



MINUTES OF A REGULAR COUNCIL MEETING

Monday, October 19, 2020

3:00 p.m.

Remote Video / Teleconference

- Present: Mayor van den Broek
Councillor Albrecht
Councillor Martin
Councillor Pachal
Councillor Storteboom
Councillor Wallace
- Absent: Councillor James
- Staff Present: F. Cheung, Chief Administrative Officer
R. Bomhof, Director of Engineering, Parks and Environment
K. Hilton, Director of Recreation, Culture and Community Services
C. Johannsen, Director of Development Services
D. Leite, Director of Corporate Services
R. Thompson, Fire Chief
D. Selvage – Manager of Community Safety
K. Kenney, Corporate Officer

Mayor van den Broek acknowledged that the land on which we gather is the traditional unceded territory of the Katzie, Kwantlen, Matsqui and Semiahmoo First Nations.

1. ADOPTION OF AGENDA

- a. Adoption of the October 19, 2020 Regular Agenda

MOVED BY Councillor Wallace

SECONDED BY Councillor Storteboom

THAT the October 19, 2020 agenda be adopted as circulated.

CARRIED

2. ADOPTION OF THE MINUTES

- a. Regular Meeting Minutes from October 5, 2020

MOVED BY Councillor Storteboom
SECONDED BY Councillor Martin

THAT the minutes of the regular meeting held on October 5, 2020 be adopted as circulated.

CARRIED

- b. Public Hearing Minutes from October 5, 2020

MOVED BY Councillor Martin
SECONDED BY Councillor Storteboom

THAT the minutes of the public hearing held on October 5, 2020 be adopted as circulated.

CARRIED

- c. Special (Pre-Closed) Meeting Minutes from October 7, 2020

MOVED BY Councillor Wallace
SECONDED BY Councillor Storteboom

THAT the minutes of the special (pre-closed) meeting held on October 7, 2020 be adopted as circulated.

CARRIED

3. MAYOR'S REPORT

- a. Upcoming Meetings

Regular Council Meeting – November 2, 2020 - 3pm (remotely)
Regular Council Meeting – November 23, 2020 - 3pm (remotely)

- b. Recreation Update

Kim Hilton, Director of Recreation, Culture and Community Services provided an update on programs and events as follows:

- Cookie Monster Pre-School – Ages 3-5
- Indoor Fitness Group Classes at Timms Community Centre – Ages 14+
- Weight Room Now Open – 90 Minute sessions
- Remembrance Day
- Reminder to stay active and stay safe.

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

- the Remembrance Day ceremony will be a closed event with limited wreath laying; if there is any expansion to the ceremony, details will be provided on the City's website; in addition, individuals may lay a wreath at anytime on their own;
- the Legion is again selling wreaths;
- the City is taking a balanced approach with respect to re-opening recreation facilities and staff are in regular contact with other municipalities as part of the Parks and Recreation Association; every municipality is a little bit different with respect to services they are offering.

c. Discover Langley City - Councillor Albrecht

Councillor Albrecht advised that he, as well as other members of Council attended the DLBA and DLC Annual General Meeting and he was very impressed by the DLC's informative presentation and the work undertaken by the DLC's Manager of Operations Kristina Gervais to grow local tourism in the city.

Administration

Fall is the time when DLC starts building the tactical plan for the next year. It's a time for communicating with colleagues in the destination marketing world and discuss collaborative programs that align with provincial marketing strategies and tactics.

It's a time of uncertainty but the industry is fairly confident that this is our new normal for the foreseeable future and we need to plan for at least another year of Covid restrictions.

For Discover Langley City, that means focusing on our best assets and working with stakeholders to find what is working for them to draw visitors to the community. This means conversations and relationship building so that Langley City has a strong tourism voice to guide the future marketing efforts and ensure the best possible economic outcomes for our partners.

DLC has been preparing for the 2020 DLBA/DLC Annual General Meeting. This is the opportunity to share with members and stakeholders all the great work that was done on their behalf over the past year and a half. The format is a Zoom meeting with presentations showcasing all the projects completed in 2019 and 2020. Despite the challenges presented this year, DLC was able to pivot and provide options for people to visit the City in a safe and fun way.

Destination BC provides support via regular meetings for the Vancouver, Coast and Mountains Destination Marketing Organizations. This is an

excellent opportunity to connect with community DMO's and work together for recovery of the tourism industry. At this session, an introduction was made for the new interim CEO of Destination BC, Richard Porges. The former CEO, Marsha Walden has moved on to lead Destination Canada.

Marketing

Langley City Cycles

Explore Langley City in a different way.... on wheels! The new Langley City Cycles bike trail maps take you throughout Langley City's outdoor spaces, trails, and downtown one-way. Add a pop of colour to your ride by following the Mural Walk to uncover hand painted murals around every corner.

There are four maps to choose from featuring routes that are 3km, 5Km, 10Km, and all routes on one map.

The cycle routes are being promoted via social media and digital marketing and can be found on the website.

