



WHISTLER

MINUTES

**LIQUOR LICENSE ADVISORY COMMITTEE MEETING
THURSDAY, FEBRUARY 6, 2014 STARTING AT 8:45 A.M.**

**In the Flute Room at Municipal Hall
4325 Blackcomb Way, Whistler, BC V0N 1B4**

PRESENT:

Mike Varrin, Food & Beverage Sector Representative – Pubs/Bars, Chair
Rob Knapton, Public Safety Representative, RCMP
Ian Lowe, Accommodation Sector Representative, Vice Chair
Terry Clark, Food & Beverage Sector Representative - Nightclubs
John Grills, Councillor
Frank Savage, RMOW Staff Representative, Secretary
Kay Chow, Recording Secretary

ABSENT:

Sheila Kirkwood, Whistler Fire Rescue Service (WFRS) Representative
Jackie Dickinson, Whistler Community Services Society Representative
Holly Glenn, Liquor Control and Licensing Branch (LCLB) Inspector
Restaurant Sector Representative (vacant)

ADOPTION OF AGENDA

Moved by Frank Savage
Seconded by Rob Knapton

That Liquor License Advisory Committee adopt the Liquor License Advisory Committee agenda of February 6, 2014 as amended.

CARRIED.

ADOPTION OF MINUTES

Moved by Rob Knapton
Seconded by Mike Varrin

That Liquor License Advisory Committee adopt the Liquor License Advisory Committee minutes of December 12, 2013.

CARRIED.

Member Welcome

1. Mike Varrin welcomed Terry Clark, replacing Jeff Cockle as the Nightclub Sector Representative.
2. Edward Dangerfield has resigned as LLAC Restaurant Sector Representative. Frank Savage advised that the Whistler Restaurant Association will nominate a replacement candidate.
3. Ian Lowe, Accommodation Sector Representative, will be resigning from the LLAC, and the Hotel Association of Whistler will nominate a replacement candidate.
4. The Restaurant Association of Whistler and the Hotel Association of Whistler are now formal organizations and recent Council appointments to the LLAC have been the nominees of those two organizations. Staff do not plan to advertise in the newspaper for these two vacant positions.

PRESENTATIONS/DELEGATIONS

2014 Whistler Village Beer Festival

Matt Fraser, and Liam Peyton of The Gibbons Hospitality Group entered the meeting and made a presentation on the plans for the festival.

1. Festival dates: Thursday, September 11 to Sunday, September 14, 2014.
2. Some changes to the brand from the 2013 festival, including increased programming.
3. Physical footprint of the festival will be the outline of Whistler Olympic Plaza.
4. The applicants have worked with Bob Andrea, RMOW Manager of Village Animation & Events, regarding venue layout at the plaza.
5. Industry trade event, Friday, September 12, 5:00 – 8:00 p.m.; anticipate 500 – 700 attendees; a Special Occasion License (SOL) required.
6. Main event Saturday, September 13, 12:00 – 5:00 p.m.; anticipate 4,000 attendees; SOL required.
7. Ticketing system remains the same as 2013 festival, \$35 ticket includes wrist band for samples.
8. Ballots and voting for Best in Festival will be online through smart phone.
9. \$5 food vouchers for use at other participating venues/restaurants.
10. More food added to the main Saturday event. Food provided by local restaurants.
11. Addition of two new pavilions.
12. Entertainment by a German Rhineland band.
13. Addition of brewers dinner and lunch series on Thursday, Friday and Saturday.
14. Educational component, including a speaker from beer certificates program.
15. Intent to drive room nights and destination visitors to the resort on an underutilized weekend.
16. Approach hotels to coordinate room packages and festival tickets.
17. Prize packages for brewers, 1st 2nd & 3rd place. Contract with local bars for sale of their product.
18. Sale of beer only, no spirits.
19. No minors permitted at either SOL licensed event.

