



RESORT MUNICIPALITY OF WHISTLER

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STAFF REPORT TO COUNCIL

PRESENTED: September 20, 2022 **REPORT:** 22-125
FROM: Parks Planning **FILE:** 6280-20
SUBJECT: AMENDMENTS TO COUNCIL POLICY I-12: TRIBUTE PLAQUE PROGRAM
REPORT

RECOMMENDATION FROM THE CHIEF ADMINISTRATIVE OFFICER

That the recommendation of the General Manager of Resort Experience be endorsed.

RECOMMENDATION(S)

That Council adopt the amended Council Policy I-12 - Tribute Plaque Program dated September 20, 2022, attached to Administrative Report No. 22-125 as Appendix A.

PURPOSE OF REPORT

The purpose of this report is to present amendments to Council Policy I-12: Tribute Plaque Program and ask Council to approve the updated Council Policy I-12: Tribute Plaque Program.

Information Report Administrative Report (Decision or Direction)

DISCUSSION

Background

The Tribute Plaque Program (TPP) was adopted in May 2013 and provides an opportunity for individuals or groups to pay tribute to persons or events by placing a Tribute Plaque on a municipal bench or bike rack in agreed upon locations in the Village, a municipal park or on the Valley Trail. The length of a term is ten years, and is intended to be cost neutral. Since adoption, 43 plaques on benches have entered the program, and there has been no uptake on bike racks.

Analysis

Program Fees

Due to increasing costs including bench and bike rack production, plaque production, shipping fees, maintenance, installation and administration costs, the cost of providing the program has increased well beyond that of the approved fees, and is currently taxpayer subsidized. Park bench production and plaque procurement have increased upwards of 60% in cost since the 2013 prices were established.

The below chart indicates the fixture, the current fee, and the recommended new fee for 2023 based upon current procurement, materials and installation costs.

Fixture	Current Fee	Recommended Fee 2023
Park Bench	\$3000	\$4500
Village Bench	\$3000	\$5500
Park Bike Rack	\$1900	\$2000
Village Bike Rack	\$1900	\$2900
Trees	NA	Based on Individual Request

To ensure the program continues to be cost neutral, the fee will increase at the rate of Consumer Price Index each year, beginning on the first of each calendar year. A review of the program costs will be undertaken within four years of adoption of the new fee structure.

Trees

The Resort Municipality of Whistler (RMOW) occasionally receives enquiries as to why trees are not part of the tribute program, as such opportunities exist in other jurisdictions. To date the municipality has only permitted ceremonial trees related to our Sister City, Karuizawa, Japan.

Whistler’s climate naturally limits the number of trees species that can grow here. As living entities, trees are subject to climate change, significant weather events and pests and disease. Trees can also be targets for vandalism. Tribute trees tend to have a higher degree of emotional sensitivity when compared to other tribute product offerings.

For these reasons it would be appropriate to provide a tribute tree opportunity only in special and unique circumstances, and at the discretion of the General Manager of Resort Experience and outside of the scope of the Tribute Plaque Policy. In these situations the RMOW would determine the species, approve the location, and set fees based upon all costs to plant, maintain and replace the tree if necessary over a 10 year period.

It is important to note that trees will not be publically posted as an option within the TPP and will be on a special request basis only. For continuity purposes, guidance on tree TPP will be included within the policy as noted below.

Staff is recommending amendments to the Tribute Plaque Program Policy as indicated in bold below, including:

1. Section 3.1 - **add**:

3.1 Be aligned with the Official Community Plan (OCP) by;

- (a) **Promote, encourage and support initiatives that strengthen the community's sense of place and sense of belonging. (Goal 8.1)**
- (b) **Enhancing Whistler's character and sense of place. (Objective 8.1.1)**
- (c) **Support initiatives that preserve and celebrate Whistler's character, sense of place and unique, authentic mountain culture. (8.1.1.1 Policy)**
- (d) **Support community initiatives that aim to create greater social connectedness. (Objective 8.3.1)**
- (e) **Continue to provide well-designed places and opportunities for social interaction throughout the resort community. (Policy 8.3.1.2)**

2. Section 3.3 – **remove**:

3.3 Be aligned with Community Priorities by

- (a) Enriching community life*
- (b) Enhancing the resort experience*
- (c) Partnering for success*
- (d) Being economically viable*

3.4 Respect the character of the resort community

3.5 Be proactive in integrating environmental sustainability practices

3.6 Reflect Whistler's values and mountain culture

3.7 Provide good value for RMOW and Donor

3.8 Strive to be accessible to individuals of varying abilities

3.9 Be inclusive and available to residents, tourists, weekenders alike

3. Section 4.0:

4.1 Tribute Plaques may be placed on benches, bike racks **or at the base of trees under special and unique circumstances** (fixture) in the village or parks in exchange for a defined **fee**.

4.8 Dates are not permitted on plaques.

4. Section 5.0:

5.1 Locations

- a) Village:
 - (i) Benches are positioned seasonally
 - (ii) Bike racks remain in place year round
 - (iii) Trees at the discretion of the General Manager of Resort Experience**
 - (iv) Location to be determined by the RMOW in consultation with the Donor

5. Section 5.2:

5.2 Fixtures

- (a) Village – existing bench product, stainless steel bike rack (some will be positioned seasonally), **trees**
- (b) Parks – new low maintenance artificial wood product, galvanized steel bike rack, **trees**
- (c) Plaques
 - (i) Bench plaques; bronze, standard size
 - (ii) Bike rack plaques; brass with black engraving 3”x8”
 - (iii) Tree plaques; plaque set in concrete plinth at base of tree**

6. Section 5.3 (new):

5.3 Trees

Tree plaques are available at the discretion of the General Manager.

