



Terms of Reference

Mayor's Gala Discovery Review

1. Background:

Mayor Val van den Broek held a Mayor's Gala on January 25, 2020. It was a fund raising event in honour of Mayor van den Broek's mother with the proceeds going to the Langley Hospital Foundation.

At the January 27, 2020 Regular Council Meeting, City Council passed the following motion:

"WHEREAS Langley City Council adopted the Use of Corporate Identity and Brand Policy CO-64 on November 4, 2019;

WHEREAS this policy ensures that only those initiatives being supported or endorsed by the City are granted permission to use the brand as applicable;

WHEREAS the use of the term Langley City Mayor's Gala, the City coat of arms and the RCMP coat of arms was used in advertising which suggests that this event was an official city event;

THEREFORE BE IT RESOLVED THAT as this is deemed to be an annual event, that staff prepare a report outlining the following:

- *liability to Langley City;*
- *unauthorized use of the Langley City crest;*
- *use of the RCMP crest;*
- *use of the wording "Langley City Mayor" on marketing and advertising materials for a non-City event; and*
- *a financial report outlining all material and in-kind costs to Langley City associated with the Mayor's Gala, including RCMP costs."*

As referenced in the Council's motion, the marketing and advertising for the Mayor's Gala contains the City's Coat of Arms and the RCMP Insignia. A subsequent brochure for the Mayor's Gala depicts a photo of Mayor van den Broek with the Mayor's Chain of Office.

Under the City's Use of Corporate Identity & Brand Policy CO-64, it states, in part, that:



"This Policy clarifies, defines and governs the use of the City's Corporate Identity and Brand which includes the Logo, Coat of Arms and City Images.

This policy applies to Elected Officials and Staff, Stakeholders, and Person working on behalf of the City. This Policy ensures that only those initiatives being supported or endorsed by the City are granted permission to use the Logo as applicable.

This policy ensures the Coat of Arms is reserved for sanctioned protocol, historical and legal purposes; therefore, only the Logo can be requested for use. Unless written permission has been obtained from Designated Staff, and other use of the Logo is prohibited.

If the City becomes aware of unauthorized use of the Coat of Arms, Logo or City Images, it may pursue legal action. In order to protect the integrity of the symbol and graphic identity of the Logo. Stakeholders or Persons wishing to use the Logo must seek prior approval from Designated Staff.

The use of Logo, Coat of Arms, City Images and Brand is restricted to corporate activities, and City Images shall not be modified, copied, distributed, reproduced, published, licensed, transferred, in whole or in part, without the written consent of Designated Staff. Use of the Logo, Coat of Arms, and City Image, without the express prior written consent of Designated Staff is a violation of the City's intellectual property rights, and the City of Langley will protect such right to the fullest extent of the law."

The City has no knowledge if permission was sought and approval received from the RCMP to use their Insignia on the marketing and advertising brochures.

2. Mandate:

The consultant(s) shall investigate and prepare a report on the Mayor's Gala to fully address the motion passed by Council at the January 27, 2020 Regular Council Meeting.

The consultant(s) shall consider, but not be limited to, the following:

- Determine if the Mayor's Gala was a private fund raising event organized and hosted by Ms. Val van den Broek or a City sanctioned event organized and hosted by Mayor Val van den Broek with the support of the City.
- Determine if the use of the wording "Langley City Mayor" on marketing and advertising materials is appropriate for a non-City event.

- Determine the potential liability to the City if the Mayor's Gala was a private fund raising event organized and hosted by Ms. Val van den Broek.
- Determine the potential liability to the City if the Mayor's Gala was organized and hosted by Mayor Val van den Broek with the support of the City.
- Determine if proper process was followed under the City's Use of Corporate Identity & Brand Policy CO-64 to use the Coat of Arms on the marketing and advertising brochures.
- Determine if proper process was followed from the RCMP to use the RCMP Insignia on the marketing and advertising brochures.
- Determine the role and involvement of the RCMP and members of the Langley RCMP Detachment with the Mayor's Gala.
- Determine all material, staff costs and in-kind costs incurred by Langley City and the Langley RCMP associated with the Mayor's Gala.

The Consultant(s) may obtain legal and other appropriate advice to fulfill the mandate of this review.

The Consultant(s) shall protect the confidentiality of individuals being interviewed in connection with this review.

3. Access to Information:

All members of City Council, City Staff and members of the Langley RCMP Detachment shall cooperate fully with the Consultant(s) and provide all relevant materials to the Consultant(s) in order to fulfill the mandate of this review.

4. Reporting:

The Consultant(s) shall report directly to the Chief Administrative Officer.

5. Deliverable:

The Consultant(s) shall prepare and present this report to City Council at a Regular Council meeting within four weeks from the award of this assignment.