



THE CORPORATION OF THE CITY OF VERNON

MINUTES OF

TOURISM COMMISSION MEETING

HELD WEDNESDAY, SEPTEMBER 26, 2018

OKANAGAN LAKE ROOM

**PRESENT: VOTING:**

Christine Kashuba, Arts & Culture  
Kevin O'Brien, Attractions  
Jacqueline Birk, Accommodation Provider  
David Gibbs, Accommodation Provider  
Matt Ball, Biking  
Myles Johnson, Golf  
Troy Hudson, Ski  
Dione Chambers, Greater Vernon Chamber of Commerce  
Councillor Dalvir Nahal  
Cecilia Guerrero, Accommodation Provide  
Susan Lehman, Downtown Vernon Association  
Jenelle Brewer, Okanagan Indian Band

**ABSENT:** Gale Woodhouse, Arts & Culture  
Claus Larsen, Accommodation Provider  
Mary Jo O'Keefe, Restaurant  
Ricardo Smith, Sports & Events

**STAFF:** Ange Chew, Staff Liaison, Manager, Tourism  
Janice Nicol, Legislative Committee Clerk

**ORDER** The meeting was called to order at 8:07 a.m.

**INTRODUCTION OF NEW MEMBER** The Committee held roundtable introductions.

**ADOPTION OF AGENDA** Moved by Matt Ball, seconded by Kevin O'Brien:

THAT the agenda for Wednesday, September 26, 2018 Tourism Advisory Committee meeting be amended to include:

**Under New Business, e.1) Wildfire Campaign with Thompson Okanagan Tourism Association**

AND FURTHER that the agenda be adopted as amended.

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**CARRIED.**

**ADOPTION OF MINUTES** Moved by Dione Chambers, seconded by Christine Kashuba;

THAT the minutes of the Tourism Advisory Committee meeting held Wednesday, July 18, 2018 be adopted.

**CARRIED.**

### UNFINISHED BUSINESS

**UPDATE ON  
PROMOTIONAL VIDEO  
AND PHOTOS OF THE  
RAIL TRAIL**

Manager, Tourism is working with procurement to release a Request for Proposal for video and photos of the Rail Trail. Video and photography is already being received in anticipation.

**BUDGET PLANNING FOR  
2019**

The Marketing Sub-Committee, consisting of:

- Kevin O'Brien
- Jacqueline Birk
- Mary Jo O'Keefe
- Claus Larsen
- Matt Ball
- Gale Woodhouse
- Troy Hudson

met on August 11, 2019. Sub-Committee will meet again in October. The Manager, Tourism reported that staff will be implementing changes to the Budget and will send out the revised file for Commission support following the October meeting. Amended budget and potential Commission support to be discussed at November meeting.

### NEW BUSINESS

**TERMS OF REFERENCE  
REVIEW**

The review of the Terms of Reference deferred until October meeting.

**MRDT DISCUSSION**

The Manager, Tourism noted the following:

- Clarification requested from Province on funding from AirBNB, there is currently a delay in getting numbers - challenging as it does not provide an opportunity to funnel extra funds toward target market in a timely manner;

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- A challenge with AirBNB collection of MRDT is that it was not considered when the Five Year Business Strategic Plan was drafted;
- MRDT table has been amended to reflect actual funds and not calculated using net funds;
- Suggestion to show total occupancy with MRDT numbers (have this info included on accommodation survey). Data showing what is affecting numbers (comparisons to previous years) would be advantageous and enable the tracking of trends, would allow funds to eventually be funneled toward attractions. Tourism Vernon working on getting these numbers, continuing challenges with those providers who neglect to submit;
- It was noted that figures provided by Stats Canada don't match those from the Province.

More information will follow as it becomes available.

### **EMERGENCY PLAN**

Manager, Economic Development and Tourism was in Grand Forks assisting the B.C. Economic Development Association in putting together a long term disaster recovery plan for the region. There are a lot of lessons learned from Grand Forks along with High River and Fort McMurray in terms of what has worked and what has not. Meeting to be arranged with Vernon's ESS/EOC Coordinator to use this information to ensure business recovery and tourism promotion are included within our plans.

**ACTION ITEM:** Presentation for next meeting.

### **VERNON FALL FESTIVAL CAMPAIGN**

Fall Festival is underway with live coverage from CTV and Global. Digital component is live as well, media stories for Fall Festival coming.

### **SUMMER MARKETING CAMPAIGN FOR 2019**

- As per marketing committee direction, the Commission requests a summer marketing campaign be developed.
- It has not been done in the past as summer is typically a sell-out season.
- Must consider the budget and if there is an opportunity to shift some existing programs.

### **wildfire campaign**

The Thompson Okanagan Tourism Association requested participation in the funding for a Wildfire Campaign. \$85,000 was pulled together, but one of the parties pulled out bringing total down to \$65,000 and the Province did not match funding. It now needs to be determined if the campaign be repurposed as a Spring Campaign with the message 'please come during the summer' or something similar.

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Destination B.C. will match dollar for dollar contributed to the Campaign. A request was made to have a Fall into Winter Campaign for 30% of funding with 70% dedicated to a Spring/Summer Campaign.

The Commission would like to investigate the budget prior to proceeding.

### QUESTIONS – ROUNTABLE

**Summer** – Is the City planning a connectivity event with Rail Trail? Will lighting be provided on the Trail?

The Manager, Tourism will discuss with the Transportation Department.

Moved by Kevin O'Brien, seconded by David Gibbs;

THAT Tourism Vernon promote and market a Festival, in late May/early June 2019 coinciding with Vernon Bike Fest, for the Grand Opening of the Rail Trail promoting connectivity.

**CARRIED.**

Moved by Susan Lehman, seconded by Dione Chambers;

THAT the Tourism Commission recommends that Council direct Administration to investigate the possibility of creating a staff or contractor position of an Events Coordinator.

**CARRIED.**

Moved by Christine Kashuba, seconded by Cecilia Guerrero;

THAT Tourism Vernon staff work with organizations to investigate the creation of an annual signature festival event for the end of August.

**CARRIED.**

### **INFORMATION ITEMS:**

#### ACCOMMODATION TRACKING

No report.

#### VISITOR INFO CENTRE STATISTICS

The Committee reviewed the statistics for the Visitor Info Centre.

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**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.

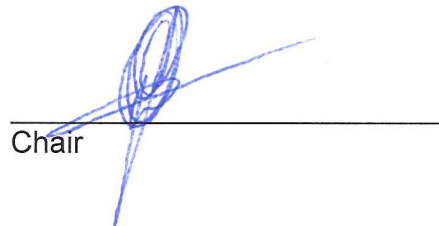
**TRAVEL TRADE** See below.

**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, October 24, 2018** at 8:00 a.m. in the Okanagan Lake Room.

**ADJOURNMENT** The Tourism Advisory Committee meeting adjourned at 9:10 a.m.

**CERTIFIED CORRECT:**

  
Chair