



THE CORPORATION OF THE CITY OF VERNON

MINUTES

SPECIAL TOURISM COMMISSION MEETING

HELD TUESDAY, MARCH 2, 2021

VIA ZOOM

PRESENT: VOTING:

Claus Larsen, Accommodation Provider
Richard Rolke, Greater Vernon Chamber of Commerce
Councillor Kari Gares (Appointed Member)
Gale Woodhouse, Arts & Culture
David Gibbs, Accommodation Provider
Susan Lehman, Downtown Vernon Association
Matt Scheibenpflug, Accommodation Provider
Mike Fotheringham, Okanagan Indian Band
Clinton Bialas, Restaurant
Troy Hudson, Ski

ABSENT: Mayor Victor Cumming (Alternate Member)

Ian Jenkins, Silver Star Mountain Resort
Kevin O'Brien, Attractions
Brett Woods, Biking
Janna Maderyc, Accommodation Provider,
Michael Van Horne, Golf
Dauna Kennedy, Arts & Culture
Ricardo Smith, Sports and Events

STAFF: Kevin Poole, Staff Liaison, Manager, Economic Development & Tourism
Torrie Silverthorn, Tourism Coordinator
Karen Savill, Administrative Assistant, Economic Development and Tourism

ORDER

The meeting was called to order at 4:02 p.m.

ADOPTION OF AGENDA

Moved by Richard Rolke, seconded by Gale Woodhouse:

THAT the agenda for the Special Tuesday, March 2, 2021 Tourism Commission meeting be adopted.

CARRIED.

SPECIAL TOURISM COMMISSION MINUTES – MARCH 2, 2021

UNFINISHED BUSINESS

CO-OPERATIVE MARKETING PROGRAM 2021

The Tourism Coordinator provided a summary of the discussion and recommendations of the Co-op Marketing Sub-Committee and the following points were noted:

- The Co-op Marketing Sub-Committee met on February 9, 2021 to review applications
- We tried to give qualified applicants as much funding as possible
- We will be working closely with event coordinators to ensure that they are COVID compliant
- Confirmation that the Caravan Farm Theatre did not qualify for funding from the Co-op Marketing Program as they are not in the Greater Vernon area as per the policy and guidelines
- The Super 8 Motel and The Outback Lakeside Vacation homes both qualify for small accommodators funding and the recommendations reflects that adjustment

Moved by Richard Rolke, seconded by Councillor Gares:

THAT the Tourism Commission endorses the disbursement of \$50,050 of Co-op Marketing funds, as recommended by the Co-op Marketing Sub-Committee at their February 9, 2021 meeting, as follows:

Allan Brooks Nature Centre - \$1,500
Bush Babes & Bros Events - \$4,500
Caravan Farm Theatre - \$0
Cheers Okanagan Tours - \$7,000
Do the Okanagan - \$1,500
Kalavida – Billboard Campaign - \$3,300
Kalavida – Kal Classic Event - \$2,000
Know Your Farmer Tours - \$ 2,000
Liv Bombshell Enduro NOCS Event - \$1,000
Okanagan Rail Ride Event - \$ 1,750
Sip Happens Wine Tours - \$8,000
Super 8 Motel - \$0
Outback Lakeside Vacation Homes - \$8,000
The Rise Golf Course - \$7,000
Vernon Public Art Gallery - \$2,500
Total - \$50,050

CARRIED.

SPECIAL TOURISM COMMISSION MINUTES – MARCH 2, 2021

DATE AND TIME OF NEXT MEETING The next meeting of the Tourism Commission is scheduled for **Wednesday, March 17, 2021** at 8:00 a.m. via Zoom.

The Tourism Commission meeting adjourned at 4:14 p.m.

CERTIFIED CORRECT:

Claus Larsen

Chair