



City of Vernon

***TOURISM  
COMMISSION  
BYLAW***

**#5683**

BYLAW NUMBER 5683

BYLAW NO.	DATE OF ADOPTION	AMENDMENT
5683	May 14, 2014	ORIGINAL BYLAW
5799	February 10, 2020	ADD non-voting Silver Star Representative

# THE CORPORATION OF THE CITY OF VERNON

## BYLAW NO. 5683

### A bylaw to establish a Tourism Commission

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WHEREAS the Council of the Corporation of the City of Vernon, pursuant to Section 143 of the *Community Charter*, is empowered to establish a Tourism Commission and set out the composition and powers of the Commission;

THEREFORE BE IT RESOLVED that the Council of the Corporation of the City of Vernon, in Open Meeting assembled, HEREBY ENACTS AS FOLLOWS:

1. This bylaw may be cited as the “**City of Vernon Tourism Commission Bylaw Number 5683, 2018**”.

#### 2. **Definitions**

“Commission” means the City of Vernon Tourism Commission

“Council” means the Council of the Corporation of the City of Vernon

“Member” means a member of the City of Vernon Tourism Commission

#### 3. **The Purpose of the Commission**

- 3.1. Work to develop Vernon as a tourism destination through collaboration between Tourism stakeholders, Council and Administration.
- 3.2. Assist with increasing Vernon’s market share of travelers to and within British Columbia.
- 3.3. Increase Tourism-driven economic benefits to Vernon.
- 3.4. Identify and provide recommendations on programs and services that will enhance the Tourism sector in Vernon.

#### 4. **Duties**

- 4.1. Support the implementation of the Tourism Vernon Strategic Business Plan.
- 4.2. Provide input and recommendations into the annual City of Vernon Tourism Operating Budget, Marketing Plan and other Tourism related strategic plans and documents for Council’s approval.

- 4.3. Review and approve marketing and tourism initiatives, including the budget and expenditure approval that are within the Council approved annual Marketing Plan and Council authorized annual budget.
- 4.4. Provide advice and recommendations to Council on matters and policies that support the Tourism industry and the delivery of Tourism services.

## 5. **Membership**

- 5.1. Members shall have terms of appointment of two (2) years, unless otherwise directed by Council.
- 5.2. Should a member change employment during their term, but remain employed in the Tourism industry in the Vernon area, they may choose to complete their term on the Tourism Commission.
- 5.3. The Commission will be comprised of sixteen (16) voting members and one (1) non-voting member, each appointed by Council, as follows (one representative per industry sector, organization or agency unless otherwise noted):

### **Industry Members:**

- a) Accommodation Provider (4 members)\*
- b) Arts & Culture Sector (2 members)
- c) Attractions
- d) Biking Sector
- e) Golf Sector
- f) Restaurant Sector
- g) Ski Sector
- h) Sport & Events

### **Organization & Government Representatives:**

- a) Greater Vernon Chamber of Commerce
- b) Downtown Vernon Association
- c) Okanagan Indian Band
- d) Silver Star Mountain Resort (non-voting)
- e) Mayor or Council Designate

*\*Whenever possible, Council will attempt to split the four Accommodation Providers between large (over 80 rooms) and small (under 80 rooms) properties.*

### **Non-Voting Members:**

- (a) Manager, Economic Development and Tourism
- (b) Manager, Tourism
- (c) Additional staff, as required

- 5.4. A Chair and alternate shall be appointed annually by a majority vote of the Commission at their first meeting in each calendar year.
- 5.5. An assigned Committee Clerk is the secretary to the Commission.
- 5.6. The Manager, Economic Development and Tourism or delegate shall be the Staff Liaison to the Commission

## **6. Operation of the Commission**

The Tourism Commission is required to operate in accordance with the City of Vernon Corporate Policy – Council Committee Structure with the exception of the following:

- 6.1. The Commission shall meet once per month, except August. Special meetings may be called as required or as determined by the Chair pursuant to the Council Committee Structure Policy.
- 6.2. The Commission may accept delegations upon approval from the Chair. Delegations will be coordinated by the Staff Liaison.
- 6.3. All decisions of the Commission shall be by majority vote. Recommendations that are in accordance with the Council approved annual Tourism Operating Budget and Marketing Plan can be approved by the Commission.
- 6.4. Recommendations that are outside of the Council approved annual Tourism Operating Budget and Marketing Plan must be brought forward to Council for consideration. In those cases, a memorandum to Council shall be prepared by the Staff Liaison or delegate, outlining the recommendations of the Commission, including the background information and/or reports that have been provided to the Commission.

## **7. Administration and Financial Reporting of the Commission**

- 7.1. Day to day operations and administration of Tourism programs, projects, activities and support to the Commission will be undertaken by City of Vernon Administration. The Commission does not have authority to hire, fire or discipline staff.
- 7.2. Any Tourism marketing efforts undertaken by the Commission will be done in accordance with the City of Vernon Corporate Policy - Visual Identity Standards Policy and the City Logo and Tagline Policy.
- 7.3. Any expenditures authorized by the Commission will be undertaken by City of Vernon Administration and are required to be done in accordance with the City of Vernon Corporate Policy – Purchasing Policy.

- 7.4. The Commission will report to Council at least once per calendar year to update Council on projects and initiatives. As the City of Vernon is responsible for all funds expended by the Commission, the agenda, minutes and expenditures will be made available to the municipal auditors.

## **PART II - APPEAL**

8. Any decision of the City of Vernon Tourism Commission made pursuant to this Bylaw may be appealed to the Council.
9. Notice of such appeal setting out the grounds thereof shall be given to the Corporate Officer within seven (7) days of the decision complained of. The Corporate Officer shall place such appeal on the next agenda of the Regular Council meeting of the City of Vernon, following receipt of such notice; or the appeal may be heard at a special meeting of Council called for such purpose.

READ A FIRST TIME this 23<sup>rd</sup> day of April, 2018

READ A SECOND TIME this 23<sup>rd</sup> day of April, 2018

READ A THIRD TIME this 23<sup>rd</sup> day of April, 2018

ADOPTED this 14<sup>th</sup> day of May, 2018.

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Mayor:

'Susan Blakely'

Acting Corporate Officer: