



THE CORPORATION OF THE CITY OF VERNON

**TOURISM COMMISSION
WEDNESDAY, FEBRUARY 20, 2019
OKANAGAN LAKE ROOM – 8:00 a.m.**

AGENDA

1. **ELECTION OF CHAIR AND VICE-CHAIR**
2. **ANNUAL REVIEW OF BULLYING AND HARASSMENT POLICY**
(attached)
3. **ADOPTION OF AGENDA**
4. **ADOPTION OF MINUTES**
 - a) January 16, 2019 (attached)
5. **UNFINISHED BUSINESS**
 - a) Large Tourism Map – deferred from previous meeting
 - b) Associated Membership – deferred from previous meeting
 - c) Spring Offer – hotel & activity – pending Direct Award approval of proposal
 - d) Summer Marketing – pending budget finalization for 2018 MRDT
 - e) Arts & Culture Events for September
 - f) Trail Development – Ellison Park
 - g) Winter campaign is continuing – war room data
 - h) Tourism Vernon Visitor Guide Sales:
 - i) TOTA Regional Campaign Trails with Kamloops & Shuswap –
 - j) 2019 Golf Card Promotion \$299 for 4 courses, max 1000 card available was launched at Vancouver Golf Show with new micro-site www.golfvernon.ca with online purchases
 - k) CTV Winter Wellness with Sparkling Hill Live remote from Vernon:
6. **NEW BUSINESS:**
 - a) VANDOP coop ad
 - b) MRDT Survey Development
 - c) Website refresh – pending clarification with vendor
 - d) DBC Open Pool & Sector Funding Projects approved for 2019:
 - Open Pool:

- Sector:

7. INFORMATION ITEMS:

- a) Accommodation Tracking – following up with partners – only 2 submissions for January
- b) Visitor Info Centre Statistics (attached)
- c) Municipal Reg. District Tax Update (attached)
- d) Council endorsed 2019 Tourism Tactical Marketing Plan on Jan. 21, 2019
- e) Travel Trade:
- f) Media:
 - Tracking:
 - i. Pending story distribution
 - Stories:
 - i. CTV Winter Wellness Remote – 4 see Unfinished Business
 - Recent/Upcoming Hosting:
 - i. March 3-7 Special Project – National Show
 - ii. March 28-31 Seismic
 - iii. May 2 – 5 – Vernon Active Spring
- g) Conferences:
 - Feb 25-26 Destination BC Visitor Network
 - Feb 26-27 BC Destination Marketing Organization Association Meeting
 - Feb 27-March 1 Tourism Industry Conference
 - March 19-21 – Canadian Sports Alliance Sport Events Congress
- h) Tourism Vernon – BCTV News segments
 - Community of Vernon –
 - Activities with Sun Country –
 - Sparkling Hill:
 - Cooking with Chef John at SHR -
 - SHR offerings

8. NEXT MEETING:

The next meeting of the Tourism Advisory Committee is tentatively scheduled for Wednesday, March 20, 2019

9. ADJOURNMENT



THE CORPORATION OF THE CITY OF VERNON

3400 – 30th Street, Vernon, B.C. V1T 5E6
Telephone: (250) 545-1361 Fax: (250) 545-4048

website: www.vernon.ca

Corporate Policy

Section:	Human Resources	
Sub-Section:		
Title:	Bullying and Harassment	

RELATED POLICIES

Number	Title
	Replaced Harassment Policy

APPROVALS

POLICY APPROVAL:	AMENDMENT APPROVAL:	SECTION AMENDED
Approved by: Mayor: "Akbal Mund" Date: December 14, 2015	Amendment Approved by: Mayor: "Akbal Mund" Date: December 18, 2015	Amended due to compliance Workers Compensation Bill 14

POLICY

The policy of the City of Vernon is to provide and maintain a workplace that is free from discrimination, bullying and harassment, not only in relation to the specific conduct prohibited by the British Columbia (BC) Human Rights Code, but regarding any form of personal bullying harassment which may reasonably cause embarrassment, insecurity, discomfort, offence or humiliation to another person or group.

The City of Vernon is committed to a professional working environment where employees, contractors, elected officials, committee volunteers, and students working on behalf of the City or present within the City's facilities and programs, are treated with respect and dignity.

This Policy will apply to the resolution of all internal informal or formal complaints brought forward or filed pursuant to this Policy.

The procedures set out within this Policy will also apply to any and all City of Vernon investigations conducted in response to external discrimination/harassment/bullying complaints filed with WorkSafe BC, the Human Rights Tribunal or otherwise.

DEFINITIONS

Parties

Parties are the Complainant(s) and Respondent(s) directly involved in a Complaint and may include: employees (unionized and excluded), contractors, elected officials, committee volunteers, and students.

Complainant(s)

Complainant(s) are those individuals making a Complaint and seeking recourse in relation to this Policy.

Respondent(s)

Respondent(s) are those individuals alleged to have violated this Policy.

Bystanders

Bystanders are third parties who have witnessed behaviour that, in their view, potentially constitutes a violation of this Policy. Bystanders should report their concerns in accordance with Step 2 of the informal processes set out below.

Bystanders are not Parties to a Complaint. However, they may be interviewed as witnesses in the event there is a formal investigation into their concerns.

Witnesses

Witnesses are individuals who have direct knowledge of or involvement in any matter or incident that potentially relates to a Complaint brought forward or filed pursuant to this Policy.

Complaint

A concern or Complaint regarding any of the potential behaviour as defined below that requires a solution that is brought forward for the purposes of obtaining a resolution.

Prohibited Grounds

Conduct or commentary that is based, in whole or part, on any of the following 13 grounds: race, colour, ancestry, place of origin, political belief, religion, marital status, family status, physical or mental disability, sex, sexual orientation, age or unrelated criminal conviction.

Respectful Conduct

Respectful workplace conduct incorporates courtesy, civility, consideration, and compassion. It is an approach which actively respects individuals by avoiding unnecessary behaviours which would reasonably be considered to have a negative impact on others. It involves taking responsibility for one's behaviour/conduct in the workplace.

A workplace disagreement or difference of opinion is not by definition disrespectful. The manner in which a disagreement is described, discussed or resolved will determine whether or not the conduct is respectful.

