Top Grade Tire
Courtney Fedevich, Venture Commercial
Laura Fitzsimmons, Haus+Home OKGN Interior Design
Terra George, Superior Paint Co + Okanagan Soap
Navjit Khun Khun, Benson Law
Brad McNaughton, Lux Quality Homes
Domenic Rampone, Mara Lumber Home Building Centre
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Mayor Tom Dyas, City of Kelowna
Ellen Boelcke, Kelowna Chamber of Commerce
Birte Decloux, Urban Options Planning Corp.
Amanda McFarlane, BrainTrust Canada

Faces of Rutland

Meet John Rutland, founder and farmer

According to data from the Rutland Centennial Committee, Kelowna has been a major route for livestock drivers and farmers since the 1840s. However, the Rutland community didn't begin hosting commercial apple orchards until the early 1890s and wasn't able to do so successfully till the 1920s.

John Mathew "Hope" Rutland first settled in the community with his wife Edith, in 1902, after falling in love with Canada on their honeymoon trip abroad.

Growing up in Australia on his parents farm, he developed a love for orcharding early on in his life.

According to *Down Memory Lane: Rutland*, upon their arrival from Australia, John and his wife acquired a 960 acre estate. The property spanned a major part of what Rutland is today, with the west boundary extending just past Rutland Rd, and the South East boundary ending at the corner of the former William Gay Property



Edith and John Rutland

Photo Credit: Vieloye, Senger. *Down Memory Lane Rutland*. Kelowna, Ehmann Printworx Ltd., 2008 Edith and John Rutland

John quickly began establishing some of the first commercial orchards in the region and it is widely circulated that he was responsible for installing the first large irrigation system in the region. This irrigation system, made up of large flumes, ditches and intakes, is still an integral part of the Black Mountain Irrigation system to this day.

Its development is also said to have made way for future farmers to open subsequent orchards in the Rutland region, bringing with them economic prosperity and population growth. For this reason, Rutland is often referred to as the founder of the community.

In 1905, John sold off a majority of his property to Okanagan Fruit and Lands Company, a Kelowna syndicate, of which D.W. Sutherland was one of the principals.



Rutland Estate home ca 1903 (Archive #5340)

Photo Credit: Vieloye, Senger. *Down Memory Lane Rutland*. Kelowna, Ehmann Printworx Ltd., 2008 Rutland Estate home ca 1903

What Keeps You Up at Night?

URBA wants to know

Have you been thinking about the future of your business and wondering what the coming year will look like?

As a small business owner, you face daily challenges, URBA wants to know what are they? Not enough staff, security/theft, or lack of provincial/federal government support? URBA wants to know this valuable info so we can better serve its members and get your voice heard by all levels of government. You can share your thoughts about what types of businesses, new amenities or services you would like to see in Rutland with Executive Director Karen Beaubier.

She is now hosting one-on-one meetings with URBA members. To arrange a meeting that fits your schedule, please email info@uptownrutland.com or call 250-451-9861.

