



THE CORPORATION OF THE CITY OF VERNON

MINUTES OF THE TOURISM COMMISSION MEETING HELD JANUARY 22, 2025 AT 9:00 AM OKANAGAN LAKE ROOM (COUNCIL CHAMBER)

PRESENT: Cassandra Zerebeski, Ski
Kris Fuller, Sports & Events
Janine Collard, Accommodation Provider
Claus Larsen, Accommodation Provider
Gerran Thorhaug, Restaurant
Mayor Cumming, Council Appointed
Peter Kaz, Downtown Vernon Association
Rebecca Barton, Arts & Culture
Ben Suranko, Biking
Clara Snedden, Accommodation Provider
Shawn Patenaude, Arts & Culture

GUESTS:

Jessica Dowswell

ABSENT: Dan Proulx, Greater Vernon Chamber of Commerce
Tim Isaac, Okanagan Indian Band
Ian Jenkins, Silverstar Mountain Resort (Non-voting)

STAFF: Torrie Silverthorn, Manager, Tourism
Karen Savill, Visitor Services Coordinator
Hanna Lucich, Tourism Marketing Coordinator
Hilary Irvine, Tourism Marketing Coordinator
Gemma Patterson, Administrative Assistant
Jessica Hewitt, Manager, Communications and Grants
Kathy Stogneff, Secretary I
Jennifer Pounder, Records/Committee Clerk

ORDER The meeting was called to order at 9:03 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 S. Patenaude, seconded by K. Fuller:

THAT the agenda of the January 22, 2025 Tourism Commission meeting be adopted.

CARRIED

Jessica Hewitt, Manager, Communications and Grants was introduced to the Commission and welcomed by the Chair.

ADOPTION OF THE MINUTES

Moved by K. Fuller, seconded by B. Suranko:

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

CARRIED

NEW BUSINESS:

ORIENTATION

T. Silverthorn provided the annual orientation to the Commission.

ELECTION OF CHAIR AND VICE CHAIR

Chair

There were three calls for nominations. C. Larsen self nominated. No other nominations were put forward. C. Larsen is appointed Chair for 2025.

Vice Chair

There were three calls for nominations. C. Snedden accepted nomination by C. Larsen. No other nominations were put forward. C. Snedden is Vice Chair for 2025.

QUARTERLY MARKETING UPDATE

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

ROUNDTABLE

Roundtable updates were held.

INFORMATION ITEMS:

NEXT MEETING

The next meeting for the Tourism Commission is set for February 19, 2025.

ADJOURNMENT

The meeting of the Tourism Commission adjourned at 10:02 a.m.

CERTIFIED CORRECT:



Chair