

Regular Meeting – A.M.May 28, 2007

A Regular Meeting of the Municipal Council of the City of Kelowna was held in Meeting Room No. 3, 1435 Water Street, Kelowna, B.C., on Monday, May 28, 2007.

Council members in attendance: Mayor Sharon Shepherd, Councillors Andre Blanleil, Barrie Clark, Colin Day, Brian Given, Robert Hobson, Norm Letnick and Michele Rule.

Council members absent: Councillor Carol Gran.

Staff members in attendance were: Acting City Manager, Rick Baker; Deputy City Clerk, Stephen Fleming; Director of Planning & Development Services, Mary Pynenburg; Manager Community Development & Real Estate, Doug Gilchrist\*; and Council Recording Secretary, Sandi Horning.

Guests: General Manager, Tourism Kelowna, Nancy Cameron, Chair, Tourism Advisory Council, Bill Eager, CEO, Kelowna Chamber of Commerce, Weldon LeBlanc, and President, Kelowna Chamber of Commerce, Laura Thurnheer.

(\* denotes partial attendance)

1. CALL TO ORDER

Mayor Shepherd called the meeting to order at 11:03 a.m.

2. Councillor Letnick was requested to check the minutes of the meeting.

3. REPORTS

3.1 Kelowna Tourism Presentation to Council

Guests, Nancy Cameron and Bill Eager:

- Gave a PowerPoint presentation to Council regarding how “Destination Marketing” has positively impacted local businesses.
- Advised that the Tourism Advisory Council is a Committee of the Kelowna Tourism Board.
- Will provide Council with a list of the members who currently sit on the Tourism Advisory Council.
- Advised that Tourism Kelowna will be coming back to Council for renewal of the “Destination Marketing” program prior to 2009.
- Advised that the average length of stay for tourists (in the shoulder seasons) has increased; however the average length of stay (during the summer) has not increased, but the tourism industry is moving with the trends.
- Advised that the bus tour companies have increased their length of stay rather than just having Kelowna as a “drive thru” destination.
- There are 13 or 14 golf courses in the Okanagan area that have agreed, in principle, to tax themselves and split the revenue 50/50 with Kelowna Tourism.
- Confirmed that only hotels located within the City of Kelowna are collecting the 2% hotel tax.
- Advised that the City of Penticton has a similar process, but the City of Vernon does not.
- Confirmed that Kelowna Tourism partners with Tourism BC, and Tourism BC receives funding from the Province.
- All the Performance Measures are available on the Tourism Kelowna website and will be presented to Council in the Fall.

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4. RESOLUTION CLOSING THE MEETING TO THE PUBLIC

Moved by Councillor Given/Seconded by Councillor Day

**R561/07/05/28** THAT this meeting be closed to the public, pursuant to Section 90(1) (e) of the Community Charter for Council to deal with matters relating to the following:  
- Property Disposition

Carried

5. ADJOURN TO CLOSED SESSION

The meeting adjourned to closed session at 11:48.p.m.

The meeting was declared terminated at 12:11 p.m.

Certified Correct:

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Mayor

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Deputy City Clerk

/slh