Examples of Respectful vs. Disrespectful Behavior

Violations of this Policy will be determined on an objective and case-by-case basis, having regard to the overall circumstances of each Complaint, including the particular timing and context of the event(s) in question. This commonly will be determined after receiving information from the Parties and Witnesses. However, for illustrative purposes only, some examples of respectful versus disrespectful behaviour could include the following:

- Quiet and calm communication which focuses on the issues rather than personal characteristics of the individuals involved vs. loud, profane, name-calling, and abusive language that may also focus on personal characteristics.
- Expressing and resolving disagreement in a calm and professional manner vs. insulting or belittling others through personal attacks, sarcasm or through non-verbal behaviour that may include repetitive eye-rolling, loud sighing, disrespectful

facial expressions, shunning, stone walling discussions, walking out of discussions prematurely, or making physical or psychological threats.

- Addressing issues and concerns regarding work performance or misconduct in a confidential, discreet manner through responsible managers vs. engaging in gossip, rumours, speculation or criticism of an individual to others or discussing issues in front of individuals who do not need to be a part of the discussion.
- Sharing information required to deliver services effectively vs. repeatedly ignoring questions or requests for information or deliberately failing to provide necessary/helpful information.
- Responding to on-call pages in a timely fashion vs. not being accessible or responding to pages when on-call.
- Written communication made in a respectful professional manner vs. unprofessional comments made about colleagues or co-workers.

Discrimination

Discrimination is adverse differential treatment of an individual or group, whether intended or not, on the basis of race, colour, ancestry, place of origin, political belief, religion, marital status, family status, physical or mental disability, sex, sexual orientation, age or unrelated criminal conviction. Discrimination of this nature imposes burdens or obligations on an individual or group that serves no work-related function. It is important to note that such conduct is not only a breach of this Policy; it may also be a breach of the BC Human Rights Code.

Discriminatory Harassment

Discriminatory harassment is a form of discrimination and is also contrary to the BC Human Rights Code. Discriminatory harassment is abusive, unfair, offensive, or demeaning treatment of or disrespectful/disruptive conduct towards a person or group of persons related to their race, colour, ancestry, place of origin, political belief, religion, marital status, family status, physical or mental disability, sex, sexual orientation, age or unrelated criminal conviction that a reasonable person would know or ought to know or would:

- have the effect of interfering with an individual's work or participation in work related activities; or
- create an intimidating, hostile or offensive environment for work or participation in a work-related activity.

Examples of Discriminatory Harassment:

- Teasing, joking, taunting, insulting or criticizing a person, directly or indirectly, verbally or in writing, based on his or her prohibited grounds (e.g. race, gender, age). This may include commentary regarding their ability to communicate clearly, physical appearance, work style, and level of intelligence.

Sexual Harassment

Sexual harassment is disrespectful/disruptive conduct of a sexual nature made by a person who knows or ought to reasonably know that such conduct or comment is unwanted or unwelcome; or an expressed or implied promise of a reward for complying with a request of a sexual nature; or an expressed or implied threat of reprisal for refusal to comply with such a request; or disrespectful/disruptive conduct of a sexual nature which is intended or reasonably would be known to create an intimidating, hostile or offensive environment.

Examples of Sexual Harassment include:

- verbal abuse or threats of a sexual nature;
- unwelcome remarks, jokes, innuendoes or taunting of a sexual nature;
- displaying of pornographic or other offensive pictures;
- unwelcome and/or repeated sexual invitations or requests;
- leering or other inappropriate sexually oriented gestures;
- unnecessary physical contact such as: touching, patting or pinching;
- sexual assault (this may also be a criminal matter);
- negative comments that are gender-based, and
- repeated behavior that a person has objections to and is known or should reasonably be known to the offender as being unwelcome.

Personal Harassment

Personal harassment is any behavior, including disrespectful/disruptive conduct by a person directed against another person that a reasonable person would know or ought to know would cause offence, humiliation or intimidation, where the conduct is not carried out in good faith and serves no legitimate work-related purpose.

Examples of Personal Harassment:

- swearing, yelling, or making derogatory gestures or comments to or about another individual;
- engaging in embarrassing practical jokes, ridicule, or malicious gossip;
- verbal or physical threats or physical assault.

Bullying

Bullying is any repeated or systematic physical, verbal or psychological behaviour including disrespectful/disruptive behavior, which would be seen by a reasonable person as intending to belittle, intimidate, coerce or isolate another person.

Note: Personal harassment and/or bullying does not include social banter in the workplace that is objectively viewed as acceptable in tone and content. Nor does it include actions occasioned through the good faith management of the employment relationship, including decisions related to hiring, selection, performance evaluations, and progressive corrective discipline, provided that such decisions are made and implemented in a manner that is respectful of those involved. <http://www2.worksafebc.com/Topics/BullyingAndHarassment/RegulationAndGuidelines.asp?ReportID=37223>.

Methods of Communication

Inappropriate communication that may violate this Policy may be transmitted in person, on the phone, and in writing, through email, texts, Facebook, Twitter and other social media messaging, and otherwise. Potential violations may consist of inappropriate communication made to a person and/or communication made about a person to others.

Fairness

Parties, Bystanders, and Witnesses have a right to fair treatment in the consideration and adjudication of complaints and concerns under this policy. Fair treatment includes the right to:

- bring forward their concerns pursuant to processes within the Policy within a timely manner;
- being informed in a timely manner of Complaints made against them;
- an impartial and objective consideration and evaluation of the circumstances, through informal or formal intervention;
- confidentiality to the extent possible in the circumstances, including the avoidance of gossip, rumours and speculation by Party(ies), Witness(es) or others within the City;
- protection to any Party(ies) or Witness(es) from retaliation for participation in processes under this Policy
- being effectively informed of the outcome of any formal intervention;
- union representation for unionized staff; and
- other representation, for excluded staff.

Confidentiality

All Bystanders, Witnesses, and Parties involved in a Complaint or in the informal/formal resolution of a Complaint, are expected to keep matters related to a Complaint confidential. This includes managers and supervisors who are privy to the Complaint or Complaint resolution process.

An established breach of confidentiality regarding a Complaint or Complaint resolution process shall be considered an independent violation of the Policy (regardless of the merits or conclusions regarding the Complaint) and may result in discipline.

Any allegation or Complaint under this Policy will be considered personal information supplied in confidence for the purpose of Section 22(2) (f) of the *Freedom of Information and Protection Privacy Act*. The names of those involved in the Complaint shall not be disclosed to any person except where necessary for the purpose of fairly investigating and determining the outcome of the complaint.

The substance of investigative reports and the substance of meetings held by those in authority to make decisions in relation to a Complaint, regardless of whether it is substantiated, will be protected from disclosure to third parties in accordance with Section 19 of the *Freedom of Information and Protection Privacy Act*.

