



THE CORPORATION OF THE CITY OF VERNON

MINUTES OF THE TOURISM COMMISSION MEETING HELD March 19, 2025 AT 9:00 AM OKANAGAN LAKE ROOM (COUNCIL CHAMBER)

PRESENT: Claus Larsen, Accommodation (Chair)
Clara Snedden, Accommodation (Vice-Chair)
Janine Collard, Accommodation
Rebecca Barton, Arts & Culture
Shawna Patenaude, Arts & Culture
Ben Suranko, Biking
Cassandra Zerebeski, Ski
Kris Fuller, Sports & Events
Dan Proulx, Greater Vernon Chamber of Commerce
Peter Kaz, Downtown Vernon Association
Mayor Cumming

GUEST: Jessica Dowswell, Evergreen Consulting

ABSENT: Gerran Thorhaug, Restaurant
Tim Isaac, Okanagan Indian Band
Ian Jenkins, Silverstar Mountain Resort

STAFF: Torrie Silverthorn, Manager, Tourism
Karen Savill, Visitor Information Services
Hanna Lucich, Tourism Marketing Coordinator
Hilary Irvine, Tourism Marketing Coordinator
Gemma Patterson, Administrative Assistant
Kevin Poole, Director, Corporate Administration
Kevin McCarty, Specialist, Climate Action
John Perrott, Manager, Economic Development & Partnerships
Kathy Stogneff, Secretary I, Corporate Services

ORDER The meeting was called to order at 9:00 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.*

ADOPTION OF THE AGENDA Moved by D. Proulx, seconded by R. Barton:

THAT the agenda of the March 19, 2025 Tourism Commission meeting be adopted as amended with the addition of memorandum titled "2024 Tourism Operating Budget" as item 6d.

CARRIED.

**ADOPTION OF THE
MINUTES**

Moved by S. Pattenau, seconded by B. Suranko:

THAT the minutes of the February 19, 2025 Tourism Commission meeting be adopted.

CARRIED.

UNFINISHED BUSINESS:

There was no unfinished business.

NEW BUSINESS:

**2024 TOURISM
OPERATING BUDGET**

Moved by C. Larsen, seconded by K. Fuller:

THAT the Tourism Commission receive for information the memorandum titled "2024 Tourism Operating Budget" dated March 17, 2025 that outlines the additional expenses and budget shortfall which require a transfer of \$290,624 in 2024 from the Hotel Tax Reserve fund.

CARRIED.

**CLIMATE ACTION IN
VERNON**

K. McCarty presented an overview of Vernon's Climate Action Plan, highlighting the economic development climate goals and the development of the tourism climate action program.

**MOTION FOR
LETTERS OF
SUPPORT**

Moved by C. Larsen, seconded by P. Kaz:

THAT the Tourism Commission endorses the issuance of letters of support for the Vernon Winter Carnival's grant applications to the BC Destination Events Program and the Building Communities Through Arts and Heritage Grant, as well as for Bush Babes Trail Running's grant application to the BC Destination Events Program.

CARRIED.

**ROUNDTABLE
DISCUSSION**

A roundtable discussion on spring outlook and tariff impacts has been postponed to the next meeting due to time constraints.

INFORMATION ITEMS:

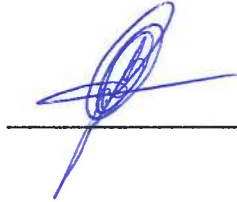
NEXT MEETING

The next meeting for the Tourism Commission is scheduled for April 16, 2025 at 9:00 a.m.

ADJOURNMENT

The meeting of the Tourism Commission adjourned at 10:00 a.m.

CERTIFIED CORRECT:

A handwritten signature in blue ink, consisting of a series of loops and a long horizontal stroke extending to the right.

Chair