



## THE CORPORATION OF THE CITY OF VERNON

### MINUTES OF THE TOURISM COMMISSION MEETING HELD JULY 18, 2024 AT 3:30 PM OKANAGAN LAKE ROOM (COUNCIL CHAMBER)

**PRESENT:** Ben Suranko, Biking  
Janine Collard, Attractions Rep.  
Rebecca Barton, Arts & Culture Rep.  
Kris Fuller, Sports & Events Rep.  
Peter Kaz, Downtown Vernon Association Rep.  
Councillor Durning, Council Appointed  
Jessica Dowswell, Accommodation Provider Rep.  
Mayor Cumming  
Clara Snedden, Accommodation Provider Rep., Chair  
Dan Proulx, Greater Vernon Chamber of Commerce Rep.

**GUESTS:**

Josh Welter, SCSNO

**ABSENT:** Claus Larsen, Accommodation Provider Rep.  
Cassandra Zerebeski, Ski Rep.  
Mike Van Horne, Golf Rep.  
Shawna Patenaude, Arts & Culture Rep.  
Gerran Thorhaugh, Restaurant Rep.  
Tim Isaac, Okanagan Indian Band Rep.  
Ian Jenkins, Silverstar Mountain Resort Rep.

**STAFF:** Torrie Silverthorn, Manager, Tourism  
Hannah Lucich, Tourism Marketing Coordinator  
Karen Savill, Visitor Services Coordinator  
Gemma Patterson, Administrative Assistant  
Kathy Stogneff, Secretary I/Receptionist  
Jennifer Pounder, Records/Committee Clerk

**ORDER** The meeting was called to order at 3:33 p.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 Councillor Durning:

THAT the agenda of the July 18, 2024 Tourism Commission meeting be adopted.

**CARRIED**

**ADOPTION OF THE  
MINUTES**

Moved by K. Fuller, seconded by J. Dowswell:

THAT the minutes of the May 15, 2024 Tourism Commission meeting be adopted.

**CARRIED**

**UNFINISHED BUSINESS:**

**NEW BUSINESS:**

**MANAGERS UPDATE**

T. Silverthorn, Manager, Tourism provided the Commission with an update of recent activity, including the following:

- Instead of 8:00 a.m., future Commission meetings will be held at 3:30 p.m.
- Gemma Patterson, Administrative Assistant was introduced to the Commission.
- A Memorandum of Understanding was recently signed with the Regional District of North Okanagan for cost sharing for the Greater Vernon online interactive trails map. Tourism Vernon will now be hosting and updating this map.
- Mayor Cumming reported that he had a meeting with Minister Ma, Emergency Management and Climate Readiness.
- The Commission members discussed their concerns regarding August and the low tourism numbers predicted. It was noted that:
  - The Restaurant Association of BC announced a 27% decrease in sales, and
  - Kelowna is currently doing the best and it is attributed to group business. Secured one year in advance with a signed contract and no cancellations.

**MARKETING UPDATE**

H. Lucich provided the Commission with a marketing update.

**CO-OP MARKETING  
RECOMMENDATIONS**

K. Savill presented the Commission with the list and recommendations for Intake Period #2.

Moved by K. Fuller, seconded by D. Proulx:

THAT the Tourism Commission supports the funding allocation for Tourism Vernon's Co-op Marketing Program, Intake Period Two(2), as follows:

<b>Business</b>	<b>Receive</b>
Bush Babes & Bro's Trail Running	\$ 1,500.00
Caetani Centre	\$ 2,500.00
Cedar Falls Campground	\$ 500.00
Creative Chaos	\$ 1,900.00
Local Losers	\$ 2,100.00
Okanagan Skydive	\$ 4,000.00
Okanagan Spirits	\$ 10,000.00
O'Keefe Ranch	\$ 850.00
Sip Happens Wine Tours	\$ 2,500.00
Sparkling Hill Resort	\$ 10,000.00
Swan Lake Market & Garden	\$ 2,000.00
The Outback	\$ 10,000.00
The Perch Winery	\$ 1,400.00
Vernon Community Arts Centre	\$ 500.00
Vernon Pride Society	\$ 950.00
Vernon Public Art Gallery	\$ 900.00
Vernon Winter Carnival	\$ 3,700.00
<b>Total</b>	<b>\$55,300.00</b>

**CARRIED.**

**INFORMATION ITEMS:**

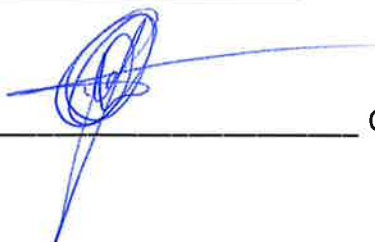
**NEXT MEETING**

The next meeting for the Tourism Commission is set for September 18, 2024 at 3:30 p.m.

**ADJOURNMENT**

The meeting of the Tourism Commission adjourned at 4:26 p.m.

**CERTIFIED CORRECT:**



\_\_\_\_\_ Chair