Complaint Resolution

Complainants are encouraged to resolve Complaints/concerns with others as soon as they arise using the informal process set out below, unless it is clearly inappropriate in all of the circumstances.

Without limiting its application, the informal resolution process is commonly used in circumstances where the alleged concern/conduct appears to be: (a) non-repetitive (a 'one-off' discussion/interaction); and (b) relatively minor in severity or seriousness, considering its content, potential impact on the individual and/or the safety/health of the overall organization.

Although the Complainant(s) may indicate that he/she prefers the informal process, the City of Vernon may at any time exercise its discretion to initiate a formal process based upon its overall review of the circumstances.

PROCEDURES

Informal Processes

Step 1 – Resolution (Informal Conversation)

Wherever reasonable, the Complainant(s) should address the person with whom he/she is having difficulty (the Respondent(s)) in a direct and discreet (confidential) manner as soon as possible following the incident.

If the Complainant(s) is not comfortable taking this step, or if the Complainant(s) has done so without success, then the Complainant(s) should proceed to the next step.

Step 2 – Resolution (Manager/Designate Involvement)

The Complainant(s) or Bystander(s) should approach his/her manager or director with his/her concerns including particular examples of inappropriate statements or verbal or non-verbal behaviours by the Respondent(s), dates, times, witnesses, and as much detail as possible. This should be done as soon as reasonably possible following the incident/behaviours. The manager or director should contact Human Resources.

If the Complainant(s) or Bystander(s) is uncomfortable approaching any of these individuals, or if the individuals are the Respondent(s) or if the individuals are perceived by the Complainant(s) to be part of the problem, then the Complainant(s) or Bystander(s) can speak to Human Resources.

Human Resources will review the concern and where appropriate should directly or indirectly facilitate a resolution in a manner that it considers most effective and reasonable considering all of the circumstances.

Interventions by managers or directors, Human Resources in Step 2 may include one or more of the following possibilities (or other similar interventions):

- meeting separately with each person involved in the concern to discuss and investigate the situation;
- meeting together with the persons involved to facilitate a discussion aimed at understanding and resolving the issue in a practical, non-punitive manner or mediating a solution that works for all Parties;
- coaching one or more of the Parties (verbally or in writing) on workplace expectations regarding appropriate workplace behavior or performance;
- recommending or applying progressive discipline when warranted i.e. based on the findings and severity of the misconduct found;
- engaging the support of Human Resources to assist with Step 2 processes, or
- engaging an external third party facilitator or mediator to work with the Parties and others involved to achieve a confidential, practical and mutually agreeable

resolution to outstanding concerns without making findings against any Parties (Mediation).

The above noted intervention/preliminary investigation should be completed on or before 30 days after the final interview. The time-lines will be reasonably extended at the request of the lead investigator based on a number of factors, including extenuating circumstances or complexities surrounding a particular investigation/intervention.

If, at the outset of or at any time during the Step 2 process, the individual who receives the reported Complaint/concern concludes that, given the severity of the behaviours alleged in the Complaint, including their potential physical or psychological impact on the Complainant(s) or other employees at the City of Vernon, a formal investigation is warranted, then the matter should be immediately referred to Step 3 of the Policy for investigation and resolution.

Formal Processes

Step 3 – Investigation

The formal process involves an objective investigation of a written Complaint/concern that has been brought forward to Human Resources, the Complaint.

Once the Complaint has been received by the immediate supervisor, manager, or Human Resources representative; the Complainant(s) will be asked to complete a formal Complaint form. This form seeks the following details:

- Complainant(s) name and position;
- name and position(s) of the Respondent(s);
- address or location where the incident occurred;
- detailed summary of all of the specific incidents or examples of behavior that have led to the filing of the Complaint;
- date(s) and time of each incident;
- names of the individual(s) alleged to have engaged in the unacceptable conduct;
- details of the Complaint(s) – that is, the specifics of what was said or done to the Complainant(s) to have triggered the Complaint;
- identity of any potential witnesses;
- impact of the behaviour on the Complainant(s); and
- steps taken, though Steps 1 or 2 of the Policy, to address the Complaint and the outcome of those processes.

The Complainant(s) must sign and date the Complaint and send to the designated individuals set out above by either:

- envelope marked **Confidential**; or

- scanning the signed complaint and sending it via email indicating **Confidential**.

The filing of a formal Complaint does not mean that a formal investigation will automatically be conducted. The manner in which a Complaint is resolved will be determined by the City, following consultation with the Parties, and will depend on a number of factors, including the nature, extent and severity of allegations brought forward by the Complainant(s) and the history of circumstances leading up to the filing of the formal Complaint.

Following this review, the individual(s) who receives the Complaint may take one of the following steps:

- refer the matter back to Step 2 to resolve the matter through informal processes; or
- assign an internal or external Investigator to conduct a formal investigation of the Complaint.

Appointment of Investigator

Factors that the City will consider in determining whether to retain an internal or external investigator may include: the overall complexity of the facts/law related to the Complaint; the Parties to the Complaint, the anticipated length of time necessary to conduct the investigation; the potential severity of the outcome(s) of the investigation in relation to the Respondent(s) should the Complaint be substantiated; and any other relevant circumstances.

Internal investigators shall have sufficient prior experience and/or training in conducting workplace investigations and shall have no previous involvement in the facts/circumstances giving rise to the Complaint.

External investigators shall be appointed by the Director, Human Resources, in consultation with the Chief Administrative Officer (CAO) and at his/her discretion.

Time Limits

The time limit for making a formal complaint is within six (6) months from the date of the last incident. This is consistent with the time limits noted in the BC Human Rights Code.

Interim Measures

It may be necessary to take interim measures, such as transfers/leaves/restrictions on contact or communication while a Complaint is being investigated. Such measures will be precautionary, not disciplinary.

Mediation during the Formal Process

Where appropriate, mediation is available to Parties to try to resolve the Complaint at any point during the process. Any ongoing investigation will be suspended during mediation and will resume if mediation is unsuccessful.

Unless explicitly agreed to by the Parties in writing, the investigator shall not act as the mediator and shall have no communication with the mediator regarding the Complaint at any time.

Withdrawal of a Formal Complaint

At any time during the course of an investigation of a formal Complaint, the Complainant(s) may choose to withdraw his or her Complaint without penalty so long as the Complaint was filed in good faith. In such circumstances, there should be no indication of the complaint in the personnel files of the Complainant(s) or Respondent(s).

