

CITY OF VERNON
MINUTES OF THE TOURISM COMMISSION

June 18, 2025, 9:00 a.m.
CITY HALL COUNCIL CHAMBER
3400 30 Street, Vernon BC

Members Present: C. Larsen, Accommodation
C. Snedden, Accommodation
Mayor Cumming
C. Zerebeski, Ski
H. Sirisena, Sports & Events Representative
J. Collard, Accommodation
J. Melanson, Biking Sector Representative
M. Beaudry, Accommodation
P. Kaz, Downtown Vernon Association
R. Barton, Arts & Culture
R. Day, Golf
S. Patenaude, Arts & Culture
B. Marchand, Okanagan Indian Band (Alternate)

Members Absent: D. Proulx, Greater Vernon Chamber of Commerce
G. Thorhaug, Restaurant
V. Sood, Accommodation
I. Jenkins, Silver Star Mountain Resort (Non-voting)

Administration
Present: T. Silverthorn, Manager, Vernon Tourism
K. Savill, Coordinator, Visitor Services
K. Stogneff, Committee Clerk
J. Perrott, Manager, Economic Development & Partnerships
H. Lucich, Tourism Marketing Coordinator
H. Irvine, Coordinator, Tourism Marketing

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

1. CALL TO ORDER

The meeting was called to order at 9:03 pm.

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: P. Kaz, Downtown Vernon Association

Seconded by: S. Patenaude, Arts & Culture

THAT the Tourism Commission Meeting Agenda of June 18, 2025 be adopted.

CARRIED

3. ADOPTION OF MINUTES

Moved by: R. Day, Golf

Seconded by: J. Collard, Accommodation

THAT the Tourism Commission Meeting Minutes of May 21, 2025 be adopted.

CARRIED

4. UNFINISHED BUSINESS

5. NEW BUSINESS

5.a New Member Orientation

T. Silverthorn provided an orientation for the new Tourism Commission members.

5.b Quarterly Update: Sport & Culture Society of the North Okanagan

J. Welter provided an update on sporting and cultural events.

5.c Quarterly Group Travel Update

J. Dowswell provided an update on group travel.

5.d Roundtable: Summer 2025 Comparison to Previous Tourist Seasons

A roundtable discussion was held on the projected outlook for the summer season of 2025 in comparison to prior tourist seasons.

6. INFORMATION ITEMS

7. NEXT MEETING

The next meeting for the Tourism Commission is scheduled for July 16, 2025 at 9:00 am.

8. CLOSE OF MEETING

The meeting of the Tourism Commission adjourned at 10:19 am.

Chair