LLAC Member Questions and Comments:

1. Is a charity required to hold the SOL? Yes, under current legislation. The charity will be Whistler Community Services Society, same as 2013.
2. GranFondo event September 6, 2014. Have the with GranFondo event organizers been approached regarding infrastructure such as fencing? No, but a great idea.
3. Pub sector: endorse this event with unanimous support; timing is good.
4. Nightclub sector: 100% support for the event.
5. RCMP: 2013 event was well run, no major concerns; further discussions with applicant regarding costs associated with the event.
6. Councillor: this event fills another weekend; positive for community and corridor; good timing, there is an explosion of craft brewing in BC.
7. Accommodation sector: "summer is from Mudder to Beer"; fantastic to

spread out one more week; like the early programming; like to see even further development of programming as the event progresses; like extra nights for destination visitors.

8. RMOW Resort Experience Dept.: enthusiastic; Province has identified local liquor manufacturing and craft brewing as a tourism opportunity; potential growing festival; happy to see greater focus on food and larger venue.

Moved by Mike Varrin
Seconded by Ian Lowe

That LLAC supports the application by The Gibbons Hospitality Group for the Special Occasion License for the 2014 Whistler Village Beer Festival.

CARRIED.

The applicants left the meeting.

Council Update

Councilor Grills provided an update of the most current topics being discussed by Council.

NEW BUSINESS

Liquor Policy Changes

Frank Savage provided highlights from the B.C. Liquor Policy Review Final Report released January 31, 2014.

1. John Yap, Parliamentary Secretary, and Suzanne Anton, Attorney General and Minister of Justice, highlighted proposed changes at the news conference:
 - Site licensing (with minors) at public SOL events, getting rid of fenced beer gardens.
 - Changes to Special Occasion License policies.
2. Municipal Council had submitted comments to the Province under the categories:
 - Guest Experience
 - Special Events
 - Impacts on the Community
 - Licensing Process

Report recommendations (# indicated) which may significantly impact the Whistler resort:

Guest Experience

- # 16: "happy hour" permitted with time-limited drink specials.
- # 34: minors permitted in liquor primary establishment until a reasonable time, e.g. 9:00 p.m. compared to current 8:00 p.m. Whistler policy.
- # 36: patrons in a food primary establishment are not obligated to order food.
- # 63: permit patrons to carry liquor from liquor primary to adjacent food primary.
- Retail sale of liquor in grocery stores.

Special Events

- Many changes to SOL policies: ability for event promoters to apply for SOL; multi day SOL; annual SOL; site licensing including minors.

Impacts on the Community

- Province is attempting to balance liberalization of alcohol availability with public safety; enforcement and education, e.g. broadening Serving It Right program and minimum drink pricing tied to alcohol content.
- # 37: This is the major potential concern, the possibility for a food primary establishment to transition to a liquor primary after a certain hour, e.g. 9:00 p.m.

Licensing Process

- In general, the Province aims to streamline licensing processes, particularly for a new liquor primary license, which can take a year or more.
- # 41: proposal to amend legislation to permit local government staff to provide recommendations for certain types of license changes, so that a resolution from Council would not be required.
- Legislative changes will be required to implement some of the recommendations.
- Implementation and timing is currently unknown.

Discussion

- Is there opportunity for further feedback? Unknown.
- Some of the report recommendations contain vague language.
- Happy Hours could bring price wars.
- Some recommendations should be discussed by the LLAC as to how they are implemented in Whistler.
- Changes may be necessary to municipal bylaws and Council Policy G-17 *Municipal Liquor Licensing Policy*.
- Part of implementation of recommendations could involve a review of Good Neighbour Agreements. Staff will bring forward for LLAC review.

LLAC Membership

1. Staff Report to Council February 18, 2014 (note: delayed to March 4).
2. Whistler Restaurant Association will nominate a candidate.
3. Individuals or independent candidates will still be able to come forward and submit their name.

ADJOURNMENT

Moved by Mike Varrin

That Liquor License Advisory Committee adjourn the February 6, 2014 meeting at 10:06 a.m.

CARRIED.

MINUTES

Regular Liquor License Advisory Committee Meeting

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CHAIR: Mike Varrin

SECRETARY: Frank Savage