



REPORT | ADMINISTRATIVE REPORT TO COUNCIL

PRESENTED: April 19, 2016

REPORT: 16-047

FROM: Corporate and Community Services Division

FILE: 2100

SUBJECT: 2016 MAY LONG WEEKEND

COMMENT/RECOMMENDATION FROM THE CHIEF ADMINISTRATIVE OFFICER

That the recommendation of the General Manager of Corporate and Community Services be endorsed.

RECOMMENDATION

That Council endorse the revised Terms of Reference for the May Long Weekend Committee attached as Appendix A to Council Report 16-047; and further,

That Council receive an update on the planning to date for the 2016 May Long Weekend.

REFERENCES

Appendix A – Revised May Long Weekend Committee Terms of Reference

PURPOSE OF REPORT

The purpose of the report is to receive Council's approval to revise the Terms of Reference for the May Long Weekend Committee and to provide Council with an update on the planning for the 2016 May Long Weekend, including partner collaboration, events and animation and law enforcement.

DISCUSSION

The May Long Weekend has presented a long standing concern to this community in terms of disturbances and criminal behaviour. On December 17, 2013, Council formed a select committee entitled the May Long Weekend Committee to create collaborative strategies that will enhance visitor experience and mitigate the impacts of elements which have historically tended to undermine the positive atmosphere in the resort during that holiday weekend.

The evolution of the May Long Weekend is a work in progress, where success towards positive outcomes is being realized, through incremental steps over a number of years.

Changes to the Terms of Reference

The May Long Weekend Committee should continue to be active into at least 2016 and 2017.

Staff is recommending that the terms of reference for the committee be revised to expand the membership and to move to a two-year term over the previous one year-term for better continuity.

Staff are proposing increasing the number of members on the committee from six to eight by expanding the committee to include a representative from the Liquor Primary Sector and the Retail Merchants Sector. This will ensure that there are more of the players at the table that are affected by the issues surrounding the May Long Weekend and can assist in finding solutions using a resort-wide approach. Staff are also recommending that the current seat for the General Manager of Corporate and Community Services be replaced with the Manager of Protective Services.

The Committee shall be composed of eight members:

- I. One Whistler RCMP representative
- II. One Accommodation Sector representative
- III. One Restaurant Sector representative
- IV. One Liquor Primary Sector representative
- V. One Retail Merchants Sector representative
- VI. One Member of Council
- VII. One Community Member-at-Large
- VIII. Manager of Protective Services

Since the 2015 May Long Weekend the Committee has met four times. The strategy for the 2016 May Long Weekend includes the following components.

GO FEST

Now in its third year, the continuation of the GO Fest brings to the resort a renewed focus on the great outdoors and celebration of our natural environment. This festival has helped to begin a transformation of the reasons why people may want to visit Whistler on the May Long Weekend and to provide locals with more motivation to stay home and play.

Over the course of four days (May 20-23), GO Fest attendees will get a chance to sample a host of outdoor activities and products in a high-energy, family-friendly outdoor setting.

Some highlights include:

- Popular outdoor recreation clinics, ranging from stand-up paddle boarding, to running, fly fishing, sailing and more.
- Live concerts at the GO Fest main stage in Village Square from exciting up-and-coming Canadian artists and bands.
- Outdoor art demonstrations.
- Whistler Film Festival Adventure Film Series at the Maury Young Arts Centre screening the world's best independent adventure films.
- A GO Fest Instameet for Instagram users to meet and share a fun outdoor adventure together.
- A British Car Show with up to 100 vintage British cars on display in Whistler Olympic Plaza.

Whistler businesses are also encouraged to get involved by providing programming within their store or place of business.

RCMP

For the 2016 May Long Weekend, the RCMP have an operational plan in place which includes a highly visible police presence to ensure public safety, keep the peace, and protect property and to enhance the Whistler experience.

All local officers will be working extended shifts and additional officers will be brought in from the Lower Mainland and Squamish. Resource teams will include the Whistler RCMP General Duty, the Integrated Road Safety Unit, Lower Mainland Traffic Services, Police Dog Services, the General Investigation Section and Police Bike Patrols.

Road Safety Checks will be conducted throughout the weekend as well as foot patrols of the Village, increased bike patrols and patrols of parks.

There will be zero tolerance for public intoxication, possession of open liquor, general disturbances, fights and weapons.

BYLAW/FIRE/PRIVATE SECURITY

The Bylaw department will also be fully staffed and extended shifts will be scheduled. Bylaw officers will be paired with RCMP staff for foot and bike patrols. Fire will also be providing extra staffing of a smaller engine with one career firefighter and 2-3 Paid On call firefighters to do valley and park patrols. The RMOW will also be hiring a private security guards to be placed at strategic locations throughout Whistler to protect property and provide an additional presence.

