



## MINUTES OF THE SPECIAL COUNCIL MEETING

Monday, September 25, 2023

3:00 pm

Council Chambers, Langley City Hall  
20399 Douglas Crescent

- Present:
- Mayor Pachal
  - Councillor Albrecht
  - Councillor James
  - Councillor Mack
  - Councillor Solyom
  - Councillor Wallace
  - Councillor White
- Staff Present
- F. Cheung, Chief Administrative Officer
  - D. Colthorp, Deputy Fire Chief
  - C. Daum, Recreation Supervisor
  - H. Gill, Manager of Engineering Services
  - C. Johannsen, Director of Development Services
  - K. Kenney, Corporate Officer
  - D. Leite, Director of Corporate Services

### 1. LAND ACKNOWLEDGEMENT

Mayor Pachal began by acknowledging that the land on which we gather is on the traditional unceded territory of the Katzie, Kwantlen, Matsqui and Semiahmoo First Nations.

### 2. ADOPTION OF AGENDA

It was MOVED and SECONDED

THAT the September 25, 2023 special meeting agenda be adopted as amended to add "Emails from Individuals and Businesses to the Mayor" as Item 3.c..

CARRIED

**3. COMMITTEE OF THE WHOLE**

It was MOVED and SECONDED

THAT council commence committee of the whole.

CARRIED

a. Community Organization Information Session - Langley Heritage Society

Fred Pepin, President, Langley Heritage Society

Mark Forsythe, Vice President, Langley Heritage Society

Mr. Pepin and Mr. Forsythe made a presentation to Council on the establishment of the Langley Heritage Society and the work of the Society, providing information as follows:

- for over forty years, the Society has been preserving and restoring structures of historic or architectural value in the two Langleys;
- buildings the Society has restored and occupied to date:
  - Michaud House, Langley City (And home to Langley Memorial Society Hospital Museum)
  - CNR Station, Fort Langley (public access May - October)
  - Moir House at Milner (C.A.R.E.S. cat shelter on property)
  - Lamb/Stirling House, Murrayville
  - Harrower House, Murrayville
  - Lattimer House, Milner
  - Dixon House & Barn, Milner
  - Methodist Church, Sperling
  - Wark/Dumais House, Langley City
- In partnership with the Langley Arts Council, the Society's first restoration project in Langley City was Michaud House, which was built in 1888, purchased by the City and designated a heritage site in 1980;
- 2024 will be the 200<sup>th</sup> anniversary of the McMillan Expedition; the Society has been invited by the Surrey Historical Society to participate in recognizing this anniversary; accordingly, the Society hopes to get input and participation from the City and local First Nations;
- Wark/Dumais House, which was built in 1890, is owned by Kwantlen College; the Society lobbied for its preservation and in 1987 it received heritage designation;
- The Society undertook a significant restoration of the house, making almost \$300,000 in improvements;
- Ongoing improvements continue to be made to the buildings;
- The Wark/Dumais House recently had a new, more eco-friendly roof installed as the roofing material is made of recycled tires;

- In 2021, the basement of Michaud house suffered flood damage due to the Nicomekl River spilling its banks; accordingly, Mr. Pepin suggested the lawn be raised to prevent flooding in the future;
- the Society is responsible for ongoing maintenance of the buildings and have rented the buildings to individuals who act as caretakers for the buildings;
- most of the funds for the restorations come through the Langley Heritage Trust;
- some of the community activities the Society is currently involved in include:
  - Speaker Series at Milner Chapel (Sept – May);
  - Sponsorship of school programs and classroom spaces at Salishan Place by the River;
  - Further collaboration with heritage partners: Fort Langley National Historic Site, BC Farm Museum, City of Langley, Township of Langley, Canadian Museum of Flight, Fraser Valley Heritage Rail Society etc.;
- The Society's next project is the Old Yale Barn at Murrayville.

In response to questions from Council members, the delegation advised that:

- the historical information and memories of Mr. Pepin are being documented for future generations in various ways;
- with respect to teaching food sustainability, although community gardens are right beside the Old Yale Barn, it will be up to the Township to decide how they want to utilize the barn when it is restored;
- there are barn owls living in the Old Yale Barn so the Society will be preserving their habitat.

b. Community Organization Information Session - Discover Langley City

Taryn Antalek, Manager of Operations, Discover Langley City (DLC), made a PowerPoint presentation to update Council on DLC's activities to date and plans for next year, providing information as follows:

- acknowledged the unceded traditional and ancestral homelands of the Matsqui, Kwantlen, Katzie and Semiahmoo First Nations on which the DLC operates;
- DLC is a destination marketing organization operating under the umbrella of the Downtown Langley Business Association (DLBA);
- DLC works in partnership with its stakeholders and DLBA members to promote Langley City's tourism-related businesses and activities;
- Mission:

