



## MINUTES OF A REGULAR COUNCIL MEETING

**Monday, January 28, 2019**

**7:00 p.m.**

**Council Chambers, Langley City Hall  
20399 Douglas Crescent**

Present: Mayor van den Broek  
Councillor Albrecht  
Councillor James  
Councillor Martin  
Councillor Pachal  
Councillor Storteboom  
Councillor Wallace

Staff Present: F. Cheung, Chief Administrative Officer  
R. Bomhof, Director of Engineering, Parks and Environment  
K. Hilton, Director of Recreation, Culture and Community Services  
D. Leite, Director of Corporate Services  
R. Beddow, Deputy Director of Development Services and Economic Development  
K. Kenney, Corporate Officer

### **1. ADOPTION OF AGENDA**

- a. Adoption of the January 28, 2019 Regular Agenda

MOVED BY Councillor Albrecht

SECONDED BY Councillor Wallace

THAT the January 28, 2019 agenda be adopted as circulated.

CARRIED

### **2. ADOPTION OF THE MINUTES**

- a. Regular Meeting Minutes from January 14, 2019

MOVED BY Councillor Pachal

SECONDED BY Councillor James

THAT the minutes of the regular meeting held on January 14, 2019 be adopted as circulated.

CARRIED

- b. Special (Pre-Closed) Meeting Minutes from January 14, 2019

MOVED BY Councillor Albrecht  
SECONDED BY Councillor James

THAT the minutes of the special (pre-closed) meeting held on January 14, 2019 be adopted as circulated.

CARRIED

- c. Special (Pre-Closed) Meeting Minutes from January 9, 2019

MOVED BY Councillor Wallace  
SECONDED BY Councillor Albrecht

THAT the minutes of the Special (Pre-Closed) meeting held on January 9, 2019 be adopted as circulated.

CARRIED

### 3. **COMMUNITY SPOTLIGHTS**

- a. Downtown Langley Business Association

Teri James, Executive Director, Downtown Langley Business Association, provided an update on the 2018 McBurney Plaza Summer Series events, what was learned and what is planned for 2019:

2018 Events:

- Canadian Folk in the Plaza
- Memory Lane in the Plaza
- A Celtic Celebration
- Variety in the Plaza
- Country Music Night

Sponsorship packages:

Diamond - \$7,000

Platinum – \$5,000

Entertainment - \$3,000

What we learned in 2018:

- People are looking for high quality, professional entertainment
- People prefer landing times for performances, rather than the “walk around and look” type of events

- People appreciate a variety of entertainment throughout the day or evening event
- No one was turned off at having to purchase a ticket for the evening event
- People LOVE freebies and food

#### 2019 Events:

- Three daytime events on June 22, July 20 and August 10
- Extending the hours and the events will run from 11 to 3
- Dueling Pianos event on July 13, 6 – 10 pm
- Discover Langley City (DLC) will be our freebie event partner and will be handing out goodies and some DLC swag
- Working on having a food component at two or more of the events
- Evening event will be marketed separately from the daytime events due to ticket sales and it being a 19+ event

#### Ideas for 2019:

- Party in the Plaza – June 22
- Legends in the Plaza – July 20
- Magic in the Plaza – August 10

In response to questions from Council, Ms. James advised that:

- there will be four events this year instead of five due to cost considerations;
- Louisa Marshall will be portraying Tina Turner in the Legends in the Plaza event;
- One food truck will be brought in to provide a food component to the events; the DLBA did approach Langley restaurants but most that are open at the time of the events are fine dining restaurants and did not wish to participate in the events.

## 4. **MAYOR'S REPORT**

### a. Upcoming Meetings

Regular Council Meeting – February 11, 2019

Regular Council Meeting – February 25, 2019

b. Recreation Update

Kim Hilton, Director of Recreation, Culture & Community Services provided an update on upcoming special events and programs for January as follows:

Events

- BC Family Day - Daily events from February 16, 17 and 18 at Timms Community Centre

Programs

- 2019 Winter Recreation Guide now available
- Cookie Monster Pre-School registration
- Family Art Drop-in
- Beyond the Bell After School Program for Nicomekl Students
- Mobility and Stability
- BOSU Boot Camp Drop-in
- Duplicate Bridge

c. Discover Langley City - Councillor Albrecht

January Update:

**Administration**

Discover Langley City has applied for the Canada Summer Jobs grant. Our Application has requested two positions for Community Ambassadors. If we are successful with the application, we will hire summer staff to attend events and represent DLC in the community.

**Marketing**

Consumer Marketing - The January events calendar was emailed to 54 recipients, with a 60% opening rate. We were able to feature Rogers Hometown Hockey, Show me the Monte and the Maker Cube – a unique Langley business that provides workshop space and tools.

Rogers Hometown Hockey event– this is a huge opportunity to showcase Langley City and DLC has been working to increase the reach of this event.

Show me the Monte – This is a multi-day event with the very popular Monte Durham from the TLC networks “Say Yes to the Dress”. As a sponsor of the event, DLC has been promoting heavily on social media and our website and expect brides to spend the weekend in Langley because of it.

### **Facebook contest**

DLC sponsored 4 contests on Facebook to raise the number of followers of the Discover Langley City page. We offered four X \$100 Downtown Dollar prizes over the course of one month.

Extra effort was placed on content and engaging our followers.

The results:

November 595 likes

January 695 likes

### **Industry Partnerships**

We have signed up with West Coast Foods, which is an initiative to build the brand of the Lower Mainland to be seen as a culinary hub. The organization promotes the foods (from farm to fork) of various locations to increase visitation and tourism to their partnered communities.

Partners: Tourism Burnaby, Tourism Coquitlam, Tourism Langley, Tourism New Westminster, Tourism Richmond, Discover Surrey, Tourism Vancouver, Vancouver's North Shore Tourism

Key Markets: Primary: Okanagan, Fraser Valley, South Vancouver Island, Test Market: Oregon State (Greater Portland)

<http://westcoastfood.ca/>

### **Google DMO Partnership Program**

Within this program, Google supports DMOs in updating British Columbia with fresh and accurate information about local points of interest and businesses through Google Maps, Google My Business, and panoramic Street View imagery.

Discover Langley City has identified 27 attractions in Langley, and except for a few parks which are currently being updated, we have all but 2 attractions verified on google.

Our next steps are to include restaurants and add photographs to all listings (when possible).

We have been working with Destination BC to have the remainder updated and should be at 100% verified in Langley City in the next few months.

**5. ADMINISTRATIVE REPORTS**

a. Terms of Reference for Task Groups

MOVED BY Councillor Pachal  
SECONDED BY Councillor Albrecht

THAT City Council approve the terms of reference for the following task groups:

- Performing Arts and Cultural Centre Task Group
- Economic Development Task Group
- 2019 Crime Prevention Task Group

MOVED BY Councillor Wallace  
SECONDED BY Councillor Albrecht

THAT the Performing Arts and Cultural Centre Task Group Terms of Reference be amended under Section 3.1 Membership to include a representative from the theatre community.

CARRIED

THE QUESTION WAS CALLED on the main motion, as amended, and it was

CARRIED

**6. NEW AND UNFINISHED BUSINESS**

- a. Motions/Notices of Motion
- b. Correspondence
- c. New Business

**7. ADJOURNMENT**

MOVED BY Councillor Pachal  
SECONDED BY Councillor James

THAT the meeting adjourn at 7:23 pm.

CARRIED

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MAYOR

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CORPORATE OFFICER