



## THE CORPORATION OF THE CITY OF VERNON

### MINUTES OF THE TOURISM COMMISSION MEETING HELD JANUARY 22, 2025 AT 9:00 AM OKANAGAN LAKE ROOM (COUNCIL CHAMBER)

**PRESENT:** Cassandra Zerebeski, Ski  
Kris Fuller, Sports & Events  
Janine Collard, Accommodation Provider  
Claus Larsen, Accommodation Provider  
Gerran Thorhaug, Restaurant  
Mayor Cumming, Council Appointed  
Peter Kaz, Downtown Vernon Association  
Rebecca Barton, Arts & Culture  
Ben Suranko, Biking  
Clara Snedden, Accommodation Provider  
Shawn Patenaude, Arts & Culture

**GUESTS:**

Jessica Dowswell

**ABSENT:** Dan Proulx, Greater Vernon Chamber of Commerce  
Tim Isaac, Okanagan Indian Band  
Ian Jenkins, Silverstar Mountain Resort (Non-voting)

**STAFF:** Torrie Silverthorn, Manager, Tourism  
Karen Savill, Visitor Services Coordinator  
Hanna Lucich, Tourism Marketing Coordinator  
Hilary Irvine, Tourism Marketing Coordinator  
Gemma Patterson, Administrative Assistant  
Jessica Hewitt, Manager, Communications and Grants  
Kathy Stogneff, Secretary I  
Jennifer Pounder, Records/Committee Clerk

**ORDER** The meeting was called to order at 9:03 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.*

**ADOPTION OF THE  
AGENDA** Moved by S. Patenaude, seconded by K. Fuller:

THAT the agenda of the January 22, 2025 Tourism Commission meeting be adopted.

**CARRIED**

Jessica Hewitt, Manager, Communications and Grants was introduced to the Commission and welcomed by the Chair.

**ADOPTION OF THE MINUTES**

Moved by K. Fuller, seconded by B. Suranko:

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

**CARRIED**

**NEW BUSINESS:**

**ORIENTATION**

T. Silverthorn provided the annual orientation to the Commission.

**ELECTION OF CHAIR AND VICE CHAIR**

Chair

There were three calls for nominations. C. Larsen self nominated. No other nominations were put forward. C. Larsen is appointed Chair for 2025.

Vice Chair

There were three calls for nominations. C. Snedden accepted nomination by C. Larsen. No other nominations were put forward. C. Snedden is Vice Chair for 2025.

**QUARTERLY MARKETING UPDATE**

H. Lucich and H. Irvine provided a quarterly marketing update.

**ROUNDTABLE**

Roundtable updates were held.

**INFORMATION ITEMS:**


**NEXT MEETING**

The next meeting for the Tourism Commission is set for February 19, 2025.

**ADJOURNMENT**

The meeting of the Tourism Commission adjourned at 10:02 a.m.

**CERTIFIED CORRECT:**

  
\_\_\_\_\_ Chair