

**VILLAGE OF PEMBERTON  
-SPECIAL COUNCIL MEETING MINUTES-**

**Minutes of the Special Meeting** of Council of the Village of Pemberton held on Thursday, May 25, 2017 at 9:00 a.m. in Council Chambers, 7400 Prospect Street. This is Meeting No. 1451.

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**IN ATTENDANCE:** Mayor Mike Richman  
Councillor Ted Craddock  
Councillor James Linklater  
Councillor Karen Ross  
Councillor Jennie Helmer

**STAFF IN ATTENDANCE:** Nikki Gilmore, Chief Administrative Officer  
Sheena Fraser, Manager of Corporate & Legislative Services  
Jill Brooksbank, Senior Communications and Grants Coordinator  
Shelley Termuende, Legislative Assistant

**INVITED GUESTS :** Jordan Sturdy, West Vancouver – Sea to Sky MLA  
Russell Mack, SLRD Electoral Area C Director  
Julie Kelly, Chamber of Commerce  
Mark Mendonca, Tourism Pemberton  
Anna Helmer, Pemberton Farmers Institute

**Public:** 3

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**1. CALL TO ORDER**

At 9:00 a.m. Mayor Richman called the May 25, 2017 Special Council meeting to order.

**2. APPROVAL OF AGENDA**

Moved/Seconded  
**THAT** the Agenda be approved as presented,  
**CARRIED**

**3. IRONMAN - Discussion**

Mayor Richman welcomed Mr. Keats McGonigal, IRONMAN Senior Regional Director – North America and Christine Cogger, Race Director, and thanked them for taking time from their busy schedules to attend this Special meeting of Council.

Mayor Richman provided an overview of the Pemberton communities concerns, as identified through the local survey issued by the Village of Pemberton, in relation to the IRONMAN - Whistler event.

Key concerns identified were as follows:

- A need to do a better job of leveraging opportunities through IRONMAN.
- More acknowledgement of the Pemberton Valley through enhanced and proactive marketing and promotions.
- Issues relate to cycling and vehicle conflicts

Other issues that were raised included:

- A desire and need for better partner collaboration and cooperation
- Impacts on residents who need to travel to/from Whistler on race day for work
- Understanding the benefits of IRONMAN to our community
- Road conditions (bike lanes, sweeping, repairs)
- Need for portapotties on Meadows Road
- Need for improved and more frequent communications

Mr. Keats McGonigal apologized for the lack of communication and acknowledged that meetings with the Pemberton Valley community should have occurred sooner. Mr. McGonigal expressed interest in partnering with the Village of Pemberton and Community stakeholders to address community issues.

Mr. McGonigal spoke specifically to the concerns related to cycling/vehicle conflicts and advised that cycling safety is a paramount concern for IRONMAN. As a result, IRONMAN is implementing a Cycle Smart Initiative that will be launched globally with an aim to educate and promote cycling safety not only within the IRONMAN community but the general cycling public. IRONMAN has developed new "Share the Road" signage which was presented to Council for comment.

Mayor and Councillors discussed the economic impacts of IRONMAN to the Pemberton Valley, identified a need for IRONMAN to boost interest and excitement in event as well as the need for IRONMAN to provide a legacy to the Pemberton community. Discussion took place regarding past initiatives, community engagement and how other small communities impacted by IRONMAN events throughout North America have managed.

Mr. McGonigal and Ms. Cogger discussed potential improvements to communications, opportunities for community involvement/events (ie: hosting a Volley party in Pemberton), IRONMAN discussions with the Ministry of Transportation & Infrastructure respecting road improvements and a commitment to continue lobbying and advocate to see maintenance and upgrades along Highway 99 made a priority, willingness to partner with the Pemberton community from a marketing perspective, development of a sponsorship program that will enable local athletes with inspiring stories to participate.

Mayor Richman opened the meeting to provide an opportunity for the invited guests to make comment and provide feedback.

