



THE CORPORATION OF THE CITY OF VERNON

**MINUTES OF**

**TOURISM ADVISORY COMMITTEE MEETING**

**HELD WEDNESDAY, JANUARY 17, 2018**

**OKANAGAN LAKE ROOM**

**PRESENT: VOTING:**

Mayor Mund  
Christine Kashuba, Greater Vernon Cultural Advisory  
Kevin O'Brien, Kalavida Surf Shop  
Aaron Deans, Allan Brooks Nature Centre  
Kari Wilton, Community at Large  
Jacqueline Birk, Sparkling Hill Resort

**ABSENT:** Tanis Black, Silver Star Mountain Resort  
Susan Lehman, Downtown Vernon Association Rep.  
Dione Chambers, Greater Vernon Chamber of Commerce Rep.  
Matthew Ball, North Okanagan Cycling Society  
Raj Sood, Super 8

**NON-VOTING:**

Councillor Nahal

**STAFF:** Ange Chew, Staff Liaison, Manager, Tourism  
Kevin Poole, Manager, Economic Development & Tourism  
Sherri Biluk, Executive Assistant

**ORDER**

The Legislative Committee Clerk called the meeting to order at 8:13 am and called three times for nominations for the position of Committee Chair for the January 17, 2018 Committee meeting.

**ELECTION OF CHAIR**

Moved by Jaqueline Birk, seconded by Christine Kashuba:

THAT Kevin O'Brien be elected Chair of the Tourism Advisory Committee for the January 17, 2018 meeting.

**CARRIED.**

**REVIEW – TERMS OF REFERENCE AND BULLYING AND HARASSMENT POLICY**

The Committee reviewed the Advisory Planning Terms of Reference and the Bullying and Harassment Policy.

It was pointed out that the Bullying and Harassment Policy must be provided to all staff and all committee members on an annual basis.

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**ADOPTION OF AGENDA**      Moved by Jaqueline Birk, seconded by Kari Wilton:

THAT the agenda for Wednesday, January 17, 2018 Tourism Advisory Committee meeting be amended to include:

- **Add item – New Business:** Coldstream Tourism Committee and be adopted, as amended.

**CARRIED.**

**ADOPTION OF MINUTES**      Moved by Christine Kashuba, seconded by Kari Wilton:

THAT the minutes of the Tourism Advisory Committee meeting held Wednesday, November 8, 2017 be adopted.

**CARRIED.**

### **UNFINISHED BUSINESS:**

#### **55+ SENIOR'S GAMES**

Staff are looking for advice from the committee members on how they wish to proceed with the cooperative funding for the 55+ Senior Games.

Council approved the matching funding application submitted by the 55+ Senior's Games, at the request of this committee, of up to \$25,000 for qualified expenses.

Once the expenses were submitted by the 55+ Seniors Games, it was noted that there were not \$25,000 worth of qualifying expenses to be matched by the Tourism Committee, as per the parameters of the policy.

The question was posed to the committee that if the policy is followed, there would be only \$10,000 worth of eligible expenses to be matched.

Does the Committee wish to provide the qualifying \$10,000 matching grant, or do they wish to provide more funding, as the Games did put heads in beds and was a positive impact to the community.

The 55+ Senior's Games seen a profit of \$114,000. After paying for a couple of insurance claims due to tape being used on gymnasium floors, the end profit would be more like \$100 - \$115,000. It was noted that half the profits go back to the Senior's Games and half goes back to groups in the community through grants.

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Moved by Jaqueline Birk, seconded by Christine Kashuba:

THAT the Tourism Advisory Committee recommends that Council approve a 'Cooperative Marketing Funds Grant' to Vernon & Area 2017 55+ Games Society in the amount of \$15,000, not \$25,000, to be allocated from the Hotel Tax Reserve.

**CARRIED.**

### **LARGE TOURISM MAP**

The Committee members had provided feedback on the initial design of the large Tourism Map following the October meeting.

The map has not yet been finalized but there were requests for more pictures of the Vernon area as opposed to Silver Star Mountain and Kalamalka Lake. It was suggested to put the pictures in areas right on the map as opposed to adjacent to the map. Also suggested were to include images from Sparkling Hill, Okanagan Indian Band lands, the downtown murals, Allan Brooks Nature Centre, Okanagan Science Centre etc.

All comments or suggestions are to be submitted by email to Angeline Chew. The map is scheduled to be finalized by early spring.

### **ASSOCIATED MEMBERSHIP - UPDATE**

This initiative is still in the works. The question was posed as to whether or not the District of Coldstream could be an associate member of the Vernon Tourism Advisory Committee.

As all City of Vernon businesses are paying through taxation. Could Coldstream pay a fee to be an associated member of the Committee?

