



THE CORPORATION OF THE CITY OF VERNON

**MINUTES OF THE  
TOURISM COMMISSION MEETING**

**HELD MAY 17, 2023**

**OKANAGAN LAKE ROOM (COUNCIL CHAMBER) CITY HALL**

**PRESENT:** Claus Larsen, Accommodation Provider  
Mike Van Horne, Golf  
Richard Rolke, Greater Vernon Chamber of Commerce  
Councillor Durning, Council Appointed  
Troy Hudson, Ski  
Bradley Callihoo, Okanagan Indian Band  
Clara Snedden, Accommodation Provider  
Kat Boloten, Accommodation Provider  
Janine Collard, Attractions  
Peter Kaz, Marketing & Events, Downtown Vernon Association  
Mayor Cumming  
Dauna Kennedy, Arts & Culture  
Gale Woodhouse, Arts & Culture  
Brett Woods, Biking

**NON-VOTING:**

Ian Jenkins, Ski

**GUESTS:**

Kris Fuller, Vernon Winter Carnival  
Josh Welter, Sports and Culture Society of the North Okanagan  
(SCSNO)  
Cassandra Zerebeski, Silverstar Resort  
Ben Suranko, North Okanagan Cycling Society (NOCS)

**ABSENT:**

Bobby Bissessar, Accommodation Provider

**STAFF:**

Torrie Silverthorn, Manager, Tourism  
John Perrott, Manager, Economic Development & Tourism  
Karen Savill, Visitor Services Coordinator  
Hanna Lucich, Tourism Marketing Coordinator  
Hilary Irvine, Tourism Marketing Coordinator  
Jennifer Pounder, Committee Clerk  
Morgan Mardiros, Tourism Summer Student  
Jordan Shannon, Tourism Summer Student

**ORDER**

The meeting was called to order at 8:00 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.*

*The Agenda was varied to move the Roundtable discussion re summer planning and upcoming events to the next meeting in June, 2023.*

**ADOPTION OF THE  
AGENDA**

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

THAT the agenda of the Tourism Commission meeting for May 17, 2023 be adopted as amended:

**CARRIED**

**ADOPTION OF THE  
MINUTES**

Moved by **T. Hudson**, seconded by **C. Snedden**:

THAT the minutes for the Tourism Commission meeting of April 19, 2023 be adopted.

**CARRIED**

**UNFINISHED BUSINESS:**

There was no unfinished business.

**NEW BUSINESS:**

**SUMMER STUDENTS  
UPDATE**

The Visitor Services Coordinator provided the following update:

- The 2023 summer students were introduced to the Commission.
- On May 16, 2023, Tourism Vernon escorted approximately 40 front line staff from different hotels in Vernon, along with various Tourism stakeholders, on a Hotelier FAM Tour. They visited Davison Orchards, Planet Bee, Allan Brooks Nature Centre, Canadian Wildlife Museum and Historic O'Keefe Ranch.

**MANAGERS UPDATE**

The Tourism Manager provided the following update:

- Tourism Vernon and Destination SilverStar are attending Rendezvous Canada from May 30 – June 2, 2023. Thank you Destination Silverstar for their assistance in arranging this.

- J. Welter, SCSNO, was asked to provide an update on his recent activities:
  - Vernon, along with two other communities, has been shortlisted as the host for the 2024 U18 Female Hockey National Championships.
  - Hockey Canada has requested the hosting city to accept liability if there is a shortfall. There is a budget of approximately \$250,000.00, with potential revenue of approximately \$350,000.00. The event will bring approximately \$1.9 million dollars to our city.
  - SCSNO has accumulated 80 letters of support from local businesses.
  - This would be the largest woman's event we have ever hosted.
  - There will be 140 players coming to our city with Hockey Canada paying for accommodation and meals.

**Moved by C. Larsen, seconded by T. Hudson:**

THAT the Tourism Commission provide Sports and Culture Society of the North Okanagan with up to \$60,000.00 for potential losses associated with hosting the 2024 U18 Female Hockey National Championships, to be sourced from the 2024 Tourism Operating Budget.

**CARRIED**

*B. Callihoo left the meeting at 8:58 a.m.*

**MANAGERS UPDATE  
CONTINUED**

- There has not been a subcommittee meeting recently as they are waiting for the public engagement around recreation fees to be completed. Commission members are strongly encouraged to visit [www.engagevernon.ca](http://www.engagevernon.ca) and have their say in the future Greater Vernon Recreation fees.
  - In response to a comment from the Arts and Culture Sector rep pertaining to challenges certain events are facing now and the need to speed up the process, Staff emphasized they do not want to rush the subcommittee process. This

subcommittee needs to do its due diligence and work through appropriate information gathering in order to make the best recommendation.

- The Commission was reminded the official mark for the “Trails Capital of BC” title sits with the RDNO. While Tourism Vernon helped in creating the logo, this is a regional project. We are currently working on guidelines and key messages in order to release the logo for public use.
- The following MRDT graph was shown to the Commission:

	Jan	Feb
<b>Average ('11)</b>	<b>\$ 28,248.20</b>	<b>\$ 34,128.47</b>
<b>2010</b>		
<b>2011</b>	\$ 13,981.12	\$ 16,742.05
<b>2012</b>	\$ 15,892.31	\$ 22,100.33
<b>2013</b>	\$ 16,026.37	\$ 23,733.51
<b>2014</b>	\$ 25,807.91	\$ 26,765.80
<b>2015</b>	\$ 29,094.14	\$ 31,022.31
<b>2016</b>	\$ 17,588.50	\$ 42,075.23
<b>2017</b>	\$ 22,673.79	\$ 34,065.95
<b>2018</b>	\$ 39,258.88	\$ 59,772.88
<b>2019</b>	\$ 38,230.66	\$ 51,771.93
<b>2020</b>	\$ 40,975.71	\$ 10,755.46
<b>2021</b>	\$ 30,566.96	\$ 44,077.84
<b>2022</b>	\$ 31,520.78	\$ 57,411.81
<b>2023</b>	<b>\$54,400.00</b>	<b>\$98,389.04</b>

The February hotel tax collection was exceptional. We will be asking for information from hoteliers; are they usually this busy in February or is this a one-time occurrence.

**INFORMATION ITEMS:**


**NEXT MEETING**

The next meeting for the Tourism Commission is set for **June 21, 2023** at **8:00 a.m.**

**ADJOURNMENT**

The meeting of the Tourism Commission adjourned at 9:05 a.m. by call of the Chair.

**CERTIFIED CORRECT:**

 Chair