



WHISTLER

MINUTES

REGULAR MEETING OF LIQUOR LICENCE ADVISORY COMMITTEE

THURSDAY MARCH 05, 2015, STARTING AT 8:45 P.M.

At Municipal Hall – Fissile Room

4325 Blackcomb Way, Whistler, BC V0N 1B4

PRESENT:

Food & Beverage Sector Representative – Restaurants, Chair, Brenton Smith

Food & Beverage Sector Representative – Pubs, Edward Calvey

Food & Beverage Sector Representative – Nightclubs, Terry Clark

Accommodation Sector Representative, Vice-chair, Colin Hedderson

Public Safety Representative, RCMP, Rob Knapton

Whistler Fire Rescue Service Representative, Sheila Kirkwood

Whistler Community Services Society Representative, Jackie Dickinson

RMOW Staff Representative, Secretary, Frank Savage

Councillor, Andrée Janyk

Recording Secretary, Shannon Perry

REGRETS:

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

GUESTS:

Gibbons Festival and Events, Whistler Beer Festival, Liam Peyton

RMOW Village Events and Animation Manager, Bob Andrea

ADOPTION OF AGENDA

Moved by Sheila Kirkwood

Seconded by Rob Knapton

That the Liquor Licence Advisory Committee adopt the Liquor Licence Advisory Committee agenda of March 5, 2015

CARRIED

ADOPTION OF MINUTES

Moved by Jackie Dickinson

Seconded by Colin Hedderson

That the Liquor Licence Advisory Committee adopt the regular Liquor Licence Advisory Committee minutes of December 4, 2015

CARRIED

COUNCIL UPDATE

Councillor Janyk provided an update on relevant topics from Council:

- Recent public engagement on wayfinding, including the Cultural Connector and improving signage in and around the Village
- Visited the resort town of Beaver Creek, Colorado – they have implemented wayfinding signage that could serve as examples for the Whistler community
- Draft budget has been issued for public input

PRESENTATIONS/DELEGATIONS

2015 Whistler Village Beer Festival

Frank Savage presented on the 2015 Whistler Village Beer Festival plans and advised of the following:

- The third annual Whistler Village Beer Festival, produced by the Gibbons Hospitality Group, will be held September 16 – 20, 2015.
- The weekend main public event will require Council approval as a public Special Occasion Licenced (SOL) event for more than 500 people. Because of the size of the event, staff suggested that the Liquor Licence Advisory Committee should review the application and make a recommendation to Council.
- The main event in Whistler Olympic Plaza has grown in popularity and last year reached the comfortable capacity of the venue. The producers plan to decrease the maximum capacity to 3,500 and, perhaps, operate for both the Saturday and Sunday of the festival.
- Municipal bylaws and LCLB regulations permit retail package liquor sales at the main event, and a temporary retail store was set up in the Plaza for the 2014 festival. A decision has yet to be made regarding retail liquor sales in 2015.

Liam Peyton of Gibbons Hospitality provided additional information and responded to LLAC member questions:

- The Friday evening trade and industry event will be held in the more intimate setting of the Plaza pavilion, and the BC Craft Brewers Guild will hold the SOL.
- The festival received Resort Municipality Initiative (RMI) funding which will contribute to having some of the biggest names in the beer industry for the Beer Talk event using the “TED talk” format.
- The SOL for the main event will have service hours from 12-6 p.m., with the public hours limited to 1-5 p.m.
- Liquor service for the main event for the past two years has been a charitable SOL with the liquor licence held by Whistler Community Services Society (WCSS). Gibbons Hospitality made a \$10,000 donation to WCSS following the 2014 festival. WCSS has agreed to hold the SOL for the 2015 festival.
- Improvements will be made to wayfinding on main event site to assist attendees in locating beer vendors, food and water.

LLAC member comments included:

- Great to see the evolution of this event
- Support and no concerns expressed from accommodation sector, all food & beverage sectors, RCMP, WFRS, WCCS and municipal staff

Moved by Terry Clark
Second by Brenton Smith

That the Liquor License Advisory Committee supports the application for the Special Occasion Licence for the main event at the 2015 Whistler Village Beer Festival.

CARRIED

Provincial Liquor Policy Changes

Several policy changes were implemented by the LCLB in June 2014 and initial impacts were discussed at the September 4, 2014 LLAC meeting. At that time there had been not negative impacts reported, but it was decided to review again during the winter season. LLAC members noted the following:

1. Liquor service without the necessity to order food in a food primary establishment (Liquor Policy Review recommendation #36)
 - The change has provided for an improved guest experience at restaurants and there has not been a negative impact on the community or on other establishments.
 - RCMP noted that restaurants must pay particular attention to liquor service on patios to ensure liquor is not removed from the premises.
2. Happy hour/minimum drink pricing (Liquor Policy Review recommendation #16)
 - Experience with afternoon happy hour (e.g. 3-6 p.m.) has been positive. Patrons tend to order more food; over-consumption of liquor has not been a problem.
 - It is reported that some establishments have been offering a late night happy hour (e.g. 10 p.m. – 1 a.m.). Those patrons may then attempt to enter nightclubs and cause trouble when they're refused entry or have to be asked to leave if they have gained entry. It was suggested that late night happy hour is promoting excessive drinking. It was noted that staff of such establishments must be fully trained in Serving It Right.
 - Though not necessarily a result of late night drink specials, the accommodation sector representative noted that accommodation providers are having to deal with higher incidence of intoxicated guests.
 - LLAC members agreed that the impacts of over consumption should be monitored and reviewed.

To date approximately 25% of the liquor policy changes have been implemented. Changes since the last LLAC meeting include:

1. Serving It Right requirements have been expanded and enhanced (Liquor Policy Review recommendation #7)
 - Serving It Right requirements have been expanded for food primary establishments.
 - Serving It Right requirements have been expanded for SOL holders. Special Event Server training requirements been developed for SOL staff who are exempt from Serving It Right training.
2. On-line Special Occasion Licences (Liquor Policy Review recommendation #43)
 - A pilot project for on-line SOLs is taking place in Vancouver and Burnaby.
 - On-line SOLs will be implemented throughout BC this spring. Whistler will have to develop procedures to ensure the capacity of SOL venues is maintained within municipal standards.
3. Grocery store liquor sales (Liquor Policy Review recommendations #19 and 20)
 - Permitting retail liquor sales in grocery stores should not have much effect in Whistler as private liquor stores cannot move within 1 kilometre of a private or government liquor store.
 - Wine stores are not affected by the one kilometre distance criteria, so there is still potential for a wine store to relocate to Whistler or for BC wine to be sold off the shelf in a grocery store. Appropriate zoning must be in place for any location with retail packaged liquor sales.

OTHER BUSINESS

The LCLB Liquor Inspector is a non-voting member of the LLAC but due to a schedule conflict is unable to attend regular committee meetings held on the first Thursday morning of the month. Alternative meeting dates will be investigated to permit the liquor inspector to attend.

ADJOURNMENT

That Liquor Licence Advisory Committee adjourn the March 5, 2015 committee meeting at 10:27 a.m.

Moved by Rob Knapton

CARRIED

CHAIR: Colin Hedderson

Secretary: Frank Savage