### **DEALING WITH FLOODING AND FIRE IN FUTURE**

The Tourism Manager has reached out to the Tourism Association in the valley for strategies. Although there has been dollars provided to deal with future flooding issues, there is no plan on how to prepare for future floods as far as pointing tourist to other options besides the lakes.

It was pointed out that we are within 5 months of a possible flood, and that this is an urgent matter. A plan to be prepared, with other great options for vacationers in case the lakes are out of commission.

### **VERNON ACCOMMODATION SURVEY**

Destination BC research has remodeled their research platform. Staff are in the process of getting backdated information. Once gathered, the information will send out to our hotel partners. It was noted that

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- TOURISM COMMISSION DISCUSSION - UPDATE** the previous survey was too cumbersome and that the new survey will be much easier for accommodators to fill out. Discussions are still taking place on this initiative. More information will be provided at the next TAC meeting.
- TAPPING THE ONTARIO MARKET** Toronto has become a secondary tourism market with more direct flights arriving to the Okanagan Valley.
- Will work with Ontario travel consultants to ask “How can we support you?”
- WINTER CHILL OUT CAMPAIGN WITH CTV** It was reported that 2000+ people have signed up for the contest which runs from mid-December to the first week of January to promote Vernon.

### **NEW BUSINESS**

- REQUEST FOR ACTIVATE SAFETY TASK FORCE REPRESENTATIVE FROM TAC** A memorandum included in the agenda package was reviewed. Stakeholders on the new Activate Safety Task Force was discussed having a mandate of safety around the downtown core with the homeless population prior to summer.
- As per the Terms of Reference for the Task Force, a representative from the Vernon Tourism Advisory Committee was requested participate which will have specific deliverables to make recommendations on to Council.

Moved by Jaqueline Birk, seconded by Kevin O'Brien:

THAT Kari Wilton be nominated as the 'Activate Safety Task Force' Representative from the Tourism Advisory Committee.

**CARRIED.**

- DIGITAL CAMPAIGN FOR WINTER** The Digital Campaign for Winter will be launching on January 22.
- TOURISM COLDSTREAM COMMITTEE** It was reported that the Coldstream Tourism Committee met recently to discuss, among other things, the following two items.
1. An inventory of what tourism related businesses are actually located within the District of Coldstream's boundaries; and
  2. Define what Tourism in Coldstream would be.

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The Committee members came to the table with lots of great ideas although it was pointed out that they must get their statistics first before moving ahead. At this point there has been no direction provided by Coldstream Council.

A formal agreement between the City of Vernon and District of Coldstream seemed to be supported by the Coldstream Tourism Committee. This request will be investigated by staff.

The Rail Trail in Coldstream was also discussed as to whether or not there could be signage at the ends of the trail to promote what Vernon has to offer. The Rail Trail spokesperson is Doug Gilchrist who staff will try and have an open communication line with him.

### INFORMATION ITEMS:

#### **ACCOMMODATION TRACKING**

Angie reviewed statistics with committee members. It was pointed out that Sparkling Hill was not listed on the Visitors Center Calendar of events.

Parking passes for visitors from out of town was discussed. Currently, anyone visiting Vernon is eligible for a free 2 day parking pass for downtown.

As for Bylaw Compliance, anyone who is illegally parked downtown that is from out of town, will get a warning and will be advised to get a free pass from Visitor's Center.

Besides investing so much in the media, it was suggested to invest more in the travel trade and expand Tourism's portfolio for advertising. Some examples provided were bus tours, frequent travelers, Expedia campaign etc.

#### **VISITOR INFO CENTRE STATISTICS**

The Committee reviewed the statistics for the Visitor Info Centre.

#### **MUNICIPAL & REGIONAL DISTRICT TAX (MRDT) UPDATE**

The Committee reviewed the statistics attached to the agenda for the Municipal & Regional District Tax.

#### **SILVER STAR FAM TOUR**

The Committee reviewed the December 21, 2017 Wrap Report from the Silver Star FAM Tour.

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### **SOCIAL MEDIA CALENDAR**

The social media calendar which is used by the Tourist Centre to keep track of upcoming events, and on which days they occur was shared with the Committee.

### **MEDIA**

The Manager, Tourism reviewed various media information including events, conferences, hosting opportunities and articles, etc. that have happened and are upcoming.

### **DATE AND TIME OF NEXT MEETING**

The next meeting of the Tourism Advisory Committee is tentatively scheduled for Wednesday, February 21, 2018 at 8:00 a.m. in the Okanagan Lake Room.

### **ADJOURNMENT**

The Tourism Advisory Committee meeting adjourned at 9:17 a.m.

### **CERTIFIED CORRECT:**



Chair