



## **CORPORATION OF THE CITY OF VERNON**

### **TOURISM COMMISSION MEETING**

**OCTOBER 23, 2024, AT 3:30 PM**

**OKANAGAN LAKE ROOM (COUNCIL CHAMBER)**

## **A G E N D A**

1) **CALL TO ORDER**

2) **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.*

3) **ADOPTION OF AGENDA**

4) **ADOPTION OF MINUTES**

a) September 18, 2024 (attached)

5) **UNFINISHED BUSINESS**

6) **NEW BUSINESS**

1. Marketing Update – *Hannah Lucich*
2. Roundtable Discussion – *How is fall/winter pacing, business levels?*

7) **NEXT MEETING**

The next meeting of the Tourism Commission is scheduled for **November 20, 2024**.

8) **ADJOURNMENT**



## THE CORPORATION OF THE CITY OF VERNON

### MINUTES OF THE TOURISM COMMISSION MEETING HELD SEPTEMBER 18, 2023 AT 3:30 PM OKANAGAN LAKE ROOM (COUNCIL CHAMBER)

**PRESENT:** VOTING:

Claus Larsen, Accommodation Provider  
Kris Fuller, Sports & Events  
Councillor Mund  
Clara Snedden, Accommodation Provider  
Cassandra Zerebeski, Ski  
Peter Kaz, Downtown Vernon Association  
Mike Van Horne, Golf  
Janine Collard, Attractions  
Dan Proulx, Greater Vernon Chamber of Commerce  
Gerran Thorhaugh, Restaurant  
Shawna Patenaude, Arts & Culture

NON-VOTING:

Ian Jenkins, Silverstar Mountain Resort Rep.

**ABSENT:** Jessica Dowswell, Accommodation Provider  
Ben Suranko, Biking  
Rebecca Barton, Arts & Culture  
Tim Isaac, Okanagan Indian Band

**STAFF:** Torrie Silverthorn, Manager, Tourism  
Karen Savill, Visitor Services Coordinator  
Hanna Lucich, Tourism Marketing Coordinator  
Gemma Patterson, Administrative Assistant  
John Perrott, Manager, Economic Development and Partnerships  
Terry Barton, Director, Planning and Community Services

**ORDER** The meeting was called to order at 3:31 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 K. Fuller, seconded by D. Proulx:

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

**CARRIED**

**ADOPTION OF THE MINUTES**

Moved by C. Zerebeski, seconded by S. Patenaude:

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

**CARRIED**

**UNFINISHED BUSINESS:**

**NEW BUSINESS:**

**MANAGERS UPDATE**

The Manager, Tourism provided an update to the Commission.

*Councillor Mund left the meeting at 3:54 p.m.*

**ROUNDTABLE DISCUSSION**

A roundtable discussion ensued on the topic “How was Summer and how is booking shaping up for the winter”. The following comments were noted:

- The ‘Business After 5’ event was a huge success.
- The BC Cross Country Provincial Championships are coming to Vernon October 26, 2024. This event is bringing 500 athletes to Vernon from out of town.
- It was confirmed that Air B&B revenue for 2023 was \$122,000 and is currently at \$133,000 so far for 2024. Next year that will go down as fines will be coming into effect for unlicensed locations.
- D. Proulx was commended for initiating a task force to help with the new Short-Term Rental regulations.
- Would like to have seen the help promised from the Provincial Government last year. Have received nothing to-date. Councillor Durning is at UBCM this week and will be mentioning how disappointed we are with this as more has been spent on marketing this year than the last ten years and help would have been appreciated.

**INFORMATION ITEMS:**

**NEXT MEETING**

The next meeting for the Tourism Commission is set for October 23, 2024 at 3:30 p.m.

**ADJOURNMENT**

The meeting of the Tourism Commission adjourned at 4:35 p.m.

**CERTIFIED CORRECT:**

\_\_\_\_\_ Chair