



# WHISTLER

## MINUTES

**REGULAR MEETING OF MEASURING UP SELECT  
COMMITTEE OF COUNCIL (MUSCC)  
WEDNESDAY, NOVEMBER 13, 2013,  
STARTING AT 3:10 P.M.**

**In the Community Room at Whistler Public Library  
4329 Main St., Whistler, BC V0N 1B4**

**Members - Present**

Andrée Janyk, Councillor, RMOW  
Chelsey Walker, Executive Director, Whistler Adaptive Sports Program  
Mary Ann Collishaw, Manager Member Relations, Tourism Whistler  
Melissa Deller, Whistler Community Services Society, SNAP Coordinator  
Sarah Johnston, Service Coordinator, Whistler Chamber of Commerce  
Sue Lawther, Mature Action Committee  
Wendy Aitken, Director Guest Services, Whistler Blackcomb

**Members - Absent**

Phil Chew, BC Para Alpine Ski Team Coach

**Municipal Staff**

Kevin Damaskie, Sustainability Coordinator & MUSCC Chair  
Sarah Tipler, Measuring Up Coordinator, & MUSCC Vice-Chair &  
Secretary  
Monica Urbani, Recording Secretary

**Adoption of Agenda**

Moved by Sarah Tipler  
Seconded by Chelsey Walker

**That** MUSCC adopt the Regular MUSCC agenda of November 13, 2013.  
CARRIED.

**Adoption of Minutes**

Moved by Wendy Aitken  
Seconded by Sarah Tipler

**That** MUSCC adopt the Regular MUSCC minutes of June 5, 2013.  
CARRIED.

**Access Whistler**

Discussion:

1. Access Whistler guide has been produced for the last 3 years.
2. Basic frame work into the existing website as is.
3. Push product into January of new year.
4. Make sure we are aligning information consistently with all partners
5. Repurposing of The Whistler Way ads to support Access Whistler.
6. Advertising campaign in local media to 8 weeks after holidays.
7. Landing page is Access.Whistler, getting around – this will provide details for accessible venues; things to do – activities.
8. Brief explanation of policy and plans.
9. Measuring Up community partners.
10. Accessible features in whistler.ca.
11. There are more care providers within the community that are available.
12. Is there information on the site about moving to Whistler? WHA has properties with accessible features.

13. When we see demand, then there will be more of a case to work with WHA.
14. If you are seeking accessible housing in Whistler, we should note on the webpage that they contact WHA.
15. There are two housing options, WHA or if we have an athlete they need to contact Whistler Sport Legacy for housing.
16. Need to identify if the person is seeking "long term" or "short term"?
17. Do we have built into our plan for accessible housing? Need to check this on the website. Check the content development.
18. Whistler.ca is the first place to get them going into the correct direction. The goal is to have Whistler.ca one stop shop.
19. The local government website is the best location to start with, then drive them to other sites via Whistler.ca.

**Planat Implementation** Discussion:

1. Planat is an accessibility venue rating tool and is user driven; they would like us to use their tool, they will permit us to use their site for a short period of time with no fee. Web based application, we can track who takes accessibility bookings. Sarah has been working with the Rick Hansen staff.
2. City of Richmond has their widget of Planat; we should contact City of Richmond and City of Vancouver for their feedback on the widget.
3. The list of Whistler properties need to be accurate. Sarah has flagged the data and Planat will update.
4. Committee member's position is to not pay to participate with Planat.
5. Staff is checking on how Planat is dealing with City of Richmond & City of Vancouver.
6. Whistler.com has stated that they will not pay as TripAdvisor does not request payment, which is a relevant comparable service. Accommodation information only was given to Planat from Whistler.com
7. We are moving forward with Planat; our position is our brand of Whistler is a value add to their developing product.
8. Chamber members to rate at no cost.
9. Memorandum of understanding should be created.
10. We asked them to create a step by step on how to rate; we need to get it written down and distribute at our next meeting;
11. We need a go or no go decision;
12. Whistler.com has done what they will do for this year;
13. Giving some input about parks, the asset gathering will be contributed? the Planat goes into further detail; we need direction from senior staff to give staff permission to rate our parks
14. Planat is similar to TripAdvisor but for physically challenge. Any user can go in and view a specific venue, the venue itself can rate itself (i.e. measure doors, washrooms, etc.)
15. Whistler.com has agreement with TripAdvisor as long as Whistler.com places TripAdvisor advertising within their website
16. We would feature Planat on Whistler.ca. The scope is getting bigger, i.e. Chamber is handing out how to rate to members;

