



WHISTLER

MINUTES

REGULAR MEETING OF LIQUOR LICENCE ADVISORY COMMITTEE

THURSDAY, JULY 14, 2016, STARTING AT 8:45 A.M.

**At Municipal Hall – Flute Room
4325 Blackcomb Way, Whistler, BC V0N 1B4**

PRESENT:

Food & Beverage Sector Representative – Pubs, Mike Wilson
Food & Beverage Sector Representative – Nightclubs, Terry Clark
Whistler Community Services Society Representative, Jackie Dickinson
Public Safety Department Representative, RCMP, Rob Knapton
RMOW Staff Representative, Secretary, Frank Savage
Councillor, Andrée Janyk
Recording Secretary, Kay Chow

REGRETS:

Accommodation Sector Representative, Chair, Colin Hedderson
Food & Beverage Representative – Restaurants, Vice-Chair, Kevin Wallace
Liquor Control and Licensing Branch (LCLB) Inspector, Holly Glenn
Whistler Fire Rescue Service Representative, Geoff Playfair

GUEST:

Kevin Winter, owner Coast Mountain Brewing

Call to Order

Frank Savage, LLAC Secretary, called the meeting to order at 9:03 a.m. and assumed the role of Chair in the absence of the Chair and Vice-Chair.

ADOPTION OF AGENDA

Moved by Terry Clark
Seconded by Mike Wilson

That Liquor Licence Advisory Committee adopt the Liquor Licence Advisory Committee agenda of July 14, 2016.

CARRIED

ADOPTION OF MINUTES

Moved by Rob Knapton
Seconded by Mike Wilson

That Liquor Licence Advisory Committee adopt the Liquor Licence Advisory Committee minutes of June 9, 2016.

CARRIED

COUNCIL UPDATE

Councillor Janyk provided an update of current topics being discussed by Council, including the recent endorsement of the Updated Summary of Key Findings & Economic Planning Report.

PRESENTATIONS/DELEGATIONS

Coast Mountain Brewing
Company – Brewery
Lounge Endorsement
File No. LLR1258

Frank Savage introduced Kevin Winter, owner and brew master of Coast Mountain Brewing. Frank presented the following.

1. Coast Mounting Brewing is opening a craft brewery at 1212 Alpha Lake Rd. This application requests a brewery lounge endorsement to the beer manufacturing licence.
2. The LCLB requires a resolution from local government council addressing the same regulatory criteria as for a new liquor primary licence.
3. The municipal process requires a review by LLAC with a recommendation to municipal Council.
4. Coast Mountain Brewing has applied for a manufacturing licence with endorsements to conduct tours, sell to beer produced on site and related non-liquor products to the public.
5. Approval in principle to construct the brewery has been received from LCLB; manufacturing of beer is pending final inspection.
6. A manufacturing licence permits the production of beer at the site, provide beer samples, conduct tours, and sales for consumption off site.
7. The brewery meets the municipal zoning requirements, but no specific local government approval for a beer manufacturing licence.
8. The application being considered by the LLAC is for a brewery lounge, which can operate somewhat like a neighbourhood pub.
9. Initially there were plans for a lounge patio; the patio will not be proceeding at this time and is not part of the present application. A lounge patio application could be submitted in the future.
10. Hours of service 11:00 a.m. to 1:00 a.m.; occupant load = 27 persons; minors permitted when accompanied by a parent or guardian; food and non-alcoholic beverages must be available at a reasonable price.
11. This application was referred to LLAC members for comment. No comments were received. A newspaper advertisement was placed in the local newspaper as well as a sign at the site. One comment was received from the public, a resident from the Lofts housing complex, suggesting that more transit service to Function Junction is needed to deter drinking and driving.
12. The nearest liquor primary establishments are located at Creekside.
13. Noise impacts, the brewery lounge is planning to close between 9:00 – 10:00 p.m., the licence would permit the lounge to open to 1:00 a.m.
14. Community impacts, craft breweries are becoming more popular, this presents an opportunity for residents and visitors to sample the beer.
15. LLAC criteria, there is no new development associated with this application. There is potential demand for this type of facility for Cheakamus Crossing residents.
16. Is this type of application a potential problem for the community? If properly managed not likely, if not properly managed there could be problems.
17. Parking should be adequate, no problems anticipated during peak parking times of other businesses and during the use of the lounge.

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18. No traffic impacts anticipated. Comment received about transit reflected a broader concern about the level of transit service in Function Junction.
19. No policing impacts anticipated.

Kevin Winter presented the following.

20. Background information: Mr. Winter is a professional commercial brewer for eight years, with home brewing many years prior to that. Husband and wife team, have been in Whistler for almost 20 years with many years' experience in the hospitality industry.
21. Coast Mountain Brewing is a small scale community brewery, not a large scale production brewery that utilizes large scale equipment with large trucks driving in and out of the site.
22. Focus will be on the community, involved in community activities. Fill a missing segment of Whistler's craft brewery industry.
23. Anticipate providing product to 20 to 30 Whistler restaurants and pubs. Delivery will be done by Kevin. Intend to maintain 40% of the capacity on site.
24. Brewing experience gained by working for Whistler Brewing Company, then additional brewing and industry exposure gained working with a brewing company in the Fraser Valley, which earned the 2014 Best Pilsner Award at the Canadian Brewing Awards and at the North American Brewing Awards earned Gold for best scotch wheat ale.
25. The planned brewery tours will be educational.
26. Would like Coast Mountain Brewing to become part of the fabric of the community of Whistler and be viewed in a positive light. Engage the neighbours.
27. The location is ideal for this type of business, it will drive further awareness to this area and serves the Cheakamus Crossing residents, giving them family oriented options that are within walking distance.
28. Lounge/retail area is a small cozy room, featuring reclaimed cedar.
29. Partnering with Whistler Cooks for food services.
30. Growlers are an integral part of the business, a large focus and investment. 1 litre or 1.89 litre glass jar available to purchase for consumption off site.
31. The brewery lounge endorsement is also integral to the business; otherwise the licensing restriction is 375 ml per person per day. The tasting rooms have been a major contributing factor to the boom in the craft brewing industry.
32. The brewing equipment and system is custom fabricated by a shop in Maple Ridge.
33. The small scale production will allow for brewing a wide array of beers, this will differentiate Coast Mountain Brewing from other breweries.
34. Wine on tap available in the brewery lounge for consumption on site only; 1 white, 1 red boutique BC wine.

