



THE CORPORATION OF THE CITY OF VERNON

MINUTES OF THE TOURISM COMMISSION MEETING HELD OCTOBER 18, 2023 AT 8:00 AM OKANAGAN LAKE ROOM (COUNCIL CHAMBER) CITY HALL

PRESENT: Claus Larsen, Accommodation Provider, *Chair*
Ben Suranko, Biking
Bobby Bissessar, Accommodation Provider
Cassandra Zerebeski, Ski
Clara Snedden, Accommodation Provider
Councillor Durning, Council Appointed
Janine Collard, Attractions
Kat Boloten, Accommodation Provider
Kris Fuller, Vernon Winter Carnival
Peter Kaz, Downtown Vernon Association
Bradley Calihoo, Okanagan Indian Band
Mayor Cumming

GUESTS:

Shawna Patenaude, Arts Council of the North Okanagan
Josh Welter, SCSNO

ABSENT: Gerran Thorhaug, Restaurant
Ian Jenkins, Ski
Gale Woodhouse, Arts & Culture
Dauna Kennedy, Arts & Culture

STAFF: Torrie Silverthorn, Manager, Tourism
Karen Savill, Visitor Services Coordinator
Hannah Lucich, Tourism Marketing Coordinator
Hilary Irvine, Tourism Marketing Coordinator
Cocine Wattie, Administrative Assistant
Jennifer Pounder, Committee Clerk

ORDER The meeting was called to order at 8:00 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 B. Calihoo, seconded by M. Van Horne:

THAT the agenda of the October 18, 2023 Tourism Commission meeting be adopted.

CARRIED

ADOPTION OF THE MINUTES

Moved by P. Kaz, seconded by K. Fuller:

THAT the minutes of the September 6, 2023 Tourism Commission meeting be adopted.

CARRIED

UNFINISHED BUSINESS:

There was no unfinished business.

NEW BUSINESS:

MARKETING UPDATE

H. Lucich, Tourism Marketing Coordinator, provided a marketing update presentation (Attached to these minutes as Attachment 1).

There were no questions or comments.

MANAGERS UPDATE

T. Silverthorn, Manager, Tourism provided the following update:

- Representatives from Predator Ridge, Prestige Hotel, Sparkling Hill, Vance Creek Hotel, Silver Star Stays, Destination Silver Star and SilverStar Mountain Resort will be travelling to Vancouver on November 28, 2023, for a two hour, "Vernon in Vancouver" networking, sales event being facilitated by Tourism Vernon and Destination Silver Star. Goal is to sell Vernon to tour operators and corporate groups.
- Our brand refresh project is going well. This project is a key initiative identified in Tourism Vernon's five-year strategy.
- It is Fall marketing and budget season.
- Our Annual Plan is due to the province by the end of November, 2023. I will be asking for this Commission's feedback in November.
- The Tourism Commission Christmas Mixer is set for December 13, 2023 from 5:00-7:00 p.m. Location is TBD.

- The term for membership on the Tourism Commission is expiring in January, 2024. Please re-apply.

**ROUNDTABLE
DISCUSSION**

A roundtable discussion ensued asking members for an update:

- B. Bissessar – We did not have the best summer, however optimistic for 2024.
- P. Kaz – We had a really good summer. We closed the Downtown Plaza early due to the wildfires and making sure people had access should they need it. The End of Summer party had over 1,300 people attend. Getting ready for small business week, which is right now, the Treat Trail (brings approx. 3,000 people to downtown Vernon in two hours), and planning Christmas events. We are also working with Predator Ridge; Thursdays in November we are doing “Shop Late ‘Til 8”. There are approx. 30 businesses staying open late and we will be shuttling people to and from Predator Ridge. In December we will be shuttling people to and from SilverStar on Saturdays.
- C. Snedden – We did not have the best summer; however, Christmas time is looking busy. Ballroom renovations are done and we are focusing on the next quarter.
- K. Fuller – We had a great summer. We hosted three off-season events: two teen nights at the Vernon Rec Center, and a BBQ/Movie/Games night at the Mackie Lake House for 19+. Very excited for February, 2024.
- B. Calihoo – We are busy as usual. Our annual golf tournament raised over 70k for school. We will be doing a story telling/cultural exhibit in the winter season at SilverStar.
- M. Van Horne – We had a good year. The wildfires did damper a few weeks at the end of summer. Our event center is coming along on schedule and looking to open it in Spring 2024. Looking forward to the growth and changes.
- B. Suranko – We are busy right now advocating for trails on Crown land and working with the RDNO to get a new network of trails. We have a Halloween ride on October 29, 2023 at Ellison Park.
- C. Zerebeski –We are also doing a trail study in partnership with NOCS and working on a transit study to get people from town to the mountain. Winter is pacing really well and we are looking at a bi-weekly music fest in the near future.
- J. Collard – Luckily, we had enough bookings for September and October to get us through this summer. We are also doing a clubhouse refresh.

