



THE CORPORATION OF THE CITY OF VERNON

**MINUTES OF  
TOURISM ADVISORY COMMITTEE MEETING  
HELD WEDNESDAY, APRIL 18, 2018  
OKANAGAN LAKE ROOM**

**PRESENT: VOTING:**

Christine Kashuba, Greater Vernon Cultural Advisory  
Kevin O'Brien, Kalavida Surf Shop  
Kari Wilton, Community at Large  
Jacqueline Birk, Sparkling Hill Resort  
Susan Lehman, Downtown Vernon Association (8:18 a.m.)  
Dione Chambers, Greater Vernon Chamber of Commerce (8:09 a.m.)  
Aaron Deans, Allan Brooks Nature Centre (8:12 a.m.)

**ABSENT:** Matthew Ball, North Okanagan Cycling Society  
Raj Sood, Super 8

**NON-VOTING:**

Councillor Nahal  
Mayor Mund

**STAFF:** Ange Chew, Staff Liaison, Manager, Tourism  
Kevin Poole, Manager, Economic Development & Tourism  
Janice Nicol, Legislative Committee Clerk

**ORDER**

The meeting was called to order at 8:04 a.m.

**ADOPTION OF AGENDA**

Moved by Kari Wilton, seconded by Christine Kashuba:

THAT the agenda for Wednesday, April 18, 2018 Tourism Advisory Committee meeting be adopted.

**CARRIED.**

**ADOPTION OF MINUTES**

Moved by Jacqueline Birk, seconded by Kari Wilton:

THAT the minutes of the Tourism Advisory Committee meeting held Wednesday, February 21, 2018 be adopted.

**CARRIED.**

## TOURISM ADVISORY COMMITTEE MINUTES – APRIL 18, 2018

Dekker Mende, Marketing Specialist from Predator Ridge provided a PowerPoint presentation on a 2018 Marketing Proposal. The following points were noted:

- Promotion and broadcast partnership with CTV Vancouver and TSN 1040 to run from May 11<sup>th</sup> to 19<sup>th</sup>, 2018 with the main events occurring on May 17<sup>th</sup> and 18<sup>th</sup>
- CTV Weathercaster Marke Driesschen and CTV Promotions Host Krissy Vann will broadcast segments on May 17<sup>th</sup> and 18<sup>th</sup>
- Predator Ridge investing \$174,00
- Will have a large reach for the Okanagan and Tourism Vernon and partners
- Tourism Vernon will be providing a giveaway package and have an opportunity to speak on air with TSN 1040
- There will be numerous opportunities with CTV – promotion to be during Morning Live, News at Noon, Evening and Weekend News running May 12<sup>th</sup> – 18<sup>th</sup> with a minimum airtime, promotional and production value of \$161,350
- Promotions with TSN to run with numerous live segments, web listings and social media posts from May 10 to the 18 with a minimum airtime, promotional production value of \$222,825
- Predator hosting all crew, providing food, beverage and full rounds of 18-hole golf plus rentals
- New this year is a focus on wellness with multiple air segments featuring culinary, yoga and biking. Filming to be done from Yoga Platform.
- Segment to focus on new mountain biking trail and connection with Ellison Provincial Park and the Okanagan as a four season destination
- Corporate business segment also to be promoted and the benefits of doing business in the region.

**Requests:** \$15,000 Cooperative Marketing Funds Grant – Matching Dollars

Moved by Jacqueline Birk, seconded by Christine Kashuba:

THAT the Tourism Advisory Committee recommend that Council approve the Cooperative Marketing Funding Application from Predator Ridge Resort in the amount of **\$15,000** for promotion of their event to be held May 11 – 19, 2018;

## **TOURISM ADVISORY COMMITTEE MINUTES – APRIL 18, 2018**

AND FURTHER, that the Tourism Advisory Committee recommends staff work with Predator Ridge to maximize exposure for Tourism Vernon and our tourism partners.

**CARRIED, by weighted vote.**

### **UNFINISHED BUSINESS:**

#### **ASSOCIATED MEMBERSHIP**

No update at this time

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

The Manager, Tourism is working with Thompson Okanagan Tourism Association and Emergency Management at crafting a message, would like to expand to other communities to make sure messaging is consistent.

The Committee would like to see a plan that has the message, who will be notified and how other tourism partners and organizations will be engaged.

#### **VERNON ACCOMMODATION SURVEY**

Manager, Tourism continuing to work with Destination B.C., it has been difficult to get attendance of all partners.

#### **TOURISM COMMISSION DISCUSSION - UPDATE**

Report has been approved by Council, Bylaw is required and is going forward for first, second and third readings at the April 23, 2018 Council meeting. Possibility of adoption at the May 14 meeting.