Questions from LLAC members:

1. Q: The road in this area can be dangerous, as there is a lot of drop-off and pick-up traffic at the adjacent Vibe Dance Studio. How will parking be managed?
A: Parents either drop off and leave or wait in their cars. Ongoing discussions with Vibe Dance Studio regarding parking and noise, there hasn't been any negative feedback, only positive feedback.

The dance studio has parking in front of their establishment as well as a large amount of parking available to them at the side of the building. Coast Mountain Brewery will have parking in the front. Propose to approach the landlord and request painted parking lines in front of the building to differentiate the parking areas and spaces. Do not anticipate any parking battles. Sidewalks would be helpful and would enhance safety.

2. Q: What are the hours of operation?
A: The licence permits operating hours from 11:00 a.m. to 1:00 a.m. The plan is to open at 1:00 p.m. Monday to Saturday. Sunday opening at 11:00 a.m. Closing time most days at 8:00 p.m. with weekends closing at 10:00 p.m. or later if there is an event such as a hockey game.
3. Q: How many tanks are there?
A: There are six 1,700 litre uni-conical fermentation tanks that produce 34 fifty litre industry standard kegs per batch. four weeks for an ale, six weeks for lager, producing approximately 100 batches per year.
4. Q: In addition to the wine on tap will there be other liquor or spirits offered?
A: Will focus on wine by the glass and do not intend to provide spirits, mixed drinks or cooler type beverages.
5. Q: Whistler Cooks will provide food, is it cold food? Is there any way to heat the food?
A: There is no intent to prepare food, only serve food. Whistler Cooks will be able to provide appealing savoury options that are also available for take away. Food will be placed in a wax paper bag, similar to a muffin purchase from a coffee shop.
6. Q: Are non-alcoholic beverages available?
A: Yes, initially prepackaged sodas will be available. Eventually there will be in-house sodas made by Coast Mountain Brewing.
7. Q: How will you get your product into the local pubs, restaurants and retail stores?
A: A sales rep would enter an establishment and meet with the manager, establish relationships, face time, i.e. door to door sales. Provide point of sales material, sell sheets.
8. Q: Is there involvement with the pub sector? Will the pub sector group accept a non-liquor primary establishment?
A: Pub sector representative response: "Yes"

LLAC member comments:

1. Council representative: support this application; it will add diversity to the community; would like to see public transportation issues to Function Junction addressed as they are becoming a concern and also to reduce local car traffic in the area.
2. Pub sector representative: full support from those that responded to the referral; members are excited that Function Junction is becoming less industrial and is becoming a "place to go for coffee and beer". International guests want to be able to take something home that is from Whistler, another product offering from Whistler will speak volumes.
3. RCMP representative: no concerns.
4. Nightclub sector representative: no comments from the nightclub sector.

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5. Whistler Community Services Society Representative: very supportive and excited about this new proposal; no concerns, but would like to stress the increased need for public transportation.
6. RMOW Resort Experience representative: no municipal concerns; the property meets the zoning requirements for the brewery lounge and the other proposed brewery activities.

Moved by Mike Wilson

Seconded by Jackie Dickinson

That the Liquor Licence Advisory Committee supports the application from Coast Mountain Brewing for an endorsement for a new 27 person capacity interior brewery lounge.

CARRIED

Moved by Jackie Dickinson

Seconded by Mike Wilson

That the Liquor Licence Advisory Committee supports the provision of additional transit service to and from Function Junction to support the additional business, activities, variety of uses and attractions in Function Junction; the LLAC would like this recommendation to be referred to the Transportation Advisory Group for consideration.

CARRIED

This application will be presented to municipal Council at the regular meeting on July 26, 2016.

Provincial Liquor Policy Changes

Frank Savage presented an overview of the June 29, 2016 Liquor Policy Working Group Update included in the LLAC meeting package.

1. One of the recommendations of the recent provincial liquor policy review is to permit hotel front desks to provide patrons a welcome drink and to allow patrons to carry the drink to their room.
2. The LCLB is proposing a policy change for a hotel with a food or liquor primary licensed establishment to permit hotel patrons to leave the establishment and take the drink to their hotel room. This would be an additional term and condition guideline for the hotel and the establishment's operations. The onus would be on the hotel to manage compliance with liquor regulations.
3. There was a brief discussion regarding a proposed LCLB policy change to permit standalone patios, without an interior licensed area.

OTHER BUSINESS

Next meeting Thursday, August 11, 2016.

ADJOURNMENT

Moved by Terry Clark

That Liquor Licence Advisory Committee adjourn the July 14, 2016 meeting at 9:59 a.m.

CARRIED

ACTING CHAIR: Frank Savage

SECRETARY: Frank Savage