The Investigation Process and Role of the Investigator

The investigator will take a reasonable amount of time to conduct the investigation to interview the Parties and relevant Witnesses and obtain and review any potentially relevant documents.

The investigator will prepare a report of investigation outlining his/her findings and conclusions and submit the report to the relevant Human Resources Representative.

The findings and conclusions may relate to both the conduct at issue and the medical/emotional/financial impact of the conduct on those involved.

The investigator may include recommendations in the report of investigation, where applicable and if requested by the City.

The City will advise both the Complainant(s) and Respondent(s) of the findings and conclusions of the investigation and any recommendations related to their conduct, through a written summary of the report. Other Parties involved in the complaint (Witnesses and others) will be advised that the investigation has been concluded (without being provided any further information).

Appeals

Within 15 days of receiving a summary of the report of investigation, either Party(ies) may file an appeal with the City.

The appeal shall be based upon and restricted to, specific concerns related to the investigative process. The appeal shall not constitute an avenue in which to re-investigate the Complaint.

The CAO shall review the report of investigation to evaluate the fairness of the process and has sole discretion to take further action based upon his/her review.

The decision of the CAO is final.

Complaints involving City's Chief Administrative Officer, the Mayor or Members of City Council

External Investigator

Complaints brought under this policy against the Chief Administrative Officer, the Mayor or Members of City Council shall be presented to an external investigator with expertise regarding matters covered under this policy.

The external investigator will be retained by and will report directly to the Mayor and Chief Administrative Officer in cases involving the Members of Council. In cases involving the Mayor, the external investigator will be retained by and will report directly to the Chief Administrative Officer. In cases involving the Chief Administrative Officer, the external investigator will be retained by and will report directly to the Mayor.

Outcomes

General Outcomes

Once the appeal period has expired or the appeal has been concluded, the City will inform the Complainant(s) and Respondent(s) of its final implementation plan based upon the report of investigation.

Part of the implementation plan may include processes similar to those set out in Step 2, in order to help rebuild/repair the relationships.

Outcomes that may be included in the implementation plans include one or more of the following:

- oral and/or written apology from the parties;
- adjustments to the workplace environment;
- coaching of expectations – verbal or in writing;
- medical assessment referrals;
- training;
- transfers to a different department; and/or

- institution of formal discipline and disciplinary processes, up to and including suspension/removal from premises for contractors, visitors and volunteers; and
- mediation.

Discipline in accordance with Corporate Policy may arise if such action is warranted based on the severity of the findings/conclusions of the investigation.

The Complainant(s) and Respondent(s) will only receive information relevant to their role in the final implementation plan; they will not be privy to recommendations related to the other Party(ies).

Outcomes

City management will determine and implement specific consequences and remedies that are reflective of and relevant to the investigative findings/conclusions within a reasonable period of time after receipt of the report of investigation.

Any Party(ies) who disagrees with the nature/extent of action or disciplinary action imposed by the City as a result of the investigation should access the usual grievance/appeal process set out in the relevant collective agreements and City of Vernon policies.

Other Important Points

Malicious/Vexatious/Frivolous Complaints of Misuse of the Policy

In circumstances where a Complaint is found to have been made in bad faith or determined to be vexatious, frivolous or a general misuse of the Policy, the Complainant(s) may face similar outcomes as a Respondent(s) as set out above (ie. Interventions ranging from coaching to formal disciplinary intervention).

This section of the Policy may apply to filed Complaints as well as any circumstances in which individuals repeatedly threaten to file Complaints against others in order to achieve similar ends.

A Complaint, or threatened Complaint, will be deemed to have been made in bad faith when, considering all of the circumstances surrounding the complaint including its timing and context, the Complaint was found to have been made solely in an attempt to:

- influence or overturn decisions related to the Complainant's employment;
- intimidate, threaten or cause trouble to the Respondent(s);
- create a hostile or intimidating workplace environment for others, including the Respondent(s); or

- create a potential personal benefit or entitlement to the Complainant(s).

Misuse of the Policy may include unreasonable, repetitive filing of Complaints or concerns that are consistently found to be unsubstantiated.

In circumstances where a Complaint has been found to be malicious, vexatious or a misuse of the Policy, the Respondent(s) may be awarded the same remedies as those available to Complainant(s) as set out above (interventions ranging from an apology to compensation for established losses).

Unsubstantiated Complaints

If the investigator finds insufficient evidence to support the Complainant's allegations and finds that there has been no misuse of the Policy or bad faith in filing the Complaint, no action will be taken in relation to the complaint. There will be no record of the Complaint on the Respondent's file.

Consequences of Retaliation

Any established retaliation against any Party(ies), Bystander(s) or Witness(es) involved in an informal or formal resolution process shall be considered an independent violation of the Policy (regardless of the merits or outcome of the initial concern or Complaint) and shall result in discipline commensurate with the severity of the conduct.

Multiple Proceedings

This Policy is in addition to and not in substitution for any rights an individual may have to pursue action, whether under collective agreements, policies including any applicable legislation, including human rights legislation.

If at any time a staff member elects to initiate other legal proceedings or if the staff member takes any steps outside of those contemplated in this policy, the City may discontinue any procedures taken under this policy as a result of the Complaint (depending on a consideration of all of the circumstances).

Potentially criminal behaviour such as an assault, significant threats, or attempts at extortion shall be directly referred to the RCMP by the City upon receipt of a Complaint of this nature.



THE CORPORATION OF THE CITY OF VERNON

**MINUTES OF
TOURISM COMMISSION MEETING
HELD WEDNESDAY, JANUARY 16, 2019
OKANAGAN LAKE ROOM**

PRESENT: VOTING:

Christine Kashuba, Arts & Culture
Jacqueline Birk, Accommodation Provider
Dione Chambers, Greater Vernon Chamber of Commerce (8:08 a.m.)
Councillor Dalvir Nahal
Gale Woodhouse, Arts & Culture
Matt Ball, Biking (8:03 a.m.)
Ricardo Smith, Sports & Events (8:09 a.m.)
David Gibbs, Accommodation Provider
Myles Johnson, Golf
Mary-Jo O'Keefe, Restaurant
Claus Larsen, Accommodation Provider
Kevin O'Brien, Attractions
Jenelle Brewer, Okanagan Indian Band (8:18 a.m.)

ABSENT: Susan Lehman, Downtown Vernon Association
Troy Hudson, Ski leave
Cecilia Guerrero, Accommodation Provider

STAFF: Kevin Poole, Staff Liaison, Manager, Economic Dev. & Tourism
Ange Chew, Manager, Tourism
Torrie Silverton, Tourism Coordinator
Karen Savill, Admin. Assistant, Economic Development & Tourism
Janice Nicol, Legislative Committee Clerk

ORDER The meeting was called to order at 8:01 a.m.

