



WHISTLER

MINUTES

**REGULAR MEETING OF RECREATION LEISURE ADVISORY
COMMITTEE
THURSDAY, JUNE 10, 2021, STARTING AT 3:00 P.M.**

**Remote Meeting
Held via Zoom**

PRESENT	Mtgs. YTD (3)
Councilor, R. Forsyth	3
Member at Large, Chair, J. Chuback	3
Member at Large, A. Ross	3
Member at Large, K. Paterson	3
Member at Large, B. Calladine	3
Member at Large, T. Nepomuceno	2
Member at Large, C. MacKenzie	3
Member at Large, D. Clark	3
Whistler Sports Legacies representative, Co-Chair, R. Soane	3
Tourism Whistler representative, M. Kunza	3
Manager, Resort Parks Planning, RMOW, M. Pardoe	3
Recreation Manager, RMOW, R. Weetman	3
Parks Planner, Resort Parks Planning, RMOW, M. Hill	2
Parks Planning Technician, Resort Parks Planning, RMOW, C. Eccles	2
Recording Secretary, O. Carroll	3
REGRETS	
Sea to Sky School District 48 representative, I. Currie	1
Member at Large, C. Kaipio	2
Member at Large, L. Harnish	2
GUESTS	
Executive Director, WORCA, T. Ferrao	

Meeting called to order at 3:02 p.m.

ADOPTION OF AGENDA

Moved by B. Calladine
Seconded by C. Mackenzie

That Recreation Leisure Advisory Committee adopt the amended Regular Committee Agenda of June 10, 2021.

- 'Recreational Trails Strategy' was moved to second agenda item;
'WORCA Presentation' was moved to third agenda item.

CARRIED

R. Soane, K. Paterson, and J. Gresley-Jones joined meeting at 3:05 p.m.

ADOPTION OF MINUTES

Moved by A. Ross
Seconded by B. Calladine

That Recreation Leisure Advisory Committee adopt the Regular Committee Minutes of Thursday, February 11, 2021.

CARRIED

PRESENTATIONS/DELEGATIONS

RLAC Procedural Discussion

Staff and Committee review and discuss the procedural guidelines of committee meetings and the process of committee recommendations to Council. Council recently endorsed and adopted First Nations territorial land acknowledgments at the start of public meetings; details to be shared soon and incorporated into future RLAC meetings.

T. Nepomuceno joined meeting at 3:14 p.m.

Recreational Trails Strategy

Prior to the committee meeting, M. Pardoe provided the Committee with the results from the March Recreational Trail Strategy community engagement survey. The survey received 800 responses, which has been the most engagement seen in any community survey. The results will help guide the Recreational Trail Strategy. M. Pardoe and staff have shared the engagement survey results with Forest Wildland Advisory Committee, Trails Planning Working Group, and RLAC and are looking for consolidated feedback specifically with regards to demographics; trail related topics; trail projects proposed for 2021; and draft objectives and vision for Whistler trails. All feedback will be used to inform next steps for the Recreational Trails Strategy. Committee members provided the following feedback for staff consideration:

- Would be interested to know if the growing interest in biking and trails is a symptom of Covid; or if it will continue as a long-term trend.
- Whistler trails currently aimed at a higher ability level; suffering from a deficit of beginner/low intermediate trails.
- Can we improve some of the trails we already have by optimizing a better network versus creating new trails?
- Jane Lakes – make trails more rideable to broaden ability level of users.
- Reinforce the fact that trails are multi-use.
- Preference to rebuild and/or maintain existing trails instead of building new ones.
- It would be beneficial to pull the general themes from the survey in order to look more critically at the four proposed trails.

R. Soane joined meeting at 3:55 p.m. T. Ferrao joined meeting at 3:59 p.m.

WORCA Presentation

Trevor Ferrao, Executive Director of WORCA presented to Committee on the background and history of Whistler Off Road Cycling Association. Founded in 1989, WORCA is a non-profit society consisting of 1,700 members. WORCA maintains the majority of single-track trails in Whistler; all of which are multi-use; and much of the maintenance and new trail construction is conducted

through volunteer hours as well as a number of employed trail builders during the summer. WORCA also provides popular weekly youth camps during the summer, coaching 360 kids per year. Nurturing a strong sense of community, WORCA hosts weekly mountain bike rides, as well as additional special event rides. WORCA's biggest challenge continues to be sustainable funding. RMOW Fee for Service (FFS) funding in 2020 was reduced due to Covid, however \$200,000 in FFS funding was recently confirmed for 2021 WORCA trail maintenance purposes.

