



CORPORATION OF THE CITY OF VERNON

TOURISM COMMISSION MEETING

MARCH 15, 2023, AT 8:00 AM

OKANAGAN ROOM (COUNCIL CHAMBER) CITY HALL

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) February 15, 2023 (attached)

5) NEW BUSINESS

1. SCSNO Economic Impact Presentation – J. Welter
2. Marketing Update – H. Lucich
3. Manager's Update – T. Silverthorn
4. Sustainability Discussion

6) NEXT MEETING

The next meeting of the Tourism Commission is scheduled for **April 19, 2023** in the **Okanagan Room (Council Chambers) City Hall**.

7) ADJOURNMENT



THE CORPORATION OF THE CITY OF VERNON

MINUTES OF THE TOURISM COMMISSION MEETING HELD FEBRUARY 15, 2023 AT 8:00 AM OKANAGAN ROOM (COUNCIL CHAMBER) CITY HALL

PRESENT: VOTING:

Bobby Bissessar, Accommodation Provider
Bradley Callihoo, Okanagan Indian Band
Brett Woods, Biking
Clara Snedden, Accommodation Provider
Claus Larsen, Accommodation Provider (Chair)
Councilor Durning, (Appointed Member)
Dauna Kennedy, Arts & Culture
Gale Woodhouse, Arts & Culture
Ian Jenkins, Silverstar Mountain Resort
Janine Collard, Attractions
Kat Boloten, Accommodation Provider
Mayor Cumming
Mike Van Horne, Golf
Peter Kaz, Marketing & Events, Downtown Vernon Association
Richard Rolke, Greater Vernon Chamber of Commerce
Troy Hudson, Ski
Vicki Proulx, Sports & Events

GUESTS:

Heath Fletcher
Shawna Patenaude
Kris Fuller

STAFF: Hannah Lucich, Tourism Marketing Coordinator
Jennifer Pounder, Committee Clerk
Karen Savill, Visitor Services Coordinator
Mark Dowhaniuk, Manager, Infrastructure
Torrie Silverthorn, Manager, Tourism

ORDER

The meeting was called to order at 8:00 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.

The agenda was varied to move the SCSNO Economic Impact Presentation to a future meeting.

**ADOPTION OF THE
AGENDA**

Moved by R. Rolke, seconded by D. Kennedy:

THAT the agenda of the Tourism Commission meeting for February 15, 2023 be adopted as amended.

CARRIED**ADOPTION OF THE
MINUTES**

Moved by D. Kennedy, seconded by M. Van Horne:

THAT the minutes for the Tourism Commission meeting of January 18, 2023 be adopted.

CARRIED**ANNUAL
ORIENTATION**

T. Silverthorn provided a review of the City of Vernon's Bullying & Harassment policy.

**ELECTIONS &
APPOINTMENTS**

C. Larsen volunteered for the position of chair. No other nominations were made. C. Larsen is chair of the Tourism Commission for 2023.

D. Kennedy and B. Bissessar were nominated for vice chair. With a vote of 6-4, D. Kennedy is elected to vice chair for 2023.

NEW BUSINESS:

M. Dowhaniuk, Manager, Infrastructure, was in attendance and gave a Capital Projects presentation to the Commission as follows:

- Review of the 5 year Infrastructure Plan, which is based on the following examples:
 - *City Council's Strategic Plan*
 - *Climate Action Plan*
 - *Changing Regulatory Requirements*
 - *Asset Management; and*
 - *City Master Plan*
- Reviewed the Infrastructure Report Card for 2022
- Building Facility Renewal
- Priority Drainage Improvement
- Storm Maintenance (various locations)
- Polson Park creek naturalization Phase 1
- Various street construction
- Sanitary sewer replacement
- Kin Race Track Park, Phase 1; and
- Civic Memorial Park, Phase 3

The following questions / comments were posed by the Commission:

- The Commission asked if there is a completion date for the Polson Park project. Staff confirmed it will still be another year until it is all complete.
- Staff confirmed they are focusing their transportation funding on the arterial roads.
- Staff confirmed the City of Vernon has invested \$4 or \$5 million surrounding the future site of the Cultural Centre, and they will work with RDNO during the construction process.
- The Commission asked which project, either happening now or in the next five years, are you most excited about? Staff said the ALC Kin race track park is going to be dominating the funds, but Vernon is the first community in the Okanagan to have a floodplain bylaw that promotes sustainable flood resilient development on the lake and surrounding creeks, and can confidently say that we are leading the way.

Mayor Cumming left the meeting at 8:28 a.m.

CHAIR UPDATE

C. Larsen gave the following update:

- Winter carnival just finished.
- Congratulated V. Proulx for job well done.
- V. Proulx is leaving and will be missed. She was thanked for her contribution to the Commission.
- I attended the Reklaws concert. Over 3000 people in attendance. Congratulations on your success.

MANAGERS UPDATE

T. Silverthorn gave the following update:

- She also attended the Reklaws concert and can attest that the concert was a success. Well attended and organized.
- We are excited to have K. Fuller coming onboard as Winter Carnivals new ED.
- We are going to miss you, V. Proulx. It's be a pleasure working with you and all the best in your next steps.
- Housekeeping updates:
 - Next meeting I will have a formal update and presentation, H. Lucich will have an update on Marketing, and Josh will do his presentation as well.
 - H. Lucich, K. Savill and I attended the Sustainability conference in Victoria.

Mayor Cumming joined the meeting at 8:41 a.m.

- Watched a video of Robert Sanford, associated with United Nations University, doing a presentation on the state of global warming. Hopefully I will play it next meeting. He confirmed we will reach three degrees in this century. If you don't know about this you should do some research. The Tourism Commission has made sustainability a priority in our 5 year plan. We encourage you to do a bit more of what you are already doing at your businesses.
- Would like to challenge the Commission members to an annual garbage pickup in our community. P. Kaz suggested it be done on Earth Day, April 22.
- We will announce the date at the TVIC Conference on April 13.
- Co-op marketing deadline (Up to \$10,000.00) on February 28, 2023.
- Shout-out to K. Savill. She has broken the record and raised over \$30,000.00 in revenue on the 2023 Visitor Guide ad sales.
- C. Larsen would like to do a round table at the next meeting on the subject "What does your business do for sustainability?"

INFORMATION ITEMS:

NEXT MEETING

The next meeting for the Tourism Commission is set for **March 15, 2023** at **8:00 a.m.**

ADJOURNMENT

The meeting of the Tourism Commission adjourned at 8:51 a.m. by call of the Chair.

CERTIFIED CORRECT:

_____ Chair