ADOPTION OF AGENDA Moved by Kevin O'Brien, seconded by Jacqueline Birk:

THAT the agenda for Wednesday, January 20, 2019 Tourism Advisory Committee be adopted.

CARRIED.

ADOPTION OF MINUTES Moved by Christine Kashuba, seconded by Kevin O'Brien;

THAT the minutes of the Tourism Advisory Committee meeting held Wednesday, December 19, 2018 be adopted.

TOURISM ADVISORY COMMITTEE MINUTES – JANUARY 16, 2019

CARRIED.

UNFINISHED BUSINESS

TERMS OF REFERENCE The Terms of Reference were reviewed at the November meeting. This item was left on to answer any questions from the Commission about the previous discussion. The following points were made:

- It was confirmed that it is in the Terms of Reference the Commission must go through the City's procurement process. Currently working with Procurement Services to streamline the process. Any issues can be discussed as they come up.
- As a Commission, the budget is approved by Council and as long as the Commission works within the budget, no need to go back to Council. If items come up that are outside of the approved budget, then the Commission can go back to Council for approval of an increase in funding.

LARGE TOURISM MAP At the January 2018 meeting, the members had discussed the design and graphics of the large Tourism Map located on the Visitor Information Centre. At that time, it was suggested that pictures should be located on the map instead of adjacent and that images of Sparkling Hill, Okanagan Indian Band lands, the downtown murals, Allan Brooks Nature Centre, Okanagan Science Centre, etc be displayed on the map.

- Deferred until February meeting.

ASSOCIATED MEMBERSHIP - UPDATE This has been an on-going discussion. The following update was provided:

- This is an involved project – research is required to see how other municipalities are managing this and the process.
- Difficulty is in determining an Associated Membership Fee and how to structure support.
- Important to determine assets within Vernon prior to proceeding with the associated membership.

UPDATE ON MOTIONS FROM SEPTEMBER MEETING At the September 26, 2018 Tourism Commission meeting, three motions were passed regarding:

1. The promotion of a Festival in late May/early June 2019 to coincide with the Vernon Bike Fest;
2. The investigation of the creation of a staff or contractor position for Events Coordinator; and

TOURISM ADVISORY COMMITTEE MINUTES – JANUARY 16, 2019

3. The creation of an annual signature festival event for the end of August.

The following update was provided:

1. Promotion of a Festival

- The North Okanagan Cycling Society has met with Brad Clements who will determine the arts and culture placement for the festival.
- Coldstream and Vernon staff are involved in regional committee to draft policies that will apply to the Rail Trail.

2. Investigation of Events Coordinator position

- This item is covered in the Tourism Vernon Marketing & Tactical Plan Budget for 2019

3. Creation of an Annual Signature Event

- This Motion supported an extra event at the end of the summer
- It was noted that the Arts and Culture sector is looking to host an event in the shoulder season
- The City is also participating with Thompson Okanagan Tourism Association (TOTA) to draft a wildfire marketing plan for recovery as well as working on an end of summer activity.
- Suggestion to be also working on a spring event
- TOTA campaign launches in two weeks for spring.

- Destination Think! proposal for promotion for Vernon Tourism partners will be circulated at the next meeting.
- For the promotional website through Tourism Vernon: Partners need to provide link to package they are advertising.
- There is difficulty in providing a single link with package as there is different availability for hotels, etc.
- Preference is a direct link to booking engine that will either be sent to partner landing page with a 'call to action' or direct link – transactional link should not come to Tourism Vernon.
- Onus is on tourism partner to provide information to accompany booking link.
- Partners need to let Ange know what the preferred link is – booking engine or landing page.
- Suggestion to create an 'Asset List' for area.

NEW BUSINESS

TRAIL DEVELOPMENT – ELLISON PART

Matt Ball, North Okanagan Cycling Society advised that a Ellison Park Trail Management meeting had been held. There is an approved trail in Ellison Park that has been approved by the Province. There are two

TOURISM ADVISORY COMMITTEE MINUTES – JANUARY 16, 2019

small properties that need to be purchased in order for the plan to proceed to complete.

Requests: The reason for the hold-up be investigated to ensure the trail is completed and ready for use by Spring.

The Manager, Economic Development & Tourism will look into and provide an update for the next meeting.

TOURISM OPEN HOUSE – JANUARY 17, 2019

Reminder - Tourism Open House is tomorrow beginning at 1:30 p.m., a good turnout is anticipated. Everyone welcome and encouraged to attend.

TOURISM SENTIMENT INDEX RESULTS

Destination B.C. has a requirement – in order to collect 3%, a baseline Net Promoter Score or Tourism Sentiment Index is required.

Market research has proven that word-of-mouth is and always has been the predominate influence for travel-decision making – friends, family, social media.

It was noted that capturing this sentiment is a powerful way to monitor the success of a destination and will give ranking to where Tourism Vernon is at.

The Tourism Sentiment Index Results will be sent out to the Commission.

AIR NORTH PARTNERSHIP

Claus Larsen, Jacqueline Birk and Ange Chew travelled to the Yukon in conjunction with a partnership with Air North for Air North's first Travel Agent and Tour Operator FAM. The following points were noted:

- Met with 80 tour operators
- Direct flights from Kelowna to Whitehorse twice a week
- Potential for dual festival promotion – Vernon Winter Carnival and the Sourdough Festival
- Opportunity to offer travelers from Vancouver a new route itinerary via YLW with Vernon experiences before heading to Whitehorse
- Winter and summer with potential for shoulder season.

WINTER CAMPAIGN

- Broadcast with Global and CTV in BC and AB
- Digital in BC, AB, Ont and WA – inspirational blogs and transactional ads – family and adventurer
- Seeker Media Campaign– influencer with Skiing Trifecta – heli, downhill and nordic – January 11 – 13

TOURISM ADVISORY COMMITTEE MINUTES – JANUARY 16, 2019

TOURISM VERNON VISITOR GUIDE SALES AND PRODUCTION

The promotion of Guide Sales has begun.

THOMPSON OKANAGAN TOURISM REGIONAL RECOVERY CAMPAIGN

See Unfinished Business, Item D – Update on Motion from September 2018 for update above.

TRAILS CAMPAIGN WITH TOURISM KAMLOOPS AND SHUSWAP

Kamloops is the lead organization, currently working with Kamloops for trails campaign.

