



THE CORPORATION OF THE CITY OF VERNON

MINUTES OF THE TOURISM COMMISSION MEETING HELD OCTOBER 23, 2024 AT 3:30 PM OKANAGAN LAKE ROOM (COUNCIL CHAMBER)

PRESENT: Shawna Patenaude, Arts & Culture
Rebecca Barton, Arts & Culture
Cassandra Zerebeski, Ski
Janine Collard, Attractions
Jessica Dowswell, Accommodation Provider
Clara Snedden, Accommodation Provider, Acting Chair
Councillor Durning
Kris Fuller, Sports & Events
Peter Kaz, Downtown Vernon Association
Gerran Thorhaugh, Restaurant

GUESTS:
Josh Welter, SCSNO

ABSENT: Claus Larsen, Accommodation Provider
Ian Jenkins, Silverstar Mountain Resort Rep.
Dan Proulx, Greater Vernon Chamber of Commerce
Ben Suranko, Biking

STAFF: Karen Savill, Visitor Services Coordinator
Hanna Lucich, Tourism Marketing Coordinator
Hilary Irvine, Tourism Marketing Coordinator
Gemma Patterson, Administrative Assistant
Jennifer Pounder, Records/Committee Clerk
John Perrott, Manager, Economic Development and Partnerships
Roy Nuriel, General Manager, City Planning

ORDER The meeting was called to order at 3:30 p.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 K. Fuller, seconded by P. Kaz:

THAT the agenda of the October 23, 2024 Tourism Commission meeting be adopted.

CARRIED

ADOPTION OF THE MINUTES

Moved by S. Patenaude, seconded by C. Zerebeski:

THAT the minutes of the September 18, 2024 Tourism Commission meeting be adopted.

CARRIED

UNFINISHED BUSINESS:

NEW BUSINESS:

MARKETING UPDATE

H. Lucich and H. Irvine provided a marketing update.

ROUNDTABLE DISCUSSION

A roundtable discussion was held.

DISCUSSION ON MEETING TIMES

The Chair requested that future meeting times be added to the November 20, 2024 agenda for discussion.

INFORMATION ITEMS:

NEXT MEETING

The next meeting for the Tourism Commission is set for November 20, 2024.

ADJOURNMENT

The meeting of the Tourism Commission adjourned at 4:24 p.m.

CERTIFIED CORRECT:


_____, Chair