

CITY OF VERNON
MINUTES OF THE TOURISM COMMISSION

March 31, 2026, 9:00 a.m.
CITY HALL COUNCIL CHAMBER
3400 30 Street, Vernon BC

Members Present: C. Snedden, Accommodation
B. Marchand, OKIB Alternate Representative
Mayor Cumming
G. Thorhaug, Restaurant
H. Sirisena, Sports & Events Representative
J. Collard, Accommodation
J. Melanson, Biking Sector Representative
M. Kaur, Accommodation
M. Beaudry, Accommodation
P. Kaz, Downtown Vernon Association
R. Barton, Arts & Culture
R. Day, Golf
S. Patenaude, Arts & Culture
S. Harkness, Greater Vernon Chamber of Commerce
V. Sood, Accommodation

Members Absent: C. Zerebeski, Ski
J. Brewer, Okanagan Indian Band

Administration Present: I. Jenkins, Silver Star Mountain Resort
T. Silverthorn, Manager, Vernon Tourism
H. Lucich, Tourism Marketing Coordinator
H. Irvine, Coordinator, Tourism Marketing
G. Patterson, Administrative Assistant
J. Ens-Rempel, Senior Manager, Partnerships and Innovations

Also Present: J. Dowsell, Evergreen Consulting
J. Welter, Sport and Culture Society of the North Okanagan

1. CALL TO ORDER

Vice Chair C. Snedden called the meeting to order at 9:03 am.

As Vice 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: R. Barton, Arts & Culture

THAT the Tourism Commission Meeting Agenda of March 31, 2026 be adopted.

CARRIED

3. ADOPTION OF MINUTES

Moved by: S. Patenaude, Arts & Culture

Seconded by: J. Collard, Accommodation

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

CARRIED

4. NEW BUSINESS

4.a Commission Orientation

T. Silverthorn provided an annual orientation to the Commission and all members in attendance provided a brief introduction.

4.b Election of the Chair and Vice Chair

Moved by: J. Melanson, Biking Sector Representative

Seconded by: M. Beaudry, Accommodation

THAT the election of chair and vice chair be conducted by secret ballot.

CARRIED

J. Collard was appointed as Chair for 2026 and assumed the Chair.

S. Harkness was appointed as Vice Chair for 2026.

4.c Marketing Update & Winter Recap

H. Lucich and H. Irvine presented the March 2026 Marketing Update and Winter Recap.

4.d Group Sales Update

J. Dowsell from Evergreen Consulting provided a verbal update on group sales.

4.e Five-Year Strategic Plan Update

T. Silverthorn provided an update on the Tourism Vernon Five-Year Strategic Plan.

C. Snedden left the meeting at 10:12 am.

M. Beaudry left the meeting at 10:13 am.

V. Sood left the meeting at 10:16 am.

B. Marchand left the meeting at 10:17 am.

G. Thorhaug left the meeting at 10:20 am.

5. NEXT MEETING

The next meeting for the Tourism Commission is scheduled for April 15, 2026 at 9:00 am.

6. CLOSE OF MEETING

The meeting of the Tourism Commission adjourned at 10:26 am.

Chair