WINTER BC ALE TRAIL CONTENT AND FILMING

Content and filming will begin on February 1 and 6, 2019.

2019 GOLF CONSORTIUM PROGRAMMING WITH BCGMA

The first meeting occurred, plans starting for 2019.

2019 CAMPAIGN WITH MOUNTAIN BIKING BC

There are plans for the continuation of a biking corridor to connect with Sage Brush. Funding confirmation will not be known until April.

2019 INFLUENCER CAMPAIGN

This project is pending Destination BC approval – it will be a multi-destination travel experience through the Okanagan, what are the experiences from the Rail Trail to Vernon.

There was concern that we need improved photos of the Rail Trail – suggestion to investigate obtaining higher quality photos from other photographers in area.

There is a need to partner with Regional District of North Okanagan.

Moved by Mary-Jo O’Keefe, seconded by Claus Larsen:

THAT the Tourism Commission direct staff to proceed with funding to ensure that there are high-quality professional photos of the Rail Trail.

CARRIED.

TOURISM ADVISORY COMMITTEE MINUTES – JANUARY 16, 2019

WINTER WELLNESS FOR SPARKLING HILL RESORT AND CTV Campaign will launch in January with a in-studio interview on the Morning News in late January, filming in Vernon on February 6 – 8 and on-air location on the morning segment news on February 8.

SPECIAL PROJECT – MARCH 3 TO 7 Information to follow as it becomes available.

DESTINATION VIDEO REQUEST FOR PROPOSAL Request for Proposal for a Destination Video has been sent out.

WEBSITE REFRESH The Website Refresh project is at the procurement stage.

INFORMATION ITEMS:

ACCOMMODATION TRACKING Still having issues with submissions. Not enough data collected to report.

VISITOR INFO CENTRE STATISTICS The Committee reviewed the statistics for the Visitor Info Centre.

MUNICIPAL & REGIONAL DISTRICT TAX (MRDT) UPDATE This information will be sent out to the Commission following this meeting. October down 13.7%. Difficult to forecast Air BNB as no revenue has been received to date.

MEDIA The Manager, Tourism reviewed various media information including events, conferences, travel trade, hosting opportunities and articles, etc. that have happened and are upcoming.

DATE AND TIME OF NEXT MEETING The next meeting of the Tourism Advisory Committee is tentatively scheduled for **Wednesday, February 20, 2019** at 8:00 a.m. in the Okanagan Lake Room.

The Tourism Advisory Committee meeting adjourned at 9:05 a.m.

CERTIFIED CORRECT:

Chair



Total Campaign Performance

Channel	Impressions	Clicks	Engagements	CTR	Reporting Spend	CPC	CPE	CPM
Facebook	388,726	628	1,338	0.16%	\$1,637.46	\$2.61	\$1.22	\$4.21
Instagram	471,700	921	2,286	0.20%	\$1,763.61	\$1.91	\$0.77	\$3.74
Native	89,355	120	62	0.13%	\$577.07	\$4.81	\$9.31	\$6.46
Totals	949,781	1,669	3,686	0.18%	\$3,978.15	\$2.38	\$1.08	\$4.19

Total Message Performance

Message	Impressions	Clicks	Engagements	CTR	Reporting Spend	CPC	CPE	CPM
Family	601,187	1,127	2,819	0.19%	\$2,558.19	\$2.27	\$0.91	\$4.26
Fitness	348,594	542	867	0.16%	\$1,419.96	\$2.62	\$1.64	\$4.07
Totals	949,781	1,669	3,686	0.18%	\$3,978.15	\$2.38	\$1.08	\$4.19

FACEBOOK

Facebook Message Performance

Tactic	Impressions	Clicks	Engagements	CTR	Reporting Spend	CPC	CPE	CPM
Family	264,929	442	810	0.17%	\$1,133.54	\$2.56	\$1.40	\$4.28
Fitness	123,797	186	528	0.15%	\$503.93	\$2.71	\$0.95	\$4.07
Totals	388,726	628	1,338	0.16%	\$1,637.46	\$2.61	\$1.22	\$4.21

Facebook Performance by Post

Creative	Impressions	Clicks	Engagements	CTR	Reporting Spend	CPC	CPE	CPM
Post 1	225,080	0	513	0.00%	\$718.59	\$0.00	\$1.40	\$3.19
Post 2	101,127	0	137	0.00%	\$375.00	\$0.00	\$2.74	\$3.71
Post 3	62,519	628	688	1.00%	\$543.88	\$0.87	\$0.79	\$8.70
Totals	388,726	628	1,338	0.16%	\$1,637.46	\$2.61	\$1.22	\$4.21

INSTAGRAM

Instagram Message Performance

Tactic	Impressions	Clicks	Engagements	CTR	Reporting Spend	CPC	CPE	CPM
Family	286,908	617	1,973	0.22%	\$1,103.64	\$1.79	\$0.56	\$3.85
Fitness	184,792	304	313	0.16%	\$659.98	\$2.17	\$2.11	\$3.57
Totals	471,700	921	2,286	0.20%	\$1,763.61	\$1.91	\$0.77	\$3.74

Instagram Performance by Post

Creative	Impressions	Clicks	Engagements	CTR	Reporting Spend	CPC	CPE	CPM
Post 1	0	0	0	0.00%	\$0.00	\$0.00	\$0.00	\$0.00
Post 2	317,526	0	11	0.00%	\$714.29	\$0.00	\$64.94	\$2.25
Post 3	131,990	744	752	0.56%	\$725.55	\$0.98	\$0.96	\$5.50
Post 4	22,184	177	1,523	0.80%	\$323.78	\$1.83	\$0.21	\$14.59
Totals	471,700	921	2,286	0.20%	\$1,763.61	\$1.91	\$0.77	\$3.74

NATIVE

Native Message Performance

Message	Impressions	Clicks	Engagements	CTR	Reporting Spend	CPC	CPE	CPM
Family	49,350	68	36	0.14%	\$321.01	\$4.72	\$8.92	\$6.50
Fitness	40,005	52	26	0.13%	\$256.06	\$4.92	\$9.85	\$6.40
Totals	89,355	120	62	0.13%	\$577.07	\$4.81	\$9.31	\$6.46



