



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

### **TOURISM COMMISSION MEETING**

**JANUARY 17, 2024 AT 8:00 AM**

**OKANAGAN LAKE ROOM (COUNCIL CHAMBER)**

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

1) **CALL TO ORDER**

2) **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.*

3) **ADOPTION OF AGENDA**

4) **ADOPTION OF MINUTES**

a) December 20, 2023 (attached)

5) **UNFINISHED BUSINESS**

6) **NEW BUSINESS**

1. Corporate Services Orientation
2. Election of Chair & Vice Chair
3. Round table: Current Industry Challenges

7) **NEXT MEETING**

The next meeting of the Tourism Commission is scheduled for February 21, 2024.

8) **ADJOURNMENT**



THE CORPORATION OF THE CITY OF VERNON  
**MINUTES OF THE  
TOURISM COMMISSION MEETING  
HELD DECEMBER 20, 2023 AT 8:00 AM  
OKANAGAN LAKE ROOM (COUNCIL CHAMBER) CITY HALL**

**PRESENT:** VOTING:

Peter Kaz, Downtown Vernon Association  
Mike Van Horne, Golf  
Councillor Durning, Council Appointed  
Gale Woodhouse, Arts & Culture  
Mayor Cumming  
Kat Boloten, Accommodation Provider  
Clara Snedden, Accommodation Provider  
Kris Fuller, Sports & Events  
Claus Larsen, Accommodation Provider, Chair  
Cassandra Zerebeski, Ski  
Bradley Calihoo, Okanagan Indian Band  
Ben Suranko, Biking  
Gerran Thorhaug, Restaurant  
Janine Collard, Accommodation Provider

NON-VOTING:

Ian Jenkins, Silverstar

GUESTS:

Shawna Patenaude, Arts Council of the North Okanagan

**ABSENT:** Bobby Bissessar, Accommodation Provider  
Dauna Kennedy, Arts & Culture  
Dan Proulx, Greater Vernon Chamber of Commerce

**STAFF:** Torrie Silverthorn, Manager, Tourism  
John Perrott, Manager, Economic Development & Tourism  
Terry Barton, Director, Planning and Community Services  
Karen Savill, Visitor Services Coordinator  
Hannah Lucich, Tourism Marketing Coordinator  
Jennifer Pounder, Records/Committee Clerk

**ORDER**

The meeting was called to order at 8:02 a.m.

**TOURISM COMMISSION**

**DECEMBER 20, 2023**

**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 G. Woodhouse, seconded by B. Suranko:

THAT the agenda of the December 20, 2023 Tourism Commission meeting be adopted.

**CARRIED**

**ADOPTION OF THE MINUTES**

Moved by M. Van Horne, seconded by C. Snedden:

THAT the minutes of the November 15, 2023 Tourism Commission meeting be adopted.

**CARRIED**

**UNFINISHED BUSINESS:**

**NEW BUSINESS:**

*G. Thorhaug arrived at 8:09 a.m.*

The Chair thanked Gale, Dauna, Bobby and Kat for their service on the Tourism Commission.

*K. Fuller arrived at 8:10 a.m.*

**MOTION FOR LETTERS OF SUPPORT**

Moved by C. Larsen, seconded by B. Calihoo:

THAT the Tourism Commission endorse providing letters of support to any local tourism applicants requesting support for their PacifiCan Tourism Growth Program grant application.

**CARRIED**

**TOURISM VERNON ANNUAL PLAN / BRAND PLATFORM**

T. Silverthorn provided the Commission with a presentation outlining the following:

- *Tourism Vernon's new look*
- *Situation Analysis*
- *Annual Plan Highlights*

The following questions/comments were received:

- It was confirmed that there will be a 2024 Living the Brand workshop held for Tourism Vernon stakeholders to go over brand guidelines.
- In response to a question, staff confirmed they have considered granting the Sports and Culture Society of the North Okanagan (SCSNO) a full-time internal position, however it is not feasible or recommended at this time. At the Commission's request, staff will request a presentation from Josh Welter at SCSNO.
- The following suggestions were given for 2024:
  - Extend the contract and increase the ED position to full time. Revisit how we would like to move forward in 2025 in six months
  - Bring more arts and culture events to Vernon as well as more indigenous involvement.
  - Ensure contract with SCSNO has clear deliverables
  - Introduce new Meetings, travel trade and corporate events contractor position for one year term with option to extend
  - Pushing the shoulder seasons is still very important.
  - Arts & Culture needs to be promoted more

*B. Suranko left the meeting at 8:50 a.m.*

- The Tourism Manager confirmed that as soon as complete information is received on the short-term rental changes, we will discuss how it will impact Tourism Vernon's budget in more detail.

Moved by C. Larsen, seconded by B. Calihoo:

THAT the Tourism Commission supports the 2024 Annual Tourism Plan as presented, and recommends staff present the 2024 annual plan to Council for review and endorsement.

CARRIED

**NEW WEBSITE  
PREVIEW**

H. Lucich provided the Commission with a preview of the new Tourism Vernon website. The following questions / comments were received:

- Staff confirmed submitted events will be approved prior to posting on the website.

**INFORMATION ITEMS:**

**NEXT MEETING**

The next meeting for the Tourism Commission is set for January 17, 2024 at 8:00 a.m.

**ADJOURNMENT**

The meeting of the Tourism Commission adjourned at 9:10 a.m. by call of the Chair.

**CERTIFIED CORRECT:**

\_\_\_\_\_ Chair