



THE CORPORATION OF THE CITY OF VERNON

MINUTES OF THE TOURISM COMMISSION MEETING HELD SEPTEMBER 18, 2024 AT 3:30 PM OKANAGAN LAKE ROOM (COUNCIL CHAMBER)

PRESENT: VOTING:

Claus Larsen, Accommodation Provider
Kris Fuller, Sports & Events
Councillor Mund
Clara Snedden, Accommodation Provider
Cassandra Zerebeski, Ski
Peter Kaz, Downtown Vernon Association
Mike Van Horne, Golf
Janine Collard, Attractions
Dan Proulx, Greater Vernon Chamber of Commerce
Gerran Thorhaugh, Restaurant
Shawna Patenaude, Arts & Culture

NON-VOTING:

Ian Jenkins, Silverstar Mountain Resort Rep.

ABSENT: Jessica Dowswell, Accommodation Provider
Ben Suranko, Biking
Rebecca Barton, Arts & Culture
Tim Isaac, Okanagan Indian Band

STAFF: Torrie Silverthorn, Manager, Tourism
Karen Savill, Visitor Services Coordinator
Hanna Lucich, Tourism Marketing Coordinator
Gemma Patterson, Administrative Assistant
John Perrott, Manager, Economic Development and Partnerships
Terry Barton, Director, Planning and Community Services

ORDER The meeting was called to order at 3:31 p.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.*

ADOPTION OF THE AGENDA Moved by K. Fuller, seconded by D. Proulx:

THAT the agenda of the September 18, 2024 Tourism Commission meeting be adopted.

CARRIED

ADOPTION OF THE MINUTES

Moved by C. Zerebeski, seconded by S. Patenaude:

THAT the minutes of the July 18, 2024 Tourism Commission meeting be adopted.

CARRIED

UNFINISHED BUSINESS:

NEW BUSINESS:

MANAGERS UPDATE

The Manager, Tourism provided an update to the Commission.

Councillor Mund left the meeting at 3:54 p.m.

ROUNDTABLE DISCUSSION

A roundtable discussion ensued on the topic "How was Summer and how is booking shaping up for the winter". The following comments were noted:

- The 'Business After 5' event was a huge success.
- The BC Cross Country Provincial Championships are coming to Vernon October 26, 2024. This event is bringing 500 athletes to Vernon from out of town.
- It was confirmed that Air B&B revenue for 2023 was \$122,000 and is currently at \$133,000 so far for 2024. Next year that will go down as fines will be coming into effect for unlicensed locations.
- D. Proulx was commended for initiating a task force to help with the new Short-Term Rental regulations.
- Would like to have seen the help promised from the Provincial Government last year. Have received nothing to-date. Councillor Durning is at UBCM this week and will be mentioning how disappointed we are with this as more has been spent on marketing this year than the last ten years and help would have been appreciated.

INFORMATION ITEMS:

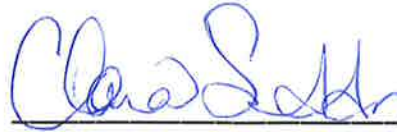
NEXT MEETING

The next meeting for the Tourism Commission is set for October 23, 2024 at 3:30 p.m.

ADJOURNMENT

The meeting of the Tourism Commission adjourned at 4:35 p.m.

CERTIFIED CORRECT:


Chair