28 day summary with change over previous period

Tweets

465 ↓ 1.3%



Tweet impressions

113K ↓ 17.0%



Profile visits

507 ↓ 28.7%



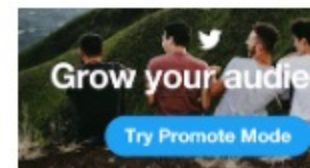
Mentions

92 ↓ 38.3%



Followers

4,321 ↑ 32

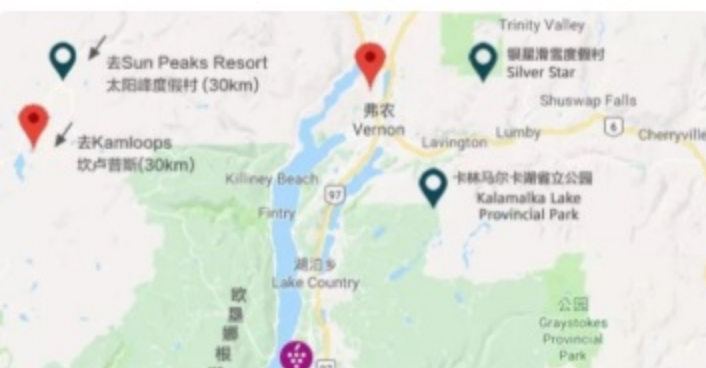


Jan 2019 • 31 days

TWEET HIGHLIGHTS

Top Tweet earned 1,217 impressions

Did you know that we work w/ [@HelloBC](#) to market across the world Take a look at the article a Chinese journalist wrote about the Okanagan! Kalavida Surf Shop, [@BuzzatPlanetBee](#), [@sparklinghill](#) were the [#Vernon](#) locations highlighted! ow.ly/NMRm30nkjFP [#ExploreBC](#) pic.twitter.com/GfzKaTPr9o



6

View Tweet activity

View all Tweet activity

Top mention earned 42 engagements



Valia Di Fondriest Guras

@ValiaGuras · Jan 8

Osez sillonner les Alpes de Hautes Provence en suivant le Verdon en toutes saisons!

StAndréLesAlpes04 [@AlpesProvence04](#) [#CotedAzurFrance](#) [@TourismVernon](#) [@provencetourism](#) [@laroutedesgolfs](#) [@CRT_RegionSud](#) [#MagnifiqueFrance](#) [#provenegolf](#) [@Balade_Sympa](#) [@tourismepaca](#) [#paca](#) [@ValiaGuras](#) pic.twitter.com/12g1hbQ88i



JAN 2019 SUMMARY

Tweets

527

Tweet impressions

124K

Profile visits

575

Mentions

107

New followers

32

DATE RANGE: January 2019

PHONE CALLS											
	AB	MB	BC	ON	SK	USA	UK	Local	Europe	Other	Total
Toll Free	4		7			1		5			17
Regular	1		4					102			107
Emails	7							219	2		228
Packages			4							1	5
										TOTAL	357

**Some calls may have more than one inquiry*

TOLL FREE INFORMATION				VISITORS		
Requested	Total Regular	Source	Total TF	2019	% Change over 2018	
Phone Number	4	Website Tour		Total Parties	151	-4.5%
Event/Attraction	8	Website Other	5	Total Visitors	195	-23.2%
Relocation		Print	6	ORGANIZATIONS ASSISTED		
Silver Star	1	Repeat Visits		Name of Group	Assistance Provided	
Roads		Other (Word of mouth)	2	Tourism Open House	Helped Organize & Present VIC	
Services	1			Visitor Guide Ad Sales	Ongoing Total \$18,290 Feb 1st Ongoing	
Accommodation	3			North Ok Hot Air Balloon Soc	15 Packages	
TOTAL	17	Total	13	Vernon Winter Carnival	Built the Parade Float	
				Vernon Chamber of Commerce	Presented for VIC	
				Edge Apparel	Meeting uniforms	
				HR & Staffing	Conducted interviews and filled new job	
				Chetwynd Don Titus School	Flat Stanley project	
				Silver Star Motel	Meetings * 2	
				Village Green motel	Meeting for ad sales and Guide	
				Great Vernon Pumkin Classic	Meeting & launch	
				Contract Meeting	Teresa & Kevin	
				Special Olympics Event	Planning & GOC Ongoing	
				Billing Guide / Front room		
				Crowdriff	Meeting & inservice	

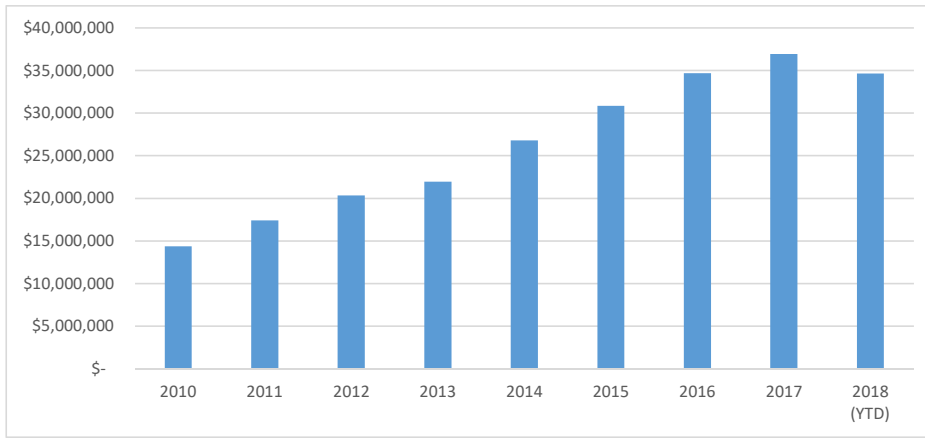
REGULAR CALL LINE			
Requested	Total Regular	Source	Total
Phone Number	9	Website Tour	
Event/Attraction	35	Website Other	26
Relocation	2	Print	14
Silver Star	5	Repeat Visits	29
Roads	2	Other (Word of mouth)	38
Services	26		
Stakeholder	28		
Accommodation	4		
TOTAL	111	TOTAL	107

WEBSITE VISITS									
Facebook	Monday	Tuesday	Wednesda	Thursday	Friday	Saturday	Sunday		0
Organic	5,594	6,664	5,182	7,254	6,441	5,806	7,027		43968
Paid Campaign	133,928	185,970	204,814	170,247	221,676	289,729	235,346		1,441,710
Day	Mon	Tue	Wed	Thur	Fri	Sat	Sun	Totals	
Tourism Vernon	3	7	6	13	3	3	1	36	
Twitter Activity	Twitter Followers 4,321 Increase of 35								
Instagram	Instagram Followers 6,374 Increase of 211								