WHISTLER 2020 ANALYSIS

W2020 Strategy	TOWARD Descriptions of success that resolution moves us toward	Comments
Health and Social	The resort community is safe for both visitors and residents and is prepared for potentially unavoidable emergency events	Effective and collaborative planning processes with all resort stakeholders by the committee will help leverage preventative processes and strategies to help enhance public safety.
Economic	Whistler has a year round and diversified economy.	Successful events and animation initiatives supported by local business sectors in collaboration with the May Long Weekend committee towards improving the visitor experience in a traditionally slow season for the resort.
Partnership	Partners work together to achieve mutual benefit	Engagement of community stakeholders by the committee towards a successful May Long Weekend to the benefit of all concerned.
Recreation and Leisure	Residents and visitors of all ages and abilities enjoy activities year round that encourage healthy living, learning and sense of community.	Engagement of and/or communication to all resort sectors by the committee on recreational and leisure activities planned for the May Long Weekend.
Visitor Experience	Community members and organizations work collectively to ensure exceptional	Collaboration among resort partners with the committee on strategies to enhance the visitor experience over the May Long Weekend.

	experiences that exceed visitor expectations.	
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OTHER POLICY CONSIDERATIONS

The 2016/2017 May Long Weekend Committee would work in consideration of related initiatives under the following policy frameworks:

- The Corporate Plan
- The Economic Partnership Initiative
- The Customer Service Strategy
- The Whistler RCMP Annual Policing Priorities

BUDGET CONSIDERATIONS

\$ 30,000 in protective services funding has been set aside in a 2016 Capital Project budget as a means to support the enhanced police, bylaw, fire service and private security planned over this entry to summer weekend. This as a measure above and beyond the on shift resources already re-scheduled to provide maximum public safety presence in and around the resort.

COMMUNITY ENGAGEMENT AND CONSULTATION

A press release on GO Fest was released March 15th and ongoing communications, promotions and advertising will take place. A GO Fest website has been created at www.greatoutdoorsfest.com.

RMOW staff are working with the RCMP to place strategic ads letting the public know that there will be enhanced RCMP presence in Whistler over the May Long Weekend and that there will be zero tolerance for illegal behaviour.

The May Long Weekend Committee will continue to engage in dialogue and actions with our resort community stakeholders on the creation of comprehensive and considerate planning that will better position Whistler for success over the May Long Weekend period.

The committee will meet on an as needed basis to engage stakeholders, discuss concepts and provide feedback into planning process for the resort on the upcoming May Long Weekend. The committee will report progress to Council through meeting minutes. The Manager of Protective Services will present a debrief post event on lessons learned.

SUMMARY

Staff is providing an update to Council on the operational preparations to date for the 2016 May Long Weekend and seeking Council's approval on a revised Terms of Reference for the May Long Weekend Committee.

Respectfully submitted,

Shannon Story
Manager of Protective Services

For

Norm McPhail
General Manager
Corporate and Community Services



WHISTLER

TERMS OF REFERENCE

SELECT COMMITTEE OF COUNCIL:

May Long Weekend Committee

Council Adoption: Month, DD, 2016

PURPOSE OF COMMITTEE

The purpose of the Resort Municipality of Whistler's May Long Weekend Committee is to assist council to create collaborative strategies that will enhance the visitor experience and to mitigate the impacts of elements which have historically undermined a positive atmosphere in the resort at this time of year.

COMPOSITION

The Committee shall be composed of eight members:

- I. One Whistler RCMP representative
- II. One Accommodation Sector representative
- III. One Restaurant Sector representative
- IV. One Liquor Primary Sector representative
- V. One Retail Merchants Sector representative
- VI. One Member of Council
- VII. One Community Member-at-Large
- VIII. Manager of Protective Services

Initial members are to be appointed by council and any changes to the membership will require council approval. The Committee shall invite other stakeholders to meetings as required for discussions from time to time. The Chairperson will be the Council representative, with staff support from the Corporate and Community Services Division.

A quorum includes the majority of the members of the committee. Recommendations of the May Long Weekend Committee shall be made by a majority of members in attendance at a meeting, provided a quorum is present at that meeting.

RESPONSIBILITIES

The May Long Weekend Committee will make recommendations relating to collaborative strategies that will enhance visitor experience, mitigate the impacts of elements which have

historically tended to undermine a positive atmosphere in the resort at this time of year. The responsibilities of the May Long Weekend Committee are to:

- Engage Tourism Whistler, Whistler Blackcomb, the Chamber of Commerce and Accommodation, Food and Beverage Sectors on pre-planning processes and collaboration for a successful May Long Weekend;
- Examine past practices for current relevance;
- Explore new alternatives to aid in prevention of past negative experiences;
- Report to Council on an as-needed basis and by providing minutes of meetings to Council up to the May Long Weekend; and
- Make a final report to Council post each May Long Weekend.

The Manager of Protective Services shall be the chief point of contact for the May Long Weekend Committee.

MEETINGS

The May Long Weekend Committee will meet on an as-needed basis, as information and action items come forward and will work with Festival, Events and Animation throughout the planning process.

Meetings will be held in accordance with the Council Procedure Bylaw No. 1659, 2004.