- K. Boloten – We have had a lot of groups enquiring for 2024. We are closing for two weeks in January to move renovations from the first floor to the second. We are hoping for a better 2024.
- C. Larsen – We are also working on completing the Vista Tower; a 6-story tower with 56 units. They are ahead of schedule and anticipating opening rentals in June, 2025. The District (long term rentals, minimum 12 months) is going well. Some of them are coming for sale. We will be attending the Vernon Chamber of Commerce Business Excellence Awards and also attending the TOTA Summit in Kelowna on October 23rd and 24th.
- Councillor Durning – I attended the UBCM with Mayor Cumming, Councillor Fehr and Councillor Guy. We sat with the Minister of Art, Culture and Sport, Lana Popham; she is a huge fan of our area. We spoke with her about the Active Living Centre.
- Mayor – The trail down Bailey Road and under Highway 97 is being finished this fall. The section of trail from Turtle Mountain near Davison Orchards will be completed as soon as the Bailey Road trail is finished. I was able to spend an afternoon with the Premier Eby when he was in town. Also, buoys will be installed every 500m along the side of the rail trail and a paddling trail will be installed in spring.
- C. Larsen - Disaster happens; it's how you fight back and recover that matters, and our community fought back and has recovered and he is proud.

INFORMATION ITEMS:

NEXT MEETING

The next meeting for the Tourism Commission is set for November 15, 2023 at 8:00 a.m.

ADJOURNMENT

The meeting of the Tourism Commission adjourned at 8:54 a.m. by call of the Chair.

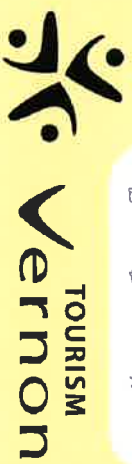
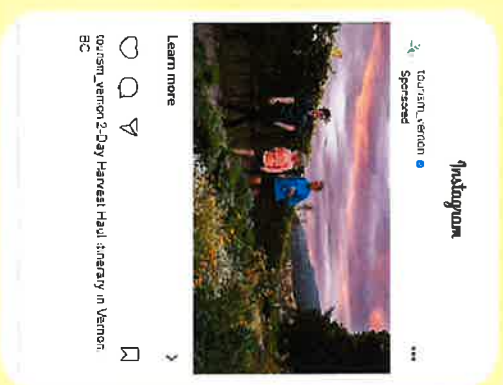
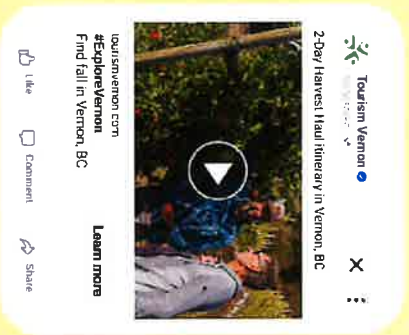
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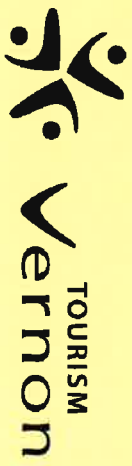
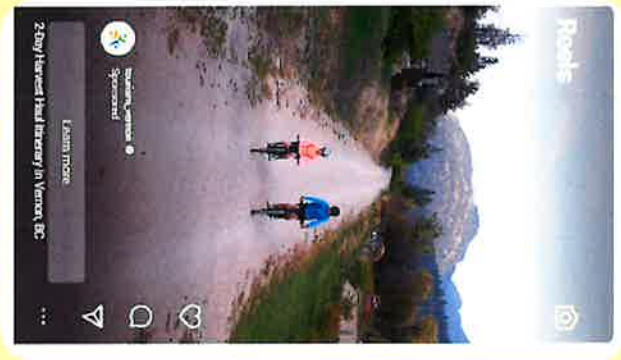