- (a) **Circumstance and location at the discretion of the General Manager of Resort Experience**
- (b) **Maintenance to be completed to the best of the RMOW ability, however it is noted that survival cannot be guaranteed. Trees are subject to conditions and events that fall outside of the ability for RMOW to manage including but not limited to significant weather events, vandalism and climate change**
- (c) **Tree can either be a new tree or an existing tree located on municipal park land or road right of way**
- (d) **If a new tree, species to be determined/approved by the RMOW, and secured from a reputable nursey supplier by the RMOW, and installed as per Canadian Landscape Standards**

7. Section 5.4:

1.1 Donation Amount

This amount addresses costs to purchase, deliver, install and maintain **the fixture** and the plaque for 10 years.

Fixture	Current Fee	Recommended Fee 2023
Park Bench	\$3000	\$4500
Village Bench	\$3000	\$5500
Park Bike Rack	\$1900	\$2000
Village Bike Rack	\$1900	\$2900
Trees	NA	Based on Individual Request

***Note the fee will increase at the rate of Consumer Price Index each year, beginning on the first of each calendar year.**

Remove:

The donation amount for the program is as follows;

- (a) *Parks and Village Bench **\$3000 plus tax***
- (b) *Parks and Village Bike Racks **\$1900 plus tax***
 - (i) *The original donor may add a maximum of 2 additional plaques to the fixture for an added donation of \$500 per plaque. The additional plaques will be subject to the conditions of the original agreement including the length of the term.*

8. Section 6.0 – add:

6.0 Program Process

Participation in the Tribute Plaque Program is subject to availability and on a first come-first served basis.

6.1 Step 1

- a) Applicant to request, **in consultation with the RMOW**, the fixture the plaque is to be associated with
- b) Applicant to determine, in consultation with the RMOW, the location and the wording on the plaque

6.2 Step 2

- a) Applicant to complete and submit the application form **and plaque design form**

POLICY CONSIDERATIONS

Relevant Council Authority/Previous Decisions

[May 7, 2013: Administrative Report No. 13-045](#), "Tribute Plaque Program"

Corporate Plan

The RMOW Corporate Plan is updated annually and articulates strategic direction for the organization. This section identifies how this report links to the plan.

Council Focus Areas

- Community Balance
*Effectively **balance resort and community needs** through deliberate planning, partnerships and investment*
- Climate Action
*Provide leadership to **accelerate climate action and environmental performance** across the community*
- Housing
*Advance strategic and innovative initiatives to enable and **deliver additional employee housing***
- Pandemic Recovery
*Leadership and support for **community and tourism recovery and sustainability** – priority focuses are where recovery needs intersect with other Council focus areas*
- Not Applicable

Corporate Goals

- Community character and mountain culture is reflected in municipal initiatives
- Municipal decision-making supports the effective stewardship of natural assets and ecological function
- Corporate policies and operations ensure continuous excellence in infrastructure, facility and program management
- A high level of accountability, transparency and community engagement is maintained
- Corporate financial health is optimized to ensure long-term community success
- A vibrant local economy and safe, resilient resort community is effectively reinforced by organizational activities

Community Vision and Official Community Plan

The Official Community Plan (OCP) is the RMOW's most important guiding document that sets the community vision and long-term community direction. This section identifies how this report applies to the OCP.

The RMOW values its relationships with community members and visitors who play an important role in the achievement of the OCP's Vision. Community members and visitors who share a strong connection to Whistler participate in the program creating spaces for reflection while providing support in one of the municipality's natural environments.

As per Chapter 8 of the OCP, the TPP Program promotes, encourages and supports an initiative that enhance the community's character, sense of place and sense of belonging.

BUDGET CONSIDERATIONS

Fees for the Tribute Plaque Program are calculated to include the costs incurred by the municipality for the purchase, delivery, installation and maintenance of the fixture and plaque for a ten year period of time. The Program is intended to be revenue neutral and of no cost to the general taxpayer. Costs and donation amounts will be reviewed every four years to ensure the program balances revenues and expenditures.

LÍLWAT NATION & SQUAMISH NATION CONSIDERATIONS

The RMOW is committed to working with the Lílwat People, known in their language as *L'il'wat7úl* and the Squamish People, known in their language as the *Skwxwú7mesh Úxwumixw* to: create an enduring relationship; establish collaborative processes for Crown land planning; achieve mutual objectives; and enable participation in Whistler's resort economy.

There are no specific considerations to include in this report.

COMMUNITY ENGAGEMENT

Level of community engagement commitment for this project:

Inform Consult Involve Collaborate Empower

The TPP Program collaborates with the public in the process of deciding what fixture is appropriate and what location meets the needs of the Donor. The RMOW and Donor work together to decide the language on the plaque and ensure the program is meeting both the needs of the RMOW and the donor. The process also consults with the public and involves them, however final decision making is in the hands of the RMOW.

REFERENCES

Appendix A: Council Policy I-12: Tribute Plaque Program (proposed amendments) dated September 20, 2022.

SUMMARY

Staff requests that Council adopt Council Policy I-12: Tribute Plaque Program as amended and attached as Appendix A to Administrative Report to Council No. 22-125.

SIGN-OFFS

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