



## **THE CORPORATION OF THE CITY OF VERNON**

### **TOURISM COMMISSION**

**WEDNESDAY, DECEMBER 16, 2020**

**VIA ZOOM – 8:00 a.m.**

## **A G E N D A**

**1. ADOPTION OF AGENDA**

**2. ADOPTION OF MINUTES**

November 18, 2020 Regular (attached)

**3. UNFINISHED BUSINESS:**

- a) Tactical Marketing Plan 2021 – update
- b) Co-op Marketing Program Guidelines 2021 – update
- c) Stakeholder Virtual Open House - update

**4. NEW BUSINESS**

**5. RESOLUTION TO CLOSE MEETING**

**6. ADJOURN TO REGULAR MEETING**

**7. NEXT MEETING**

The next meeting of the Tourism Commission is tentatively scheduled for Wednesday, January 20, 2021.

**8. ADJOURNMENT**



# THE CORPORATION OF THE CITY OF VERNON

## MINUTES

### TOURISM COMMISSION MEETING

HELD WEDNESDAY, NOVEMBER 18, 2020

### OKANAGAN LAKE ROOM

**PRESENT: VOTING:**

Claus Larsen, Accommodation Provider, Chair  
Richard Rolke, Greater Vernon Chamber of Commerce  
Kevin O'Brien, Attractions  
Dauna Kennedy, Arts & Culture, Vice-Chair  
Brett Woods, Biking  
Councillor Nahal (via Zoom)  
Michael Van Horne, Golf  
Susan Lehman, Downtown Vernon Association  
Gale Woodhouse, Arts & Culture

**ABSENT:**

Mike Fotheringham, Okanagan Indian Band  
Ricardo Smith, Sports and Events  
Janna Maderyc, Accommodation Provider  
Matt Scheibenpflug, Accommodation Provider  
Clinton Bialas, Restaurant  
Troy Hudson, Ski  
David Gibbs, Accommodation Provider

**NON-VOTING:**

Ian Jenkins, Silver Star Mountain Resort

**STAFF:**

Kevin Poole, Staff Liaison, Manager, Economic Development & Tourism  
Torrie Silverthorn, Tourism Coordinator  
Karen Savill, Administrative Assistant, Economic Development and Tourism  
Natasha Kositsin, Secretary 1, Corporate Services

**ORDER**

The meeting was called to order at 8:04 a.m.

**ADOPTION OF AGENDA**

Moved by Kevin O'Brien, seconded by Richard Rolke:

THAT the agenda for Wednesday, November 18, 2020 Tourism Commission meeting be adopted.

**CARRIED.**

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### **ADOPTION OF MINUTES**

Moved by Richard Rolke, seconded by Dauna Kennedy:

THAT the minutes of the Tourism Commission meeting held Wednesday, October 21, 2020 be adopted.

**CARRIED.**

### **UNFINISHED BUSINESS**

### **TACTICAL MARKETING PLAN 2021 UPDATE**

The Tourism Coordinator gave an update on the Tactical Marketing Plan for 2021 and the following points were provided:

- Meeting with the marketing sub-committee for feedback, a draft plan to be presented to the Commission
- Tourism expected to bounce back in 2021 although budget and cost will be a factor
- Health Canada is predicting a COVID vaccine will be ready in 2021
- Destination BC is anticipating travel to return by mid-summer 2021. Tourists may be restricted from travelling until they have had the vaccine and may be expected to provide proof
- The 2021 Vernon Visitor guide will be digital ready, with the option to print when appropriate
- Brainstorming ideas on how to improve marketing tactics and researching other organizations for ideas that have had a high impact
- Some downtown merchant owners are focusing marketing to locals and visiting friends and family
- Downtown Vernon Association is going to focus on day/road trippers to encourage shopping local
- The plan is to invest on improving our website to inspire people to travel here, promote places to visit and to showcase all that Vernon has to offer
- Feedback was requested to improve the Tourism Vernon website - suggestion to add a 'live on location' function or mini stakeholder videos to promote businesses
- Indoor events will continue to be an issue even when the vaccine arrives as people may continue to be nervous of contact, outdoor events may see more interest as people feel safer
- One day events may need to be spread out over several days with less people. Managing the cost of this will be challenging
- Discussion of partnerships featuring local art in hotels, wineries and at Sparkling Hill Resort
- City of Revelstoke introduced 'how to be a local in Revy' which received a lot of attraction

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- Any ideas, suggestions or feedback are encouraged to be brought forward to the Administrative Assistant prior to the December 2, 2020 Tourism Marketing sub-committee meeting

### **CO-OP MARKETING PROGRAM 2021 UPDATE**

The Manager, Economic Development and Tourism gave an update on Co-op Marketing Program. The following points were provided:

- Draft plan attached to the agenda for viewing
- Recommendation of having two intakes instead of one due to the potential for the arrival of a vaccine and events returning in the Fall
- Provide feedback at the December meeting to finalize and vote upon
- Deadline for intake #1 is February with adjudication and a roll out date in March
- Deadline for intake #2 is July with adjudication and a roll out date in August
- It was suggested to add an addendum regarding final approval before funds can be disbursed, and a 'subject to change without notice' disclaimer to the guidelines for 2021
- Some events we have partnered with were cancelled and Tourism Vernon had already reimbursed their marketing expenses so we need to mitigate potential losses
- Guidelines to include submission of a report and expenses before we disburse funds - also asking for a more detailed plan
- Events are beginning to be planned for 2022
- Applications will be rated with preference given to strong marketing plans featuring collaborations and plans that put heads in beds – communication with successful applicants will be key
- The plan will evolve going forward

### **STAKEHOLDER VIRTUAL OPEN HOUSE**

The Tourism Coordinator discussed the date for the upcoming Stakeholder Virtual Open House. The following points were discussed:

- Annual stakeholder open house in February exploring virtual options
- Have been in communication with Sproing Creative to head the technical side of things and will only be an hour and a half with a Zoom format
- Not the same networking or exploring vendors on site but a keynote speaker can be hired from anywhere with a Zoom format
- Suggestions regarding focus of Open House: future recovery, funding programs, how to manage US travel, optimistic &

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positive, what travel will look like, how to attract visitors, restaurant recovery, what is open.

- Key stakeholders to prepare a small video will form part of the Open House agenda
- 10-minute fun montage of successes and challenges from 2020

### **NEW BUSINESS:**

#### **STAKEHOLDER FACEBOOK GROUP**

The Tourism Coordinator met with a few Commission members to discuss the launch of the Stakeholder Facebook Group. The following feedback was provided:

- Started a Facebook group for stakeholders
- Intent to help stakeholders to stay in touch, share what Tourism Vernon is working on, provide a partnership collaboration forum and to be a healthy lively resource
- Invited a few Commission members to provide some feedback for what they would like to see added
- Share promotions as a news stand point, not to sell to one another
- Stakeholders can request to join the group and the administrator will approve – if you have staff members that would like to join please contact the Tourism Coordinator for approval

#### **DATE AND TIME OF NEXT MEETING**

The next meeting of the Tourism Commission is scheduled for **Wednesday, December 16, 2020** at 8:00 a.m. in the Okanagan Lake Room.

The Tourism Commission meeting adjourned at 8:37 a.m.

### **CERTIFIED CORRECT:**

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Chair