



WHISTLER

MINUTES

**REGULAR MEETING OF LIQUOR LICENSE ADVISORY
COMMITTEE
THURSDAY, APRIL 3, 2014, STARTING AT 8:45 A.M.**

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

PRESENT:

Accommodation Sector Representative – Colin Hedderson
Food & Beverage Sector Representative – Nightclubs, Terry Clark
Food & Beverage Sector Representative – Pubs/Bars, Chair, Mike Varrin
Public Safety Representative, RCMP, Rob Knapton
Food & Beverage Sector Representative – Restaurants, Brenton Smith
Whistler Community Services Society Representative, Jackie Dickinson
Whistler Fire Rescue Service (WFRS) Representative, Sheila Kirkwood
Councillor, John Grills
RMOW Staff Representative, Secretary, Frank Savage
Recording Secretary, Kay Chow

REGRETS:

Liquor Control and Licensing Branch (LCLB) Inspector, Holly Glenn

New Members
Welcomed

Mike Varrin called the meeting to order and introduced two new members:
Colin Hedderson, Accommodation Sector Representative and Brenton Smith,
Restaurant Sector Representative.

ADOPTION OF AGENDA

Moved by J. Dickinson
Seconded by B. Smith

That Liquor License Advisory Committee adopt the Liquor License Advisory
Committee agenda of April 3, 2014.

CARRIED

ADOPTION OF MINUTES

Moved by T. Clark
Seconded by C. Hedderson

That Liquor License Advisory Committee adopt the Regular Liquor License
Advisory Committee minutes of February 6, 2014.

CARRIED

COUNCIL UPDATE

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

PRESENTATIONS/DELEGATIONS

Millennium Place
Addition of Licensed
Area
File No. LLR1181

The applicant team of Chris Hodkinson and Brianna Beacom, Millennium Place, entered the meeting.

Frank Savage introduced the application and advised on the following.

1. The applicant seeks to add the Franz Wilhelmsen Hall theatre to the licensed area of Millennium Place.
2. Current liquor primary license capacity is 247 persons.
3. The licensed areas include first floor lobby, stairway, 2nd floor Scotia Gallery, and 2 patio areas on the 2nd floor.
4. Hours of liquor service noon to midnight, 7 days/week.
5. Event driven license, liquor service limited to 1 hour before, during, and 1 hour after an event.
6. Beer and wine service only permitted.
7. Minors may be present when accompanied by an adult.
8. Currently, liquor service is not permitted in the theatre.
9. The Whistler Arts Council (WAC) request is to add the 200 permanent seats plus up to 38 temporary seats in the theatre to the licensed area. This would not increase the total capacity of the venue's 247 seats, because there could not be another licensed event taking place while liquor service was available for the theatre.
10. Intent is to enhance patron experience.
11. LCLB policy permits licensing of movie theatres.
12. If the license is granted all previous conditions would apply, no hawking of pre-poured drinks would be permitted in the theatre and all drinks must be obtained from the bar.
13. LCLB regulations require a resolution from local government council. Staff will present a report to Council May 6, 2014.
14. The applicant has adhered to all requirements of the municipal process.
15. Comments received from the LLAC referral process:
 - a) Restaurant Sector supports;
 - b) Accommodation Sector supports;
 - c) Pub Sector noted some support with concerns that this would create new competition;
 - d) Nightclub Sector had concerns there would be increased and potentially destructive competition and negative impacts to the community;
 - e) no public comments have been received to date.
16. The applicant has been deemed to be in Good Standing.
17. There is no increase to capacity and, therefore, likely no impacts to traffic, parking, or policing and crowd control.
18. Whistler RCMP have indicated they do not have any concerns.

Chris Hodkinson, Facility Manager, Millennium Place and Resident Manager for Whistler Arts Council license advised on the following.

1. In 2013 the facility hosted 39 events where the liquor primary license was used.
2. Of the 39 events 11 were ski and snowboard film presentations.
3. Remainder were for Whistler Arts Council performance series, private rentals, receptions, local theatre co-productions.
4. Events with liquor in the theatre would require licensing of the entire facility for ages 19+ and control of entry at the front door.

5. Access to the RMOW Youth Centre located downstairs is via separate entrance and therefore not impacted.
6. LCLB confirmed to applicant that it would be possible to have a licensed event in the theatre immediately following an unlicensed event. For example ski & snowboard film presentations, all ages for the 7:00 p.m. show and ages 19+ for the 9:00 p.m. show.
7. Rationale for licensing of theatre: enhance customer service, generate additional revenue, increase venue bookings, and allow flexibility for rental clients.

