



THE CORPORATION OF THE CITY OF VERNON

TOURISM ADVISORY COMMITTEE MEETING

WEDNESDAY, MARCH 21, 2018

OKANAGAN LAKE ROOM – 8:00 a.m.

AGENDA

1. **ADOPTION OF AGENDA**
2. **ADOPTION OF MINUTES**
 - a) February 21, 2018 (attached)
3. **UNFINISHED BUSINESS**
 - a) Associated Membership – no update at this time
 - b) Dealing with Flood & Fire in Future - update
 - c) Vernon Accommodation Survey – Roll-out of new program?
 - d) Tourism Commission Discussion – deferred to April meeting
 - e) District of Coldstream Tourism Advisory Committee – update
 - f) Activate Safety Task Force – update from TAC Rep
4. **NEW BUSINESS:**
 - a) Destination Think Presentation to Council
 - b) Golf Shows & Funding Update
 - c) Canada media Marketplace – April 9 – 11
 - d) Travel & Words
 - e) Media Dinners
 - f) Request for Proposal for Marketing Agency
5. **INFORMATION ITEMS:**
 - a) Accommodation Tracking (none)
 - b) Visitor Info Centre Statistics (attached)
 - c) Municipal Reg. District Tax Update (attached)
 - d) Travel Trade:
 - Media:
 - Tracking:
 - i. 17 Stories
 - ii. \$745,080 worth in media value
 - Stories:
 - Recent/Upcoming Hosting:

1. June FAM – SUP, Bike & Surf

- Upcoming Media Dinners:
 - i. See New Business

6. **NEXT MEETING:**

The next meeting of the Tourism Advisory Committee is tentatively scheduled for Wednesday, May 16, 2018.

7. **ADJOURNMENT**

No Quorum