Collab Brew with Farm Country Brewing

Discover Langley City was invited to collaborate on a new brew with Farm Country Brewing and the KPU Brew Lab. Together, the group created the "Higher Learning" Red Saison.

The "Higher Learning" Red Saison is available starting today in 473 ml cans and on tap at the Farm Country Brewing Tasting Room.

This is a very unique way to promote Langley City brewing and DLC. Its interesting to note that Destination BC just did a similar campaign with the BC Ale Trail proving yet again that DLC is on the forefront of innovative marketing.

Consumer Newsletter

The October newsletter featured Autumn activities such as second-hand shopping, rainy day coffee shops and crafting workshops.

The stakeholder spotlight was on Sports Replay that offers something unique to the lower mainland – E-Bike Rentals. These bikes are easy to ride and tied in perfectly with the launch of the new Langley City Cycles promotion.

The newsletter was sent to 191 people with a 41% open rate, and a 9% click through rate. These numbers show that the writing is compelling and relevant to DLC consumers and stakeholders.

For email marketing, the average email open rate should be between 15-25%. The average click-through rate should be about 2.5%.

Video Production

DLC has completed the next video in their series showcasing Langley City. This video is fun and cheeky and features restaurants with flair bartending, twirling spaghetti, flames, and messy cupcakes. The video will be available on our website and YouTube after it has been released at the AGM on October 15th.

Google Business

The DLC Google Business page is updated and new images and video are added on a regular basis. Its interesting to note that this was updated just a few weeks ago and already the images have been viewed almost 400 times. This confirms how important it is for DLC stakeholders to claim their Google business and DLC staff are working with stakeholders to claim their own listings.

4. BYLAWS

- a. Bylaw 3131 - Discharge of Land Use Contract No. 23-73 Bylaw, 2020, No. 3131

Third and final reading of a bylaw to authorize the discharge of Land Use Contract No. 23-73 from the property located at 20093 44 Avenue.

MOVED BY Councillor Storteboom
SECONDED BY Councillor Pachal

THAT the bylaw cited as the “Discharge of Land Use Contract No. 23-73 Bylaw, 2020, No. 3131” be read a third time.

THAT the bylaw cited as the “Discharge of Land Use Contract No. 23-73 Bylaw, 2020, No. 3131” be read a final time.

CARRIED

b. Bylaw 3136 - 2021 Permissive Tax Exemption Bylaw

Final reading of a bylaw to exempt certain lands and improvements from municipal taxation for the year 2021

MOVED BY Councillor Storteboom
SECONDED BY Councillor Pachal

THAT the bylaw cited as the "Permissive Tax Exemption Bylaw, 2021, No. 3136" be read a final time.

BEFORE THE QUESTION WAS CALLED Council discussion ensued regarding having staff update the policy and procedures for determining tax exemptions.

THE QUESTION WAS CALLED and the motion was

CARRIED

5. COMMITTEE REPORTS

a. Environmental Task Group October 8, 2020 Meeting Report

MOVED BY Councillor Wallace
SECONDED BY Councillor Albrecht

THAT Council direct staff to complete a report covering waste management for events within City of Langley including the following:

- a. How event waste management is currently addressed;
- b. Summarize the typical events held within the City of Langley;
- c. How waste at events can be reduced;
- d. What waste reduction education resources should be provided at events;
- e. Should the City implement a requirement that event organizers must submit a waste management plan prior to event approval;
- f. Identify the components of a suggested waste management plan;
- g. Identify implications to event organizers;
- h. Estimate the cost and resource implications for City organized events.

CARRIED

6. NEW AND UNFINISHED BUSINESS

a. Motions/Notices of Motion

1. MOTION TO HOLD A CLOSED MEETING

MOVED BY Councillor Storteboom
SECONDED BY Councillor Wallace

THAT the Council Meeting immediately following this meeting be closed to the public as the subject matter being considered relates to items which comply with the following closed meeting criteria specified in Section 90 of the Community Charter:

(1) A part of a council meeting may be closed to the public if the subject matter being considered relates to or is one or more of the following:

(f) law enforcement, if the council considers that disclosure could reasonably be expected to harm the conduct of an investigation under or enforcement of an enactment;

(k) negotiations and related discussions respecting the proposed provision of a municipal service that are at their preliminary stages and that, in the view of the council, could reasonably be expected to harm the interests of the municipality if they were held in public;

(i) the receipt of advice that is subject to solicitor-client privilege, including communications necessary for that purpose;

(j) information that is prohibited, or information that if it were presented in a document would be prohibited, from disclosure under section 21 of the Freedom of Information and Protection of Privacy Act.

CARRIED

b. Correspondence

c. New Business

7. ADJOURNMENT

MOVED BY Councillor Wallace
SECONDED BY Councillor Storteboom

THAT the meeting adjourn at 3:30pm.

CARRIED

Signed:

MAYOR

Certified Correct:

CORPORATE OFFICER