



Media Release

THE CORPORATION OF THE CITY OF VERNON
3400 – 30 Street
Vernon, BC
V1T 5E6

FOR IMMEDIATE RELEASE

DATE: January 25, 2020

MEDIA CONTACT: Christy Poirier, Manager, Communications & Grants

TELEPHONE: 250-550-3539

Kevin Poole appointed Director of Community Safety, Lands, and Administration

The City of Vernon is pleased to announce the appointment of Kevin Poole as Director of Community Safety, Lands, and Administration. The position fills the vacancy left by former Director of Corporate Services, Patti Bridal, who has retired.

Mr. Poole is the current Manager of Economic Development and Tourism for the City of Vernon. He began his career in economic development in 1998 in Kamloops, and in 2003, moved to Mission to become that community's first Economic Development Officer. In 2009, he relocated his family to the Okanagan Valley to take on a newly created economic development position in Vernon.

"I, along with the rest of the senior leadership team, would like to congratulate and welcome Mr. Poole to this new position," said Will Pearce, City of Vernon Chief Administrative Officer. "He has had a long and impactful career in the economic development and tourism sectors of British Columbia. His deep understanding of our region, and his contribution to the development and growth of our community will be great assets as he steps into this role. He will be responsible for leading a diverse team of professionals, with portfolios in community safety, land administration, and corporate administration."

Mr. Poole holds a Bachelor of Business Degree from Thompson Rivers University. He is a past Chair of the British Columbia Economic Development Association, the Chair of the Okanagan Valley Economic Development Society, and is currently the Vice President of the Economic Development Association of Canada.

He is a past recipient of the BC Economic Development of the Year award and in 2015, received the Chairman's award from the BC Economic Development Association for his significant contribution to the association, the profession and economic development throughout British Columbia.

"I would also like to thank Ms. Bridal for her 25 years of service in local government, 17 of which she spent right here in Vernon," said Pearce. "Her leadership and professional approach to supporting each Council of the day, and developing a strong and capable team of staff members will help make the transition seamless as we move forward in the coming months."