



WHISTLER

MINUTES

**REGULAR MEETING OF THE MAY LONG WEEKEND
COMMITTEE
THURSDAY, APRIL 9, 2015, STARTING AT 4:00 P.M.
In the Piccolo Room
4325 Blackcomb Way, Whistler, BC V0N 1B4**

PRESENT:

Chair, RMOW General Manager, Corporate and Community Services, N. McPhail
Councillor J. Grills
General Manager, Four Seasons Whistler, Peter Humig
Director of Bars and Pubs, Gibbons Hospitality, Terry Clark
Member at Large, Nicole Shannon
RCMP Staff Sergeant, Steve LeClair
RMOW Manager, Village Animation and Events, B. Andrea
Recording Secretary, Rose Lawrence

ADOPTION OF AGENDA

Moved by T. Clark
Seconded by S. LeClair

That the May Long Weekend Committee adopt the May Long Weekend Committee agenda of April 9, 2015.

CARRIED

ADOPTION OF MINUTES

Moved by S. LeClair
Seconded by N. Shannon

That the May Long Weekend Committee adopt the May Long Weekend Committee minutes of March 27, 2015.

CARRIED

PRESENTATIONS/REPORTS

Policing Plan Review:
Sgt. S. LeClair

Sgt. S. LeClair reported that the RMOW policing plan for the long weekend is underway, with similar objectives to last year's plan; for example, maintaining a highly visible police presence. Media management will be handled in partnership with RMOW Communications department.

Councillor Grills mentioned the large volume of people last year on the Thursday evening. T. Clark commented that it was helpful a few years ago to have key people in town have direct access to the RCMP.

Action item: T. Clark to meet with S. LeClair and N. McPhail re: zone policing.

GO Fest Update: B.
Andrea

B. Andrea gave a presentation on GO Fest. He outlined the events and approach, as well as enhancements from last year.

N. Shannon asked if the tag line 'Come out and Play' could be used by merchants. T. Clark added that 'Something to Celebrate' could also be used.

Action item: B. Andrea to check whether 'Come out and Play' can be used.

Round Table

Planning for 2015 was addressed in the round table discussion

N. Shannon: Talked with merchants who were very responsive. They highlighted the need for enhanced police presence, or a safe zone. Other thoughts were around accommodation and events geared towards families. Discussed the idea of merchants helping merchants by sharing resources and information. Councillor Grills added that business owners should consider providing adequate staffing levels for the weekend. B. Andrea noted that there are late night areas in town where people congregate. Nearby businesses could consider taking steps to mitigate any damages. T. Clark noted that a lot of the damage in the past occurred after 3am; therefore keeping the high visibility police presence later might be considered.

Action item: N. McPhail to ask RCMP re: policing plan and visibility later into the evening/morning.

P. Humig: Two comments geared to help GO Fest become more successful:
1. General feedback is that the festival is successful. Marketing on GO Fest website doesn't speak to families and states 'coming soon'.

Action item: B. Andrea to speak with GO Fest organizers re: marketing.

2. Hotels are willing to work with GO Fest in coming up with ideas of how to make the weekend better.

Councillor Grills: Asked what the goals are over the next few years. This could be an agenda item for next meeting. E.g. reduce crime, increase visitor occupancy, reduce the stigma attached to the weekend, etc.

B. Andrea: Village Hosts observe competing hotel room patio groups across the Village Stroll, but don't know who to call. N. Shannon stated that they observe the same and phone the hotel front desks.

N. McPhail: Requested that RMOW Communications attend the next meeting to discuss the marketing plan. Asked T. Clark and P. Humig to discuss the hospitality and hotel plans for the weekend, respectively. N. McPhail to discuss security.

OTHER BUSINESS

Next Meeting

To be held on Thursday April 23 at 4pm in the Piccolo Meeting Room.

ADJOURNMENT

Moved by S. LeClair

That the May Long Weekend Committee adjourn the April 9, 2015 meeting at 4:57 p.m.

CARRIED

Signed Original on File

CHAIR: N. McPhail