



THE CORPORATION OF THE CITY OF VERNON

**MINUTES OF  
TOURISM COMMISSION MEETING  
HELD WEDNESDAY, SEPTEMBER 18, 2019  
OKANAGAN LAKE ROOM**

**PRESENT: VOTING:**

Brett Woods, Biking  
Christine Kashuba, Arts & Culture  
Jenelle Brewer, Okanagan Indian Band  
Councillor Nahal  
Ricardo Smith, Sports & Events  
Mary-Jo O'Keefe, Restaurant  
David Gibbs, Accommodation Provider  
Richard Rolke, Downtown Vernon Association

**ABSENT:** Troy Hudson, Ski  
Claus Larsen, Chair, Accommodation Provider  
Kevin O'Brien, Attractions  
Cecilia Guerrero, Accommodation Provider  
Myles Johnson, Golf  
Susan Lehman, Downtown Vernon Association  
Gale Woodhouse, Arts & Culture

**STAFF:** Kevin Poole, Manager, Economic Development & Tourism/Staff  
Liaison  
Karen Savill, Admin. Assistant, Economic Development & Tourism  
Janice Nicol, Legislative Committee Clerk

**PRESENTATION –  
CLIMATE ACTION  
AMBASSADORS**

Laurie Cordell, Manager, Long Range Planning & Sustainability, provided the Climate Action Ambassador presentation. These presentations are being done for various ambassadors all over Vernon in an effort to educate the public on the impacts of climate change and to start conversations about what we can do as a community. The following points were noted:

- The Climate is changing – warming temperatures, more extreme weather event, rising sea levels and changing oceans
- Canada and other polar countries are warming at twice the rate
- Climate change is costly to governments, businesses and taxpayers
- Action is needed – review of what Vernon is doing along with hundreds of other communities around the world

## **TOURISM COMMISSION MINUTES – SEPTEMBER 18, 2019**

- Review of where Vernon’s greenhouse gas emissions come from
- Current initiatives include implementing the Step Code – a new provincial code that applies to buildings to make them more efficient and net-zero ready
- Also looking at how to make our existing buildings more energy efficient
- BC Transit proposing to switch to all electric buses and making routes more efficient
- There are practical solutions that we can lobby for
- Any suggestions or contributions? Please contact Laurie Cordell [lcordell@vernon.ca](mailto:lcordell@vernon.ca)

### **CHAIR**

David Gibbs kindly offered, with the Committee’s consent, to act as Chair for this meeting as both the Chair and Vice-Chair were absent.

### **ORDER**

The meeting was called to order at 8:29 a.m.

### **ADOPTION OF AGENDA**

Moved by Mary-Jo O’Keefe, seconded by Christine Kashuba:

THAT the agenda for Wednesday, September 16, 2019 Tourism Commission be adopted.

**CARRIED.**

### **ADOPTION OF MINUTES**

Moved by Christine Kashuba, seconded by Richard Rolke;

THAT the minutes of the Tourism Commission meeting held Wednesday, August 21, 2019 be adopted.

**CARRIED.**

### **UNFINISHED BUSINESS**

### **DESTINATION BC**

The Manager, Economic Development & Tourism provided an update on travel trade translations. The following points were noted:

- Hoping to travel to China but trip has been cancelled
- Continue to explore accessible tourism in Vernon – reached out to local service providers to get a database of accessible tourism experiences and talked to different organizations throughout the community
- More information on this will follow.

## **TOURISM COMMISSION MINUTES – SEPTEMBER 18, 2019**

### **PUBLIC SERVICE ANNOUNCEMENT FOR US BROADCAST**

- These public service announcements were made possible as we are a public agency and are an amazing opportunity for tourism opportunities
- Ads will begin airing from September 16 until November 17.

### **TOURISM EMERGENCY COMMUNICATION STRATEGIC PLAN**

- Update to be provided at next meeting.

### **WORLD TRAVEL AWARDS – OCTOBER 2020**

- Predator Ridge has held two meetings to date, will be held at the end of October and will be a large event. The World Travel Awards are scheduled to be held in the Okanagan for three years, first year in Vernon.

### **MARKETING BUDGET APPROVAL FOR 2020**

The Marketing budget has been presented to Administration. The Marketing Tactical Plan will be reviewed at the next sub-committee meeting in October. Details of plan will be finalized by the Tourism Commission in December or January, prior to going to Council.

### **NEW BUSINESS**

#### **WEBSITE REFRESH**

Insta-stories (short clip promotion of an experience in Vernon) has started. Commitment of five stories per week. Tourism Commission assistance is needed, if you have a story to submit, please contact Marissa Liebel at [mliebel@vernon.ca](mailto:mliebel@vernon.ca)

#### **MISS 604 AND SEEKER'S FALL MEDIA CAMPAIGN**

This campaign was filmed on September 6.

#### **VERNON FALL FESTIVAL CAMPAIGN WITH DESTINATION THINK!**

Launching fall festival with Destination Think! and working with Jordan McGrath, a local photographer.

#### **CTV FALL CAMPAIGN**

Three segments were filmed on September 9 and 10 and aired on CTV on September 17 and 18.

#### **OCTOBER – CITYLINE TV AND CHATELAINE**

Double Page feature for Sparkling Hill along with digital ad support.

#### **GREAT VERNON PUMPKIN CLASSIC**

Weigh in will be held at Davison Orchards on October 19  
Pumpkin races will be held in Okanagan Lake on October 26  
Teresa Durning from the Visitor Information Centre is looking after the logistics. Please contact her at [tdurning@vernontourism.com](mailto:tdurning@vernontourism.com)

**TOURISM COMMISSION MINUTES – SEPTEMBER 18, 2019**

**BC ALE TRAIL FILMING**

Filming has been rescheduled as it will not happen at Marten's Brewpub.

**INFORMATION ITEMS**

**ACCOMMODATIONS  
TRACKING/VISITOR INFO  
CENTRE  
STATISTICS/MRDT**

These statistics were attached to the agenda for the Committee's review.

MRDT – It was noted that June, July and August were pretty flat, Summer was strong but bookings were late. Lots of last minute booking, driven by wholesale market. Also, tour buses coming through with only 20 – 25 tourists rather than the usual 40 or 50.

**MARKETING COOP  
FUNDING**

All funds have been allocated for the year. Recommendation from Tourism Commission to add the \$25,000 for an emergency (if necessary) was approved by Council.

**ARTS**

No report.

**SPORTS**

Information sheet attached to the agenda.  
It was noted that the Society created will now include arts and culture as well as sports. Funding for this initiative began on July 1, 2019.

**SPORTS, TRAVEL  
TRADE, MEDIA AND  
CONFERENCES**

Information sheet attached to the agenda.

**DATE AND TIME OF NEXT  
MEETING**

The next meeting of the Tourism Commission is scheduled for **Wednesday, October 23, 2019** at 8:00 a.m. in the Okanagan Lake Room.

The Tourism Commission meeting adjourned at 8:45 a.m.

**CERTIFIED CORRECT:**

  
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Chair