**Jordan Study, West Vancouver – Sea to Sky, MLA**

MLA Sturdy expressed concern regarding the impact the IRONMAN event has not only on the Pemberton Valley but the communities east of the Village such as Mount Currie and D'Arcy and on the agri-tourism businesses in the area. Mr. Sturdy suggested that the road closure timelines should be tightened up. MLA Sturdy further noted his support for seeing more acknowledgement of Pemberton on the IRONMAN website suggesting that the event be rebranded IRONMAN Whistler-Pemberton and sought clarification on renewal and extension timeline as well as the publication of monetary figures in relation to the event and economic impacts.

**Russell Mack, SLRD Area C Director**

Mr. Mack noted that it is critical for IRONMAN to communicate more often with the Pemberton Farmers Institute and other community organizations as the closure of the highway not only impacts the farming community up the Meadows Road but other areas including the local campsites. Mr. Mack requested that IRONMAN keep the SLRD Board of Directors informed as it is important for the Board to be kept up to date.

**Mark Mendonca, Tourism Pemberton**

Mr. Mendonca expressed concerns regarding business and road closures in relation to tourism revenue in Pemberton. Mr. Mendonca requested continued support for non-profit groups that operate the aid stations, better signage and safety messaging between Lillooet and Whistler, inclusion of the Tourism Pemberton logo on IRONMAN collateral (ie website, brochures etc.), continued support of local businesses and the right to use IRONMAN video footage of Pemberton for tourism marketing initiatives. Further, Mr. Mendonca requested that IRONMAN arrange for a greater police presence at the Visitor Information Centre on the day of the event to support staff in handling complaints.

**Julie Kelly, Chamber of Commerce**

Ms. Kelly spoke to the financial loss local businesses incur due to the IRONMAN event. Ms. Kelly also suggested that consideration be given to establishing a fund that the local government bodies could distribute back into the community and asked about the possibility of reducing the road closure to one lane between Whistler and Pemberton on event day.

**Anna Helmer, President, Pemberton Farmers Institute**

Ms. Helmer spoke to the need for improved and more direct outreach to the Meadows residents and noted that when the notice of road closure signs are put in place residents start to get upset about the impacts that will be felt on the race day. Ms. Helmer noted that despite the work that has been done on Meadows Road the first 13 kilometers are not in good condition and provided comment on the need for portapotties as early in the season as possible to accommodate those training along the Road. Ms. Helmer supported the idea of sponsoring a local athlete if that is an option IRONMAN can consider.

Mayor Richman thanked the attendees for their comments and summarized the comments received as follows:

- Inclusion of Pemberton in IRONMAN marketing on the IRONMAN website, promotions and videos
- Acknowledgement of resident concerns and action related to their concerns
- Installation of portapotties along the Meadows Road in early spring
- Consideration of a shuttle service to take those in Pemberton to the finish line
- Consideration of a shuttle service to Whistler for workers/residents
- Development of a legacy for local athletes (through sponsorship or scholarship)

Mr. McGonigal committed to the following:


- Compiling and reviewing the concepts/issues discussed at the meeting
- Preparing and submitting to the CAO a list of actions and timelines for those actions by June 2<sup>nd</sup>
- Work on moving forward with the action items in a timely manner
- Improving communications to the community as a whole
- Sponsoring a local athlete if there is an interest to participate in the 2017 race

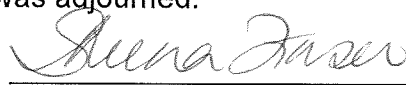
Mr. McGonigal committed to further discussions with the Village of Pemberton and local stakeholders regarding actionable resolutions. Mr. McGonigal thanked Mayor and Council for the meeting invitation and noted that he looks forward to working in partnership with the Village, community groups/organizations and the Pemberton community to address the communities concerns.

Mayor and Council agreed to wait until the June 6, 2017 Regular Council meeting with regard to making a decision as to whether or not to support the IRONMAN race for a renewal period of three years.

**4. AJOURNMENT**

At 10:44 a.m. the Special Council Meeting was adjourned.

  
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Mike Richman  
Mayor

  
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Sheena Fraser  
Corporate Officer