



THE CORPORATION OF THE CITY OF VERNON

MINUTES OF THE TOURISM COMMISSION MEETING HELD DECEMBER 18, 2024 AT 9:00 AM OKANAGAN LAKE ROOM (COUNCIL CHAMBER)

PRESENT: Peter Kaz, Downtown Vernon Association Rep.
Janine Collard, Attractions Rep.
Cassandra Zerebeski, Ski Rep.
Rebecca Barton, Arts & Culture Rep.
Claus Larsen, Accommodation Provider Rep.
Councillor Durning, Council Appointed Rep.
Jessica Dowswell, Accommodation Provider Rep.
Clara Snedden, Accommodation Provider Rep.
Dan Proulx, Greater Vernon Chamber of Commerce Rep.
Gerran Thorhaug, Restaurant Rep.

ABSENT: Kris Fuller, Sports & Events
Shawna Patenaude, Arts & Culture
Ben Suranko, Biking
Ian Jenkins, Silver Star Mountain Resort Rep.
Tim Isaac, Okanagan Indian Band Rep.

STAFF: Torrie Silverthorn, Manager, Tourism
Karen Savill, Visitor Services Coordinator
Hanna Lucich, Tourism Marketing Coordinator
Hilary Irvine, Tourism Marketing Coordinator
Gemma Patterson, Administrative Assistant
John Perrott, Manager, Economic Development & Partnerships
Shawn Knuhtsen, Manager, Building & Licensing
Moya Kelly, Coordinator, Special Events
Jennifer Pounder, Records / Committee Clerk

ORDER The meeting was called to order at 9:00 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.*

**ADOPTION OF THE
AGENDA** Moved by P. Kaz, seconded by J. Dowswell:

THAT the agenda of the December 18, 2024 Tourism Commission meeting be adopted.

CARRIED

**ADOPTION OF THE
MINUTES**

Moved by C. Snedden, seconded by C. Zerebeski:

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

CARRIED

UNFINISHED BUSINESS:

NEW BUSINESS:

**2025 ANNUAL PLAN
PRESENTATION**

T. Silverthorn, Manager, Tourism, provided a presentation and overview of the 2025 Tourism Vernon Annual Plan.

Moved by G. Thorhaug, seconded by P. Kaz:

THAT the Tourism Commission supports Tourism Vernon's 2025 Annual Plan as presented.

CARRIED.

It was announced that J. Dowsell accepted a position with the City of Vernon and therefore this will be her last meeting as a Commission member.

INFORMATION ITEMS:

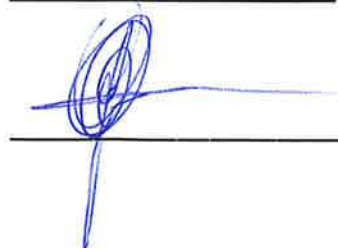
NEXT MEETING

The next meeting for the Tourism Commission is set for January 22, 2025 at 9:00 a.m.

ADJOURNMENT

The meeting of the Tourism Commission adjourned at 9:53 a.m.

CERTIFIED CORRECT:

A handwritten signature in blue ink, consisting of a large, stylized 'C' followed by a horizontal line and a vertical line extending downwards.

Chair