WEBSITE TRAFFIC			
Organic	11	35.50%	
Referring Sites	2	6.50%	
Direct Traffic	6	19.40%	
Social	1	3.20%	
Email	1	3.20%	
Display	10	32.30%	
Other			
Total Visits	31	100%	

MAIL OUTS SENT		EMAIL INQUIRIES	
Totals		Emails Sent	
Relocation	1	All from the website	
Info Pkg	3	Accommodation Camping	12
Advert Pack		Vernon Information Requests	59
TOTAL	4	Other	156

City of Vernon - Room Revenue



For more information, contact:
 Kevin Poole
 Manager, Economic Development and Tourism
 250-550-3249
kpoodle@vernon.ca

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	% Change
2010			\$ 703,000	\$ 769,000	\$ 1,485,000	\$ 1,415,000	\$ 2,890,000	\$ 2,551,000	\$ 1,858,000	\$ 1,156,000	\$ 768,000	\$ 754,000	\$ 14,349,000	
2011	\$ 699,000	\$ 837,000	\$ 861,000	\$ 1,095,000	\$ 1,544,000	\$ 1,817,000	\$ 2,685,000	\$ 2,780,000	\$ 1,973,000	\$ 1,425,000	\$ 849,000	\$ 842,000	\$ 17,407,000	21.3%
2012	\$ 795,000	\$ 1,105,000	\$ 1,173,000	\$ 1,268,000	\$ 2,285,000	\$ 1,621,000	\$ 2,920,000	\$ 3,285,000	\$ 2,329,000	\$ 1,510,000	\$ 1,060,000	\$ 987,000	\$ 20,338,000	16.8%
2013	\$ 801,000	\$ 1,187,000	\$ 957,000	\$ 2,014,000	\$ 1,243,000	\$ 2,879,000	\$ 2,947,000	\$ 3,757,000	\$ 2,312,000	\$ 1,420,000	\$ 1,268,000	\$ 1,140,000	\$ 21,925,000	7.8%
2014	\$ 1,290,000	\$ 1,338,000	\$ 1,942,000	\$ 1,757,000	\$ 2,300,000	\$ 3,049,000	\$ 3,580,000	\$ 4,478,000	\$ 2,572,000	\$ 1,721,000	\$ 1,501,000	\$ 1,257,000	\$ 26,785,000	22.2%
2015	\$ 1,455,000	\$ 1,551,000	\$ 1,678,000	\$ 1,648,000	\$ 3,183,000	\$ 4,202,000	\$ 3,159,000	\$ 4,789,000	\$ 3,078,000	\$ 3,150,000	\$ 758,000	\$ 2,180,000	\$ 30,831,000	15.1%
2016	\$ 879,000	\$ 2,104,000	\$ 1,876,000	\$ 2,681,000	\$ 2,518,000	\$ 3,538,000	\$ 5,536,000	\$ 5,818,000	\$ 3,580,000	\$ 2,445,000	\$ 1,589,000	\$ 2,100,000	\$ 34,664,000	12.4%
2017	\$ 1,134,000	\$ 1,703,000	\$ 2,078,000	\$ 2,452,000	\$ 3,275,000	\$ 4,446,000	\$ 5,634,000	\$ 4,854,000	\$ 4,419,000	\$ 2,637,000	\$ 2,106,000	\$ 2,160,000	\$ 36,898,000	6.4%
2018 (YTD)	\$ 1,421,000	\$ 2,153,000	\$ 2,219,000	\$ 2,276,000	\$ 3,469,000	\$ 4,510,000	\$ 5,614,000	\$ 4,853,000	\$ 3,893,000	\$ 2,277,000	\$ 1,946,000		\$ 34,631,000	-0.3%

% Chg

17/18	25.3%	26.4%	6.8%	-7.2%	5.9%	1.4%	-0.4%	0.0%	-11.9%	-13.7%				
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\$Change

17/18	\$ 287,000.00	\$ 450,000.00	\$ 141,000.00	\$ (176,000.00)	\$ 194,000.00	\$ 64,000.00	\$ (20,000.00)	\$ (1,000.00)	\$ (526,000.00)	\$ (360,000.00)			\$ 53,000.00	
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* figures are rounded to nearest 1000

City of Vernon - Hotel Tax (MRDT) Collection

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2010			\$ 14,059	\$ 15,379	\$ 29,706	\$ 28,308	\$ 57,794	\$ 51,024	\$ 37,162	\$ 23,119	\$ 15,368	\$ 15,076	\$ 286,994
2011	\$ 13,981	\$ 16,742	\$ 17,222	\$ 21,907	\$ 30,889	\$ 36,343	\$ 53,694	\$ 55,604	\$ 39,460	\$ 28,493	\$ 16,975	\$ 16,847	\$ 348,157
2012	\$ 15,892	\$ 22,100	\$ 23,465	\$ 25,369	\$ 45,708	\$ 32,427	\$ 58,397	\$ 65,696	\$ 46,580	\$ 30,194	\$ 21,192	\$ 19,749	\$ 406,769
2013	\$ 16,026	\$ 23,734	\$ 19,140	\$ 40,284	\$ 24,869	\$ 57,577	\$ 58,946	\$ 75,141	\$ 46,233	\$ 28,396	\$ 25,351	\$ 22,798	\$ 438,495
2014	\$ 25,808	\$ 26,766	\$ 38,844	\$ 35,150	\$ 46,008	\$ 60,983	\$ 71,609	\$ 89,568	\$ 51,431	\$ 34,414	\$ 30,019	\$ 25,148	\$ 535,747
2015	\$ 29,094	\$ 31,022	\$ 33,555	\$ 32,953	\$ 63,651	\$ 84,035	\$ 63,183	\$ 95,772	\$ 61,559	\$ 62,993	\$ 15,200	\$ 43,605	\$ 616,621
2016	\$ 17,589	\$ 42,075	\$ 37,521	\$ 53,626	\$ 50,353	\$ 70,758	\$ 110,712	\$ 116,351	\$ 71,608	\$ 48,902	\$ 31,770	\$ 41,991	\$ 693,256
2017	\$ 22,674	\$ 34,066	\$ 41,568	\$ 49,031	\$ 65,502	\$ 88,916	\$ 112,682	\$ 97,088	\$ 88,381	\$ 52,740	\$ 42,124	\$ 43,201	\$ 737,974
2018	\$ 39,259	\$ 59,773	\$ 61,597	\$ 63,211	\$ 96,600	\$ 125,757	\$ 156,731	\$ 135,348	\$ 108,478	\$ 63,207	\$ 53,951		\$ 963,911