

# MINUTES

## OF THE REGULAR MEETING OF MEASURING UP SELECT COMMITTEE OF COUNCIL (MUSCC)

DATE: WEDNESDAY, MAY 2, 2012 AT 3:00 P.M.

LOCATION: COMMUNITY ROOM, WHISTLER PUBLIC LIBRARY  
4329 MAIN ST., WHISTLER, BC V0N 1B4

### IN ATTENDANCE

#### Members - Present

Chelsey Walker, Executive Director, Whistler Adaptive Sports Program  
Chris Fudge, Visitor Experience, Tourism Whistler  
Melissa Deller, Whistler Community Services Society, SNAP Coordinator  
Phil Chew, Paralympic Athlete  
Sue Lawther, Mature Action Committee  
Wendy Aitken, Director Guest Services, Whistler Blackcomb

#### Municipal Staff

Kevin Damaskie, Sustainability Coordinator & MUSCC Chair  
Sarah Tipler, Measuring Up Coordinator, & MUSCC Vice-Chair &  
Secretary  
Kay Chow, Resort Experience Clerk & MUSCC Recording Secretary

### ADMINISTRATIVE ITEMS

#### Approval of Agenda

*Kevin Damaskie called the meeting to order at 3:07 p.m.*

**Moved** by Wendy Aitken  
**Seconded** by Sue Lawther

**That** the MUSCC approves the meeting agenda for May 2, 2012.

**CARRIED.**

#### Adoption of Minutes

**Moved** by Phil Chew  
**Seconded** by Sue Lawther

**That** the minutes of the MUSCC meeting held on April 4, 2012 be adopted.

**CARRIED.**

#### Committee of the Whole Presentation

1. The MUSCC presentation to the Committee of the Whole is scheduled for May 15, 2012.
2. Format and topics:
3. Sarah Tipler will present an overview; what this Committee's about, history, evolution, programs, and accomplishments.
4. The MUSCC members will participate in the presentation and share their stories and their perspective, explain why they became involved. Show images.
5. Emphasis on accessibility, not disability. Provide definition of

- accessibility.
6. We want to showcase that Accessibility is for everyone.
  7. Utilize ad campaigns from the series of The Whistler Way advertisements promoting accessibility.
  8. Whistler was the pilot community, introduced at the World Urban Forum in 2006.
  9. Recreation infrastructure legacies – show photos of Cheakamus Crossing High Performance Centre.
  10. Accessibility in General – examples of some of the challenges; photo of a parent pushing a child's stroller standing at the bottom of a set of stairs and looking up the stairs.
  11. Show photos of achievements - curb cuts throughout Whistler, accessible playgrounds, Peak 2 Peak Gondola, elevator at Jeff Harbers Center, ramps, gateway entrance, accessible picnic tables located by the water at one of our parks, we could try and add audio within the PowerPoint to showcase the crosswalk audio.
  12. Present work completed to date – way-finding, mapping, curb cuts.
  13. Adaptive Sports action photos.
  14. Show that there is no difference between a temporary injury/disability (i.e. sports injury) vs. permanent disability when facing a barrier. Accessibility challenges are accessibility challenges.
  15. Terms of Reference – identifies membership, including representation that is currently missing. See if there is 1 strong statement that could be taken from the TOR?
  16. Key aspect of the measuring up committee's success is through communication and sharing of knowledge.
  17. Highlight importance of not being isolated because of built barriers (think aging in place). Showcase MAC and its membership people enjoying themselves at fund raisers, group activities such as snow shoeing, paddling.
  18. Present high level statistics on the demographics and an increasing aging population.
  19. Collaboration with WCSS to create the SNAP role. Melissa will present this.
  20. Present the big picture, from tourism perspective (TW & WB).
  21. Accessible accommodations and restaurants provide greater inclusivity therefore attracting a wider clientele. As an example, restaurants could offer menus with larger font for persons with low vision. Alternately show a group with some individuals with visible disabilities all leaving the destination if they are unable to accommodate the PWD.
  22. The group multiplier in 2006 was an average of 2.5 people that travel with a person with a disability, it is likely higher now. The loss of business isn't just the individual with the disability but the entire group, friends and family.
  23. Provide statistics on the amount of money that persons with disability spend during their travels. Identify revenue opportunities, return on investment.
  24. Council direction to encourage private business, opportunities arise when a building renovates, incorporate current accessibility standards.
  25. Identify the Committee's ongoing work, signage program, asset

mapping.

26. Make an impact. Inclusion means everyone all the time whenever possible, doing anything.
27. Wrap up – extend invitation to the municipal council and thank them for their time.

### **Committee Membership**

1. Mature Action Committee representative has approached potential candidate to represent group with cognitive disabilities and an informal invitation was extended to join this committee on a trial basis. The candidate has tentatively accepted to attend with her sister. She is just waiting for an invitation from the measuring up coordinator to attend the next meeting.
2. WASP representative will continue to act as the voice for young adults, but will continue to pursue representation by a parent.
3. Staff have contacted the Whistler Chamber of Commerce; they are currently reorganizing their Board and should be able to provide a representative in the future.
4. Staff will continue to pursue membership for representation from other sectors.

### **WCSS Update (Whistler Community Services Society)**

Melissa Deller advised on the following.

1. The WCSS moved to its new location in Spring Creek in January 2012; an open house was held in March.
2. The Whistler Blackcomb Foundation Social Services Centre houses WCSS, Zero Ceiling Society, and Howe Sound Women's Centre Society.
3. Community Kitchens are also at this location. A grant was received from Campbell's Soup to upgrade the kitchen to an industrial kitchen. Cooking classes are offered, with a meal afterwards; this also provides an opportunity for community members to get out and socialize.
4. 6 week Balance Yoga program; this program will offer yoga from a different perspective – introductory, stress relief, address mental health / addiction issues.
5. The green houses are back in operation and very popular with a long wait list.
6. WCSS provided free income tax filing services for those earning less than \$22,000/year. Volunteers prepared and filed 150 tax returns.
7. Seniors programs offered on Thursdays.
8. June – resume walking group.
9. June 6 - family dinner night fundraiser at WCSS.

### **NEW BUSINESS**

Committee members provided updates on the following.

1. Para snowboarding will be represented in 2014 Paralympic Games in Sochi.
2. Whistler Adaptive Sports Program:
  - Ben Thompson hired as the summer programs coordinator and coach;
  - addition of a new Co-op student from the University of

Waterloo;

- June 8 – Raise the Roof fundraiser.
- 3. 2 members coached by Phil Chew have been selected for the national Para-Alpine team.
- 4. The Canadian Sport Tourism Alliance conference was recently held in Richmond. Chelsey was able to provide a tour of some of the facilities in Whistler. There is potential to bring this conference to Whistler in future.
- 5. Whistler Chamber of Commerce will be offering a year round Spirit Program with targeted roll out in summer 2013.

### **ADJOURNMENT**

**Moved** by Sue Lawther

**Seconded** by Phil Chew

**That** the MUSCC meeting be adjourned at 4:35 p.m.

**CARRIED.**

**CERTIFIED CORRECT:**

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Kevin Damaskie, Chair

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Sarah Tipler, Vice-Chair & Secretary

cc: 8320.01