



THE CORPORATION OF THE CITY OF VERNON

MINUTES OF THE TOURISM COMMISSION MEETING HELD NOVEMBER 28, 2024 AT 3:30 PM OKANAGAN LAKE ROOM (COUNCIL CHAMBER)

PRESENT: VOTING:

Dan Proulx, Great Vernon Chamber of Commerce
Cassandra Zerebeski, Ski
Mayor Cumming
Janine Collard, Attractions
Clara Snedden, Accommodation Provider, Chair
Shawna Patenaude, Arts & Culture
Rebecca Barton, Arts & Culture
Councillor Durning, Council Appointed
Jessica Dowswell, Accommodation Provider

NON-VOTING:

Ian Jenkins, Silver Star Mountain Resort

ABSENT: Claus Larsen, Accommodation Provider
Peter Kaz, Downtown Vernon Association
Kris Fuller, Sports & Events
Gerran Thorhaug, Restaurant

STAFF: Torrie Silverthorn, Manager, Tourism
Karen Savill, Visitor Services Coordinator
Hanna Lucich, Tourism Marketing Coordinator
Hilary Irvine, Tourism Marketing Coordinator
Gemma Patterson, Administrative Assistant
Shawn Knuhtsen, Manager, Building & Licensing
Jennifer Pounder, Records/Committee Clerk

ORDER

The meeting was called to order at 3:33 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 D. Proulx, seconded by J. Collard:

THAT the agenda of the November 28, 2024 Tourism Commission meeting be adopted.

CARRIED

**ADOPTION OF THE
MINUTES**

Moved by J. Collard, seconded by C. Zerebeski:

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

CARRIED

UNFINISHED BUSINESS:

NEW BUSINESS:

MANAGERS UPDATE

Manager, Tourism, provided an update to the Committee that entailed the framework for the 2025 Annual Plan.

**FUTURE MEETING
TIMES**

Discussion was had on future meeting scheduling times. T. Silverthorn will distribute a poll to members and bring the results to the next scheduled meeting.

HOLIDAY MIXER

The Tourism Commission Holiday Mixer is planned for December 11, 2024 at 5:00 p.m. at Eatology.

ROUNDTABLE

A roundtable discussion was held.

INFORMATION ITEMS:

NEXT MEETING

The next meeting for the Tourism Commission is set for December 8, 2024 at 3:30 p.m.

ADJOURNMENT

The meeting of the Tourism Commission adjourned at 4:20 p.m.

CERTIFIED CORRECT:



Chair