LLAC Member Questions and Comments

1. Would in/out privileges be permitted during licensed events? No.
2. Can patron bring in 2 drinks? Will probably restrict to 1 drink.
3. Will the bar be shut down during the performance? The plan will be to close liquor service shortly before the performance begins, reopen during intermission and then close again before intermission is over. Over the last 5 years the option to continue liquor service for 1 hour after the event has not generally been exercised.
4. The opportunity to bring a drink into the theatre could address consumption issues as it may prevent people from “slamming back” their drink just prior to entering the theatre, although there is still the opportunity to then also bring another drink into the theatre.
5. What is the security plan? Two to four trained ushers; security personnel paid for by the client, dedicated security person to check bags for illicit alcohol.
6. Carrying a drink glass and walking into a dark space presents potential for glass breakage. The plan is to use durable washable plastic glassware or investigate a disposable option to address noise and safety concerns.
7. What process will be used to determine an all ages vs. a 19+ event? It will depend on the type of event, for instance liquor service at a boys choir performance would not be considered. The approach for next year will be to work with the WAC programming and marketing staff and determine well ahead of time.
8. Chris clarified that the facility is unique, it operates with a very functional film presentation space complete with technical bells and whistles, 5.1 sound, plug and play, provision of ticketing services. There is potential to partner with other Whistler establishments to schedule after-parties.
9. Pub sector: great job with facility, adds variety to the culture of the community and guests, a positive step in moving forward.
10. RMOW Resort Experience Dept.: unique venue, offers choice to guests, no apparent negative community impacts.
11. Whistler Fire Rescue: well run venue, no safety concerns, support the application.
12. Whistler Community Services Society: applicant has done a great job partnering with WCSS, appreciate the support, have no concerns with this application.
13. Accommodation sector: no concerns, nice addition and service to guests, option to make a grown up choice, develop best practices along the way, well thought out.
14. RCMP: no concerns, address security plans depending on the event.
15. Restaurant sector: support, good job addressing concerns, projected

revenues likely won't affect the restaurant sector.

16. Councillor: progress is being made, like the dual event idea, increases resort visitation, like the proposed use of recyclable plastic.
17. Nightclub sector: support the application, potential to partner with is a good asset.

Moved by M. Varrin
Seconded by S. Kirkwood

That the Liquor License Advisory Committee supports the Whistler Arts Council and Millennium Place application to add 200 permanent and up to 38 temporary seats in the Franz Wilhelmson Hall theatre to the licensed area of Millennium Place.

CARRIED.

The applicant team left the meeting.

OTHER BUSINESS

Provincial Liquor Policy
Review
File No. 8292.03

Frank Savage provided an update and highlights regarding the announced implementation timeline for some of the provincial Liquor Policy Review recommendations.

1. BC Government issued a March 6, 2014 news release with an implementation timeline for 15 of the 73 recommendations.
2. Recommendation # 31: target spring/summer 2014 implementation to permit liquor samples and sales at temporary offsite retail locations such as farmers' markets. Details are not yet finalized.
3. Current zoning in the Upper Village where the Whistler's Farmers' Market is located does not permit retail sales for consumption off site.
4. Spot zoning exists to permit sale of packaged liquor at existing government and private liquor stores and a couple of pubs.
5. The Whistler Farmers' Market has expressed interest in pursuing this opportunity. The zoning implications need to be investigated.
6. Recommendation # 32: target spring/summer 2014 to permit liquor sales showcased at festivals; could potentially apply to events such as the Whistler Beer Festival and Cornucopia.
7. Recommendation # 16: "happy hours", target implementation spring/summer 2014.
8. Winter 2015 implementation of retail model; propose 2 concepts for grocery store liquor sales.
 - a) A liquor store within a grocery store concept permitting sales of beer, wine and spirits; the liquor store would have its own check-out.
 - b) The other concept would permit display of BC VQA wine products on designated shelves within the grocery store; the customer would be required to use designated check-outs.
9. What is the local implementation process? To be determined.
10. There was a suggestion that the LLAC could invite the Whistler Farmers' Market proponent to a future meeting.
11. Other municipalities have also developed zoning restrictions pertaining to locations where retail sale of liquor is permitted.
12. Committee members were asked if the "happy hour" concept presented

any concerns. Clause 3 of the Good Neighbour Agreements states “We will not participate in any deep discounting of drink prices or predatory business practices.” Is this a strong enough statement? Is a stronger statement required? LCLB regulation stipulates that alcoholic drinks are not permitted to be sold at a lower price than what the alcohol was purchased for.

13. Recommendation #18 addressed tying minimum drink pricing to amount of alcohol in a drink.
14. Frank will forward March 6 provincial news release to LLAC members.

Next Meeting

The next LLAC meeting is scheduled for Thursday, May 1, 2014.

ADJOURNMENT

Moved by M. Varrin

That Liquor License Advisory Committee adjourn the April 3, 2014 committee meeting at 9:53 a.m.

CARRIED

CHAIR: Mike Varrin

SECRETARY: Frank Savage