



THE CORPORATION OF THE CITY OF VERNON

**MINUTES OF THE  
TOURISM COMMISSION MEETING  
HELD OCTOBER 19, 2022 AT 8:00 AM  
OKANAGAN ROOM (COUNCIL CHAMBER) CITY HALL**

**PRESENT:** Brett Woods, Biking  
Clara Snedden, Accommodation Provider  
Claus Larsen, Accommodation Provider (Acting Chair)  
Councillor Durning (Appointed Member)  
Dauna Kennedy, Arts & Culture  
Gale Woodhouse, Arts & Culture  
Janine Collard, Attractions  
Mayor Cumming  
Michael Van Horne, Golf  
Richard Rolke, Greater Vernon Chamber of Commerce  
Troy Hudson, Ski  
Vicki Proulx, Sports & Events

**GUESTS:**

Bradley Calihoo, Okanagan Indian Band  
Josh Welter, Executive Director, SCSNO

**ABSENT:** Bobby Bissessar, Accommodation Provider  
Ian Jenkins, Silverstar Mountain Resort  
Kat Boloten, Accommodation Provider  
Peter Kaz, Marketing & Events, Downtown Vernon Association  
Clinton Bialas, Restaurants

**STAFF:** Erin Gorman, Administrative Assistant  
Hannah Lucich, Tourism Coordinator  
Jennifer Pounder, Committee Clerk  
John Perrott, Manager, Economic Development & Tourism  
Karen Savill, Visitor Services Coordinator  
Torrie Silverthorn, Manager, Tourism

**ORDER**

The meeting was called to order at 8:03 a.m.

**LAND  
ACKNOWLEDGEMENT**

*As Chair of the City of Vernon's Tourism Commission, and in the spirit of this gathering, I recognize the City of Vernon is located in the traditional territory of the Syilx people of the Okanagan Nation.*

**ADOPTION OF THE  
AGENDA**

Moved by R. Rolke, seconded by D. Kennedy:

THAT the agenda of the Tourism Commission meeting for October 19, 2022 be adopted.

**CARRIED**

**ADOPTION OF THE  
MINUTES**

Moved by R. Rolke, seconded by T. Hudson:

THAT the minutes for the Tourism Commission meeting of September 21, 2022 be adopted.

**CARRIED**

**UNFINISHED BUSINESS:**

The Chair, on behalf of the Commission, congratulated both Mayor Cumming and Councillor Durning on their re-elections to City Council.

Bradley Calihoo, Okanagan Indian Band, was welcomed as a future member of the Tourism Commission.

*Mayor Cumming arrived at 8:11 a.m.*

**DELEGATION  
PRESENTATION**

**Gale Woodhouse, Arts Council of the North Okanagan**, was in attendance to provide a presentation on Working with the City of Vernon on events and festivals (See Appendix 1).

The following comments / questions were posed by members of the Commission:

- C. Larsen inquired as to what she would like from the Commission. G. Woodhouse said she wants awareness of their struggles.
- D. Kennedy commented that public art should not be placed in the hands of politicians. The system is not working.
- Councillor Durning is going to do her best to bring this to the attention of City Council. She has seen the problems G. Woodhouse, D. Kennedy and V. Proulx have gone through first hand. Education is critical.

- R. Rolke stated they host events through the Chamber. The last event they attempted to host at Polson Park through the City of Vernon and there were too many hoops to jump through. Emails take weeks to get a response to.
- C. Larsen stated it is easy to complain but we need a solution and that is the job of this Commission. We need a smoother approval process and we need to hear the other side of the story.
- D. Kennedy commented that we do have a cultural plan that was developed with GVAC. The implementation team has been working on it for the last 4 years. There is lack of knowledge at the City level; disconnect on communication that needs to be fixed.

Moved by **D. Kennedy**, seconded by **G. Woodhouse**:

THAT a subcommittee be formed to bring this issue to the attention of City Council.

**CARRIED**

**NEW BUSINESS:**

**NEW STAFF  
INTRODUCTION**

**T. Silverthorn, Manager, Tourism** introduced new staff member Erin Gorman, Administrative Assistant, Economic Development & Tourism.

**LETTERS OF  
SUPPORT**

The Commission reviewed a request received for a letter of support:

**1. BC Pickleball Championship – May, 2023**

Before the Motion was put, the applicant clarified that Vernon has already been chosen as the location of the BC Pickleball Championship in May, 2023 but a letter of support from the Commission is still welcomed.

Moved by **V. Proulx**, seconded by **T. Hudson**:

THAT the Tourism Commission provide a letter of support for **BC Pickleball Championship – May, 2023**

**CARRIED**

**INDIGENOUS  
TOURISM UPDATE**

K. Savill, Visitor Services Coordinator, presented the following update:

- In 2018 OKIB and the City of Vernon worked together to become one of 10 community partnerships in Canada to participate in the Community Economic Development Initiative (CEDI). CEDI was administered and funded by the Federation of Canadian Municipalities (FCM) and CANDO (the Council for the Advancement of Native Development Officers). The partnership provided opportunities to work together on economic development initiatives in our region. The result of these efforts strengthened our relationship and the regional economy. The members of the working group created by this initiative continue to meet monthly to further these community benefits and collaborate on joint projects.
- Tourism Vernon and the Okanagan Indian Band (OKIB) are working together to create a brochure highlighting the history and culture of the Syilx (Okanagan) people. These brochures will be printed and distributed by both OKIB and Tourism Vernon to locals and visitors. The intention of the brochures is to educate the public and to assist in efforts of Truth and Reconciliation. The OKIB Language and Culture team is currently working to create the brochures.
- Unfortunately, the brochure project wasn't completed in time to utilize CEDI funding. When Destination British Columbia (DBC) presented the Indigenous Learning & Projects grant opportunity, Tourism Vernon sought approval from the working group to apply for a grant for this project. Tourism Vernon's team will continue working with Danielle Saddleman's team to further this project, should our grant application be approved. DBC will be notifying successful applicants sometime in the next two weeks.

**MANAGERS UPDATE**

**T. Silverthorn, Tourism Manager**, presented the following update:

- Tourism is still on track to have best year ever. July 2022 was our best ever month with \$182,029.90 MRDT. I am very proud of our team and this group.
- We are continuing to see the number of visitors to Vernon go up from last year. Air travel to BC is down from last year possibly due to the potential of a recession on everyone's mind.
- Our campaign ads were spot on this year and have coordinated with the weather exceptionally well.
- Save the Date(s):
  - **Wednesday, November 2, 2022** - Hotelier Appreciation Event at the Best Western Premier 4:00 p.m. – 6:00 p.m.
  - **Thursday, December 1, 2022** – Tourism Commission Holiday Mixer at Vernon Golf & Country Club 4:00 p.m. – 7:00 p.m.

**INFORMATION ITEMS:**

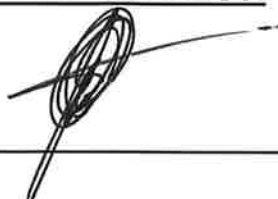
**NEXT MEETING**

The next meeting for the Tourism Commission is set for **November 16, 2022 at 8:00 am.**

**ADJOURNMENT**

The meeting of the Tourism Commission adjourned at 8:54 am by call of the chair.

**CERTIFIED CORRECT:**

  
\_\_\_\_\_  
Chair