



**MINUTES OF THE SOCIO-CULTURAL ECONOMIC
DEVELOPMENT ADVISORY COMMITTEE (SCEDAC)**

**HELD IN THE CKF BOARDROOM
LANGLEY CITY HALL
20399 Douglas Crescent**

**TUESDAY, SEPTEMBER 10, 2024
AT 6:00 P.M.**

Present: Councillor Paul Albrecht, Chair
Councillor Teri James, Co-Chair

Shawn Bouchard, Development Industry
Clinton Dewet (Alt.), Social Purpose Business
Brent Elliot, Post Secondary Education Institution
Peter Fassbender, Development Industry
Tanya Gabara, Business Community At-Large
Kate Ludlam, Community / Social Service Sector
Dennis Martini, Business Community At-Large
Jaret Lang, Post Secondary Education Institution
Cory Redekop, Greater Langley Chamber of Commerce
Johnny Webb, Social Purpose Business

Staff: Francis Cheung, Chief Administrative Officer
Dena Kae Beno, Manager of Social Planning Services
Wendy Dupley, Economic Development Advisor
Roy Beddow, Deputy Director of Development Services
Sheila Salh, Executive Assistant

Consultants: Russell Riblett, VP The Americas, GIS Planning/FT Group
Dave Parsell, Local Intel

Regrets: Vicky Dawe, Downtown Langley Business Association

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

1) AGENDA

It was MOVED and SECONDED
THAT the September 10, 2024 agenda be adopted as circulated.

CARRIED

2) MINUTES

It was MOVED and SECONDED
THAT the July 9, 2024 notes be adopted as amended.

CARRIED

3) FOR DISCUSSION

a) Verbal Update on the progress of the Economic Development Strategy

Ms. Dupley provided a verbal update on the progress of the Economic Development Strategy:

- Ms. Dupley informed the Committee that she will provide Mr. Cheung the draft Economic Development Strategy by the end of the month, share it with the Committee in October and present it to Council in November.

b) Presentation and Demo of the GIS Planning/Financial Times Group Site Selector and Data Visualization Tool

Ms. Dupley and Mr. Riblett provided a presentation of the GIS Planning/Financial Times Group Site Selector and Data Visualization Tool:

- GIS Planning is part of the Financial Times Specialist Group – they represent economic development organizations around the world.
- The organization uses a responsive design, storytelling and data visualization.
- The three forms of analytics include Standard Google, GIS and Gen ID.
- Staff and Brokers provided with the site password can search within the property report page and add pertinent information as needed.
- The data can be viewed in four different ways and shared directly from the site to social media channels.
- Data sources are numerous and include Environics and Esri to provide current and wide-ranging information.
- The maps can be layered, and local data can be added to customize the application.
- US data is not used when collecting information.
- GIS Planning will provide tips on how to promote the app but it is up to the organization on how they want to market it.
- The app does not have to be a city domain and can be imbedded onto the website; or can have its own domain name.
- GIS uses Amazon Web Services for their security and do not get behind the City's firewall.
- Property data is updated as Brokers and City Staff add property information as it becomes available by third parties and there will be weekly data feeds.
- There is staff training provided and video tools with this application, plus a community webinar is available as part of the service.

c) Presentation and Demo of the Local Intel Data Visualization Tool

Ms. Dupley and Mr. Parsell provided a presentation of the of the Local Data Visualization Tool:

- Local Intel technology helps with Economic Development.
- They have a catalog of Economic Development tools that can be added to organizations websites which help communicate, increase web visits and share data.
- Local Intel's tools are specifically designed for individual markets and the data can be used to promote the City.
- The catalog is ready to go with visual data.
- The City would need to decide what is our pitch and what makes us unique.
- There are a lot of data tools to help with the City's pitch, to make it impactful on the City's site and to communicate our strengths.
- There are limitations on customizing the tools.
- Local Intel works with each client to make sure they know what each tool does and make recommendations of which tools are consistent with their pitch.
- There is a client portal that allows for an integration page and to utilize the tools and use them anyway the City would like.
- The annual subscription cost depends on which modules are chosen from the catalogue.

d) Discussion on the three Platforms and Demos presented to date

City Viz (June Meeting)

- Great affordability.
- Uses Stats Canada (aged data the further away from data collection date).
- \$6500 per annum with 10% discount.
- Data can be easily integrated with report writing in word/excel and in PowerPoint for presentation.

GIS Planning/Financial Times Group

- \$7500 US dollars per annum.
- The company does provide a current and credible wide range of data options.
- Data can easily to posted to social media channels for marketing purposes.

Local Intel Data

- Different focus with the marketing angle.
- Not as flexible with customization and not everyone can use the data.
- Not as much flexibility with GIS mapping layers.

Committee members discussed the three platforms:

- It was noted that there are several vendors on the market, but the Committee needs to find one that is suitable for its needs, that is easily managed and implemented.
- It was agreed to have a few more presentations made to the Committee and then make a recommendation for the Economic Development webpage to Council.

4) **STANDING ITEMS**

- Staff will be doing a soft launch of the City's new website on November 14.

5) **FOR INFORMATION**

None Reported.

6) **ROUND TABLE**

There were no round table items discussed.

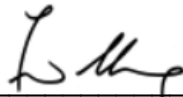
It was MOVED AND SECONDED

THAT the meeting adjourn at 8:30 p.m.

CARRIED



CHAIR



CHIEF ADMINISTRATIVE OFFICER

Certified Correct:
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