Tourism Whistler Presentation

Committee member, Meredith Kunza, Director of Research for Tourism Whistler presented to the Committee with a marketing update on Tourism Whistler. Summer 2021 campaigns are aligned with BC's phased restart plan with a general theme of 'Stay Longer, Adventure Deeper' to reduce congestion of day trip visits, and promote longer stays and dispersing visitors throughout the valley.

Since Covid, Tourism Whistler has expanded their data sources through the addition of mobile device data. Due to data protection privacy, this tracks mainly Canadian visitors through location services enabled on certain mobile apps. Through such means, a number of data sources are made available for analysis including total volume, length of stay, area of origin, point of interest, etc. which helps inform marketing strategies, visitor behavior and experience, etc. To help identify visitor sentiment and behaviors, Tourism Whistler has released a new visitor 'pulse' survey and community 'pulse' survey to gauge visitor and resident satisfaction and engagement. Currently they have collected three months of survey data.

Through point of interest data, park visitation was analyzed and saw an overall increase of 25% of peak summer volumes from 2019 to 2020 with users twice as likely to visit a park than they had in the past; weekend visitation increased by 25% versus 9% midweek visitation; and a shift in visitor markets was observed with a 125% increase of Vancouver visitation and 139% increase of Fraser Valley visitation.

Summer Experience Plan

M. Pardoe provided an update to Committee on Summer 2021 planning. Following an increase in visitation to Whistler last summer resulting in an unprecedented demand on park infrastructure and resources, RMOW have proposed a plan to manage the increase while retaining an enjoyable resort experience for residents and visitors. The Summer Plan objectives include:

1. Maintain public safety including COVID-19 safety measures.
2. Educate visitors about Whistler.
3. Respond to capacity challenges.
4. Provide enhanced and diversified experiences.
5. Provide opportunities for local business.
6. Test local transit initiatives related to climate action objectives.

On March 16, 2021, Council endorsed the Whistler Summer Experience Plan 2021 and staff have been working hard to implement these improvements in advance of peak summer operations. More information can be found at whistler.ca/summer.

Meadow Park Sports Centre R. Weetman provided an update to Committee on Meadow Park Sports Centre operations. No huge operational changes; a lot of work and interpretation of public health orders still involved. After Labour Day weekend, there are likely to be more significant changes to operations, such as re-instating 'Drop-ins' to MPSC.

Recreation User List Committee provided clarification to staff on purpose of recreation user list. Staff will continue to work to gather information to distribute to Committee at a later date.

OTHER BUSINESS

VORR Update Committee requested an update to the Vessel Operations Restriction Regulation (VORR). J. Gresley-Jones to provide a written update to Committee at a later date.

J. Gresley-Jones mentioned the Whistler Sailing Association provided an informative presentation to Council in the Regular Council meeting on June 1, 2021 regarding the Whistler Sailing Association and the electrification of Alta Lake. The council meeting recording will be shared with Committee members and can be found on whistler.ca/council.

RLAC Tennis Motion and 4500 Northlands Blvd. Staff confirmed previous RLAC tennis motion was shared with the owner of 4500 Northlands Boulevard and RLAC minutes were forwarded to Council for consideration. Committee discussed upcoming Public Open House on June 17, 2021 for developments to 4500 Northlands Blvd site. Committee members are welcome to join as members of public. The RMOW Planning department will engage directly with Committee and other stakeholders for future engagement opportunities.

Organizational Chart Committee requested an updated RMOW organizational chart. O. Carroll to provide to Committee.

MOTION TO TERMINATE

Moved by A. Ross
Seconded by B. Calladine

That the Recreation Leisure Advisory Committee meeting of Thursday, June 10, 2021 be terminated at 5:10 p.m.

CARRIED



Chair, J. Chuback



Recording Secretary, O. Carroll