

**CITY OF VERNON**  
**MINUTES OF THE TOURISM COMMISSION**

**April 16, 2025, 9:00 a.m.**  
**CITY HALL COUNCIL CHAMBER**  
**3400 30 Street, Vernon BC**

Commission Members Mayor Cumming

Present: C. Larsen, Accommodation  
C. Snedden, Accommodation  
D. Proulx, Greater Vernon Chamber of Commerce  
G. Thorhaug, Restaurant  
C. Zerebeski, Ski  
J. Collard, Accommodation  
P. Kaz, Downtown Vernon Association  
R. Barton, Arts & Culture  
S. Patenaude, Arts & Culture  
K. Fuller, Sports & Events  
B. Suranko, Biking  
I. Jenkins, Silver Star Mountain Resort (non-voting)

Commission Members T. Isaac, Okanagan Indian Band

Absent:

Administration T. Silverthorn, Manager, Vernon Tourism

Present: K. Stogneff, Committee Clerk  
H. Lucich, Tourism Marketing Coordinator  
G. Patterson, Administrative Assistant  
K Poole, Director, Corporate Administration

Also Present: Guest: Jessica Dowswell, Evergreen Consulting  
Guest: Josh Welter, Sport and Culture Society of the North  
Okanagan

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**1. CALL TO ORDER**

The meeting was called to order at 9:02 am.

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.

**2. AGENDA**

**Moved by:** B. Suranko, Biking

**Seconded by:** R. Barton, Arts & Culture

THAT the Tourism Commission Meeting Agenda of April 16, 2025 be adopted.

**CARRIED**

**3. ADOPTION OF MINUTES**

**Moved by:** J. Collard, Accommodation

**Seconded by:** K. Fuller, Sports & Events

THAT the Tourism Commission Meeting Minutes of March 19, 2025 be adopted.

**CARRIED**

**4. UNFINISHED BUSINESS**

**5. NEW BUSINESS**

**5.a Letter of Support Request: O'Keefe Ranch**

**Moved by:** D. Proulx, Greater Vernon Chamber of Commerce

**Seconded by:** R. Barton, Arts & Culture

THAT the Tourism Commission endorses the issuance of a general letter of support for O'Keefe Ranch identifying the importance of the Ranch's value as a cultural and historical destination for local, Provincial, National and International tourists.

**CARRIED**

**5.b Letter of Support Request: Mackie Lake House**

**Moved by:** J. Collard, Accommodation

**Seconded by:** C. Zerebeski, Ski

THAT the Tourism Commission endorses the issuance of a letter of support for Mackie Lake House for a grant application to the Community Foundation of the North Okanagan for program funding.

**CARRIED**

5.c Quarterly Marketing Update

H. Lucich and H. Irvine provided the Commission with the quarterly marketing update.

5.d Explore North Okanagan Funding Announcement

T. Silverthorn provided the Commission with an update on Destination BC's funding announcement for Explore North Okanagan tourism marketing project.

5.e Roundtable - Spring/Summer 2025 Outlook

A roundtable discussion was held on the topic of spring/summer season outlook.

**6. INFORMATION ITEMS**

**7. NEXT MEETING**

The next meeting for the Tourism Commission is scheduled for May 21, 2025.

**8. CLOSE OF MEETING**

The meeting of the Tourism Commission adjourned at 10:15 am.

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Chair