Connection of the Tourism Commission will be with Vernon and Great Vernon Area.

There was concern that we need guidelines as to what we are promoting and how we are representing our stakeholders and the Vernon DNA. Both marketing structure of the Tourism Commission need to be addressed.

Promotion continues to be driven by 'heads in beds' and may extend farther than the Greater Vernon promotion boundaries.

#### **DISTRICT OF COLDSTREAM TOURISM ADVISORY COMMITTEE**

Pending Council approval, a survey is to be circulated to gather input on the use of recreational locations. Survey will gather information on how amenities are enjoyed, where do visitors stay, is there adequate parking and what are your thought on how tourism should be managed in the future.

## **TOURISM ADVISORY COMMITTEE MINUTES – APRIL 18, 2018**

This information will be used to initiate a recreational plan for Coldstream.

Improvements to the dock at Kal Beach are currently on hold pending resolution of jurisdictional issues for insurance.

There are plans to gravel the triangular property at the Vernon Coldstream boundary for use as a parking lot.

### **ACTIVATE SAFETY TASK FORCE UPDATE**

Meetings have been occurring weekly since March as a way to identify and address issues relating to the impacts of homelessness, poverty, addiction and criminal behavior on the local business community.

A Town Meeting was held a few weeks back and input was requested. There has been brainstorming sessions and suggestions that work needs to be done with Interior Health and Social Planning along with other community organizations.

It is hoped that a report will be ready for Council for July 9.

The Committee suggested that the Task Force look to other communities, like Oliver and Victoria, and how they deal with messaging surrounding their homeless populations.

It was also suggested that messaging could mimic emergency management information with a combined proactive approach.

### **CANADA MEDIA MARKETPLACE**

Tourism Manager reviewed handout that was distributed to the Committee at the meeting

The Committee would like listing of media dinners.

### **LAUNCH OF DESTINATION BC SECTOR AND OPEN POOL PROJECTS**

The three sector project was made possible through Destination BC funding and an investment by Tourism Vernon of \$28,000.

'Explore Okanagan' will be rolled out in May or June – itinerary to be decided.

### **NEW BUSINESS**

### **DESTINATION THINK PRESENTATION TO COUNCIL**

The presentation made by William Bakker, Chief Strategist & Partner at Destination Think! to Vernon City Council at their March 12, 2018 meeting was circulated to the Committee.

## TOURISM ADVISORY COMMITTEE MINUTES – APRIL 18, 2018

**GOLF SHOWS AND FUNDING UPDATE**                      Manager, Tourism meeting with other organizations, there may be some overlap with Victoria show.

**CANADA MEDIA MARKETPLACE**                      See above.

**TRAVEL AND WORDS**                      No report.

**MEDIA DINNERS**                      General information to be sent out to the Committee.

**REQUEST FOR PROPOSAL FOR MARKETING AGENCY**                      No report.

### INFORMATION ITEMS:

**ACCOMMODATION TRACKING**                      none

**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. Collection of the 3% began in January, Vernon receive 0.2% of the additional 1%. There is a possibility to host larger events in order to access provincial and national funding, although the event must be secured prior to applying for funding.

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

DVA promoting orgs that are not only downtown and each having an experience there to engage tourists. Strategy to enlarge the sense of community to other areas.

Allan Brooks invites DVA on June 8 first day of Raptors.

**TOURISM ADVISORY COMMITTEE MINUTES – APRIL 18, 2018**

**DOWNTOWN VERNON ASSOCIATION**

The Downtown Vernon Association (DVA) is reaching out to businesses and organizations that are outside of downtown core. The DVA would like to share experiences with tourists and enlarge the sense of community. If you have an event or experience you would like to share/promote, please contact Susan Lehman.

**ALLAN BROOKS INVITATION**

Allan Brooks Nature Centre invites all to attend the Centre on June 8, when The Raptors will return.

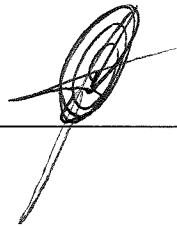
**DATE AND TIME OF NEXT MEETING**

The next meeting of the Tourism Advisory Committee is tentatively scheduled for Wednesday, May 16, 2018 at 8:00 a.m. in the Okanagan Lake Room.

**ADJOURNMENT**

The Tourism Advisory Committee meeting adjourned at 9:18 a.m.

**CERTIFIED CORRECT:**

A handwritten signature in black ink, consisting of several overlapping loops and a long tail stroke, positioned above a horizontal line.

Chair