- To grow overnight hotel visitation by providing unique and memorable experiences;
- Vision:
  - To be the most exciting and diverse city in the Fraser Valley;
- Goals:
  - Increased awareness as an interesting and desirable destination;
  - Increased overnight stays;
  - Sustainable funding;
- Objectives:
  - Grow the visitor economy resulting in increased visitor volume, length of stay, and overnight stays in Langley City through supporting new multi-day event(s);
  - Update print and online marketing materials annually to ensure accuracy and relevance;
  - Increase participation in cooperative marketing partnerships and initiatives with neighbouring communities to maximize the benefits of combined resources;
  - Growth of tourism-related stakeholder memberships;
- Strategic Direction:
  - Ensure that Discover Langley City's strategies align with those identified in the Destination BC Marketing Plan with the aim of continuing to grow Langley City's tourism sector;
  - Leverage our strengths and partnerships;
  - Encourage overnight stays in Langley City by developing innovative new and re-imagined initiatives;
  - Identify Langley City assets and create stories to entice visitors;
- Provided information on the following:
  - Target markets – Primary and Secondary;
  - Funding;
  - Stakeholders;
  - Current stakeholders;
  - Marketing:
    - Tactics
    - Collateral
    - Email Newsletter
    - Website
    - Website resources
    - Digital media
    - Digital advertising
    - Social media
    - Consumer-focused asset development

- Destination and Product Experience Management:
  - Consortium partnerships
  - Supporting tourism experiences
  - Stakeholder Engagement
- Visitor Services:
  - Mobile visitor centre
  - Prize wheel
- Fall update:
  - New campaign - Langley City Your Way
  - Updating tear off map for hotels.

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

- DLC is trying to build connections with multi-day events such as the Fraser Valley Wedding Festival and the Wellness Convention;
- television advertising is outside the DLC's current budget capacity; it is currently focusing on video advertising through YouTube;
- DLC has connected with stakeholder and community engagement representatives from the SkyTrain project team and will hopefully have more engagement in the new year;
- DLC has not formally established its presence on Instagram;
- DLC did have a Twitter account at one time but took it down as it wasn't successful;
- the DLC is governed by the same board as the DLBA;
- the City provides the DLBA with a \$15,000 fee for service each year to run DLC;
- as the DLBA and DLC are separate organizations, City of Langley stakeholders provide financial support for both organizations;
- the majority of businesses apply to be stakeholders; however, sometimes the DLC reaches out to businesses for specific campaigns; the DLC website has information on becoming a stakeholder;
- DLC has a goal to increase its stakeholders by 10 percent over five years; they are on track to surpass that goal;
- DLC creates the coupons that individuals win on the prize wheel; feedback back from businesses that have participated in the prize wheel was that it did increase the number of people coming into their businesses; going forward the DLC may make

it a requirement to sign up for the DLC newsletter in order to be able to spin the wheel;

- if a business wishes to host their own event, they can contact the DLC by phone, email or through social media and the DLC can reshare links they have created and put the event on their webpage; DLC is looking at providing a tiered event promotion package for such events;
- new residents have been coming to the mobile visitor centre; DLC wants to make sure they are present where residents are;
- there are no plans to amalgamate the DLBA and DLC, although there are synergies between the two organizations, they have distinct roles; the DLC has a tourism specific lens;
- while short term rentals are growing; hotels are still the predominant advertising
- while short term rentals are growing, the revenue that hotels receive and the percentage that DLC receives through MRDT funding is still larger than the on-line short term rental accommodation platforms.

b. Emails from Individuals and Businesses to the Mayor – Mayor Pachal

Mayor Pachal advised that he often receives emails from individuals or businesses addressed directly to him; as it is not appropriate for him to be the first point of contact for City Hall Administration, going forward these emails will be forwarded to the appropriate staff person for response which will be included in the weekly Council correspondence package for Council's information.

**4. COMMITTEE OF THE WHOLE - RISE AND REPORT**

It was MOVED and SECONDED

THAT Committee of the Whole rise and report.

CARRIED

5. **RATIFICATION OF RECOMMENDATIONS FROM COMMITTEE OF THE WHOLE**

None.

6. **MOTION TO HOLD A CLOSED MEETING**

It was MOVED and SECONDED

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(e) the acquisition, disposition or expropriation of land or improvements, if the council considers that disclosure could reasonably be expected to harm the interests of the municipality;

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

(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.

**CARRIED**

7. **ADJOURNMENT**

It was MOVED and SECONDED

THAT the meeting adjourn at 4:39 pm.

**CARRIED**

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Signed:

MAYOR

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Certified Correct:

CORPORATE OFFICER