17. Planat page goes to Whistler.com, and we will have the data; we are trying to build a business case for accessible tourism.
18. Planat goes to TW and has a separate meeting. The site is very informative
19. Planat Stats – summary click thru 1% (from Whistler.ca Oct 12 – Nov 11); 9 pages per visit; 5 plus minutes per site per visit; users are engaging content.
20. Based on the stats above, we are getting focused engagement from Planat users
21. Deadlines were not to do with Planat but of us to coordinate information to make sure we are all consistent; we want to do this in a new year
22. Website review – March 1<sup>st</sup> is when WASP will be getting their new website; Whistler.com is redoing their site around March 1<sup>st</sup> as well. For a website review redo at this time is redundant;
23. What members of this committee feel a commitment to include the Planat widget on their website? None of the members feel a commitment, especially if there is a cost. WASP does not feel the need for widget; Whistler/Blackcomb tends to use WASP website.
24. Sarah & Kevin to meet with Dan to get further details.
25. The end result for Whistler.com, feels it could clutter their site; Whistler.com needs to see the traffic report
26. Get monthly traffic report from Planat
27. This does not go from a free trial to cost per user; we need to see the value of content
28. Reporting does show the relevancy; if we can include the report to the minutes and agenda.
29. Test period of 3 months is small, we need to hit all seasons plus repeat, we should try one year but two preferable.
30. Whistler.ca/accessibility should be on other websites, with a link to access whistler landing page; requested that Whistler/Blackcomb to include a widget/link to Whistler.ca/accessibility.
31. Websites that have point of sales built into them, need to tell us what is the solution from driving potential clients away from the point of sale site.
32. There appears to be no solution at this point; continued monitoring necessary.
33. There is no value into taking the Planat widget to where it is now.
34. Chamber is about business not for guests, therefore Whistler.ca/accessibility if currently not linked.
35. The chamber should send out to members information that there is an accessibility market, more of a “be aware”. The Chamber website is not oriented to guests but to businesses.
36. Whistler.com is happy to put the Whistler.ca/accessibility link onto their website.
37. The content that we developed is relative to guests and businesses; spirit program could share the link.
38. Follow up with an email, where do you think we can help you with a boiler plate onto your website.

ACTION: Scoping Planat relationship and getting back to group at next meeting  
ACTION: Try to get a longer time period for Planat pilot.  
ACTION: We need to strengthen relationship with Planat – no cost  
ACTION: Sarah & Kevin need to do research if there is an appetite to do a venue assessment of parks – need to take to Council.

## NEW BUSINESS

### Member Updates

WASP - BC Association of Community Living is working with young adults with cognitive issue who currently who live in Whistler, creation of inclusive and independent housing to young adults.. BCACL, Sea to Sky Community Services and the life skills agency is working the young adults 18+ for inclusive living. Future would include 6 month trial block. Nothing is required from this Committee on this action. They are only seeking existing funds. First time that BCACL met with ADSP and are supporting 32 individuals from across Canada . Delta Hotel is renovating entire property and looked at Jeff Harbers Centre as model and adaptive housing stock at Cheakamus Crossing. Solider On is here Feb 9 – 19, 2014; 40 soldiers participating with all 5 Paralympic sports will be represented.

Melissa - the Savvy guide that was previously titled Access Whistler, changed name to make it more engaging. Storyline are related to right sizing housing and lifestyle to support aging in place. Seniors expo and flu clinic November 5 can learn what is available to them within the community, plus they could get flu shot; Seniors expo has My Health My Community representative UBC student taking on project, provincial project on how their health is based living in their community. Lot of feedback from both the participant and surveyor. Jill Ackhurst Thursday, November 21<sup>st</sup>, table hosts required are 40, Melissa is still searching for table hosts. [Welcomedinner@hotmail.com](mailto:Welcomedinner@hotmail.com), if you can volunteer. Must be there at 5 pm.

Next Wednesday is Spirit Talks, November 19 registration is at 3 pm.

## ADJOURNMENT

Moved by Chelsea Walker

**That** MUSCC adjourn the November 13, 2013 committee meeting at 4:28 p.m.

CARRIED.



*for:* CHAIR: Kevin Damaskie



VICE CHAIR and SECRETARY: Sarah Tipler