

THE CORPORATION OF THE CITY OF VERNON

**MINUTES OF A COMMITTEE OF THE WHOLE MEETING
HELD MONDAY, MARCH 12, 2018**

PRESENT: Mayor A. Mund

Councillors: B. Spiers, J. Cunningham, S. Anderson,
C. Lord, B. Quiring, (D. Nahal, absent)

Staff: W. Pearce, CAO
P. Bridal, Deputy CAO/Director, Corporate Services
S. Blakely, Manager, Legislative Services
K. Flick, Director, Community Infrastructure & Dev.
S. Koenig, Director, Operations
J. Rice, Manager, Public Works, Parks and Airport*
B. Bandy, Real Estate Manager*
D. Law, Director of Financial Services
A. Watson, Manager, Transportation*
N. Nilsen, Communications Officer and Grants Coordinator
A. Chew, Manager, Tourism
K. Poole, Manager, Economic Development & Tourism
S. Kozin, Manager, Water Reclamation Centre
M. Dowhaniuk, Manager, Infrastructure Management*
D. Ross, Director, Recreation Services*

**Attended as required*

Others: Media
Members of the Public

CALL TO ORDER Mayor Akbal Mund called the meeting to order at 8:42 am.

AGENDA ADOPTION Moved by Councillor Cunningham, seconded by Councillor Lord:

THAT the Agenda for the March 12, 2018, Committee of the Whole meeting be amended as follows:

1. **REMOVE ITEM 6.A. New Business** – City of Vernon Wildland Fire Risk Reduction Update (rescheduled to March 26, 2018)

AND FURTHER, that the agenda be adopted as amended.
CARRIED.

ADOPTION OF THE MINUTES Moved by Councillor Quiring, seconded by Councillor Anderson:

THAT the minutes of the Committee of the Whole meeting of Council held February 26, 2018, be adopted, as presented.
CARRIED.

BUSINESS ARISING FROM THE MINUTES**GENERAL MATTERS****PRESENTATION –
'DESTINATION THINK!'**

Mr. William Bakker, Chief Strategist & Partner, Destination Think!, provided a presentation entitled 'Vernon's Place DNA' – as requested by Council at their February 13, 2018 Committee of the Whole meeting.

The following points were noted:

- He is member of a Marketing firm
- Helps to tell 'story' of the area
- How do you tell compelling and unique stories for a Vernon experience?
- The experience economy
 - Commodities 'Extract'
 - Goods 'Make'
 - Services 'Deliver'
 - Experiences 'Stage'
 - Transformation 'Guide'
- A destination is a stage for 'story telling'
- What Makes Vernon 'Vernon'?
- What is 'Place DNA'?
 - Environment
 - Infrastructure
 - Society
- Inputs
 - Survey
 - Observation
 - Research
 - Workshop
- Survey
 - Polled 350 citizens of Vernon through Facebook with top answers documented and reviewed;
 1. (Lakes, climate, mountains, parks, Flora, Fauna)
 2. Infrastructure
 3. Society
- Research & Observations
 - Historic references prevalent
- Workshop key insights
 - Scenery
 - History
 - Four season climate
 - Demographics
- *Who is Vernon?*
 - Modest and unpretentious
 - Friendly and active

- *What would Canada miss if Vernon did not exist?* – Word Cloud created
- *How Does it Feel to Live in Vernon?* - reviewed
- *How does Vernon feel?*
 - Vernon is a bit sleepy but that's by choice
- *How is Vernon Changing?*
 - Slowly, because we don't want to lose our identity
 - Vernon is transforming and is starting to deal with City problems
- Vernon 'Place DNA' attributes:
 - Three lakes
 - Small town
 - History
- *What makes Vernon unique?*
 - Lakes and mountains
 - Four seasons
 - City amenities
 - Historic connections
- DNA hierarchy reviewed
 - Historic connection is unique to Vernon
- Leveraging 'Place DNA'
 - Strengthen Tourism Vernon's communications through alignment with our 'Place DNA'
 - Encourage other stakeholders to align their communications with relevant 'Place DNA' attributes
 - Use 'Place DNA' and unique positioning to strengthen destination experience

Moved by Councillor Quiring, seconded by Councillor Lord:

THAT Council receives the presentation provided by Mr. William Bakker, Chief Strategist & Partner, Destination Think, entitled 'Vernon's Place DNA' – as provided at the March 12, 2018 Committee of the Whole meeting.

CARRIED.

NEW BUSINESS

SNOW AND ICE CONTROL SERVICE LEVELS (5215-01)

James Rice, Manager, Public Works provided a presentation regarding current procedures for Snow and Ice Control.

Moved by Councillor Quiring, seconded by Councillor Lord:

THAT Council receive the memo titled "Snow and Ice Control Service Levels" and dated March 1, 2018 from the Manager of Public Works, Parks and Airport for information.

CARRIED.

LEGISLATIVE MATTERS

COUNCIL INFORMATION UPDATES

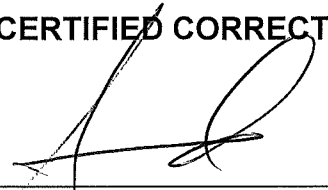
G.V.A.C./R.D.N.O. REGULAR MEETINGS

INFORMATION ITEMS

CLOSE

Mayor Akbal Mund closed the meeting at 10:08 am.

CERTIFIED CORRECT:



Mayor:



Corporate Officer, Acting