



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

### **TOURISM COMMISSION MEETING**

**NOVEMBER 28, 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**

October 23, 2024 (attached)

5) **UNFINISHED BUSINESS**

6) **NEW BUSINESS**

- a) Managers Update – Framework for 2025 Annual Plan
- b) Future meeting times
- c) Holiday Mixer: December 11, 2024 at 5:00 p.m. at Eatology

7) **NEXT MEETING**

The next meeting of the Tourism Commission is scheduled for December 18, 2024.

8) **ADJOURNMENT**



## THE CORPORATION OF THE CITY OF VERNON

### MINUTES OF THE TOURISM COMMISSION MEETING HELD OCTOBER 23, 2024 AT 3:30 PM OKANAGAN LAKE ROOM (COUNCIL CHAMBER)

**PRESENT:** Shawna Patenaude, Arts & Culture  
Rebecca Barton, Arts & Culture  
Cassandra Zerebeski, Ski  
Janine Collard, Attractions  
Jessica Dowswell, Accommodation Provider  
Clara Snedden, Accommodation Provider, Acting Chair  
Councillor Durning  
Kris Fuller, Sports & Events  
Peter Kaz, Downtown Vernon Association  
Gerran Thorhaugh, Restaurant

GUESTS:  
Josh Welter, SCSNO

**ABSENT:** Claus Larsen, Accommodation Provider  
Ian Jenkins, Silverstar Mountain Resort Rep.  
Dan Proulx, Greater Vernon Chamber of Commerce  
Ben Suranko, Biking

**STAFF:** Karen Savill, Visitor Services Coordinator  
Hanna Lucich, Tourism Marketing Coordinator  
Hilary Irvine, Tourism Marketing Coordinator  
Gemma Patterson, Administrative Assistant  
Jennifer Pounder, Records/Committee Clerk  
John Perrott, Manager, Economic Development and Partnerships  
Roy Nuriel, General Manager, City Planning

**ORDER** The meeting was called to order at 3:30 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 P. Kaz:

THAT the agenda of the October 23, 2024 Tourism Commission meeting be adopted.

**CARRIED**

**ADOPTION OF THE MINUTES**

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

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

**CARRIED**

**UNFINISHED BUSINESS:**

**NEW BUSINESS:**

**MARKETING UPDATE**

H. Lucich and H. Irvine provided a marketing update.

**ROUNDTABLE DISCUSSION**

A roundtable discussion was held.

**DISCUSSION ON MEETING TIMES**

The Chair requested that future meeting times be added to the November 20, 2024 agenda for discussion.

**INFORMATION ITEMS:**

**NEXT MEETING**

The next meeting for the Tourism Commission is set for November 20, 2024.

**ADJOURNMENT**

The meeting of the Tourism Commission adjourned at 4:24 p.m.

**CERTIFIED CORRECT:**

\_\_\_\_\_ Chair