_____ Chair

Fall Marketing Update

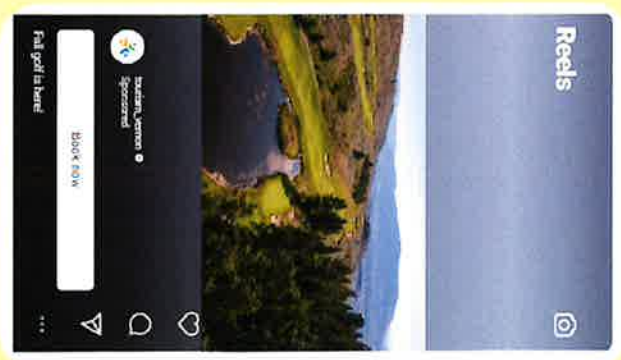


2-Day Harvest Haul by Bike



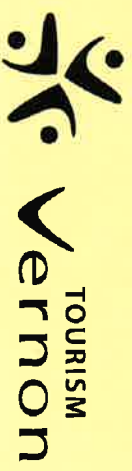


Fall Digital Ads





Morning Segment with Jami Savage



Travelling out in the Thompson Okanagan



Media Visit - Brian Webb



Narcity Fall Sponsored Content

**Find Fall
Vibes in
Vernon, BC**

MARCIIT

This Okanagan City With Small-Town Vibes Is The Perfect Place To Find Fall Adventures

PRESENTED BY TOURISM VERNON

narcitycanada · Following
Paid partnership with tourism.vernon

narcitycanada · 27
Embrace fall's magic in Vernon, B.C. 🍁

The Okanagan city transforms into a fall wonderland with pumpkin patches, haunted tours, and art festivals. 🎃 You can explore corn mazes at O'Keeffe Ranch, bike along the scenic Okanagan Fall Trail, and savour local flavours: an easy escape just 30 minutes from Kelowna airport. 🚲

*Tap the link in @narcitycanada's bio to learn more! 📲

@ratiojuiceval · @marisacarter_

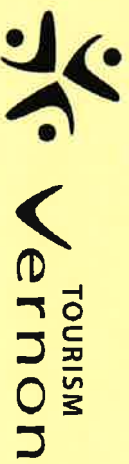
View insights

Boost post

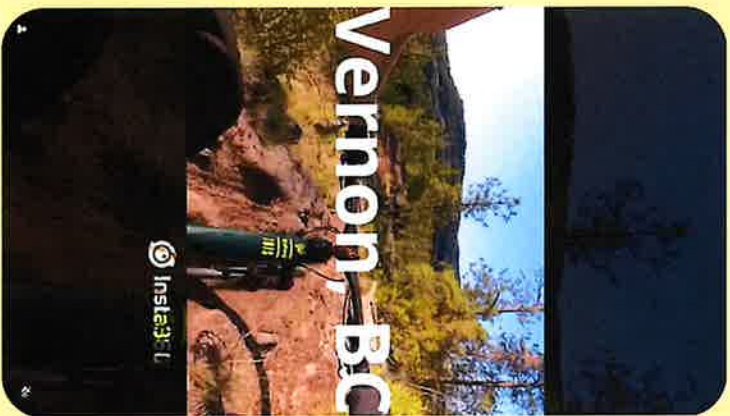
Liked by halleyymh1 and others

SEP 27, 2023

Add a comment



Mountain Biking BC - The Loam Ranger



BC Bird Trail

Bookable Experiences in Vernon

The city is the heart of the scenic Okanagan Valley. Vernon, the trail capital of BC, offers an easy day-trip to its quaint towns all our way to



Peter James Walsh
Historical Novels



Elizabeth Taylor
Regional History

EXPLORE EXPERIENCES



Exploring North to Swan Lake

Begin your North Okanagan journey with coffee at one of Vernon's excellent cafés before heading out of the city to the exceptional Swan Lake Nature Reserve & Trails. As you explore the Trails Capital of BC, enjoy the diverse ecosystems and the number of different wildlife that can be spotted throughout the region.



Nesting Great Blue Heron at the Vernon Heronry

HIDDING

1 Swan Lake Nature Reserve & Trails

1600 - 1700
Heronry

Visitors to the nature reserve can expect to find a 1.5km trail along the shoreline of Swan Lake along with a 2-story wildlife observation tower, perfect for setting up your scope and searching for waterfowl on the lake. Swan Lake is a breeding, nesting and migration haven for a number



New Website... Launching December 11th

