



General Purposes Committee

Date: Monday, February 4, 2008

Place: Anderson Room
Richmond City Hall

Present: Mayor Malcolm D. Brodie, Chair
Councillor Linda Barnes
Councillor Cynthia Chen
Councillor Derek Dang
Councillor Evelina Halsey-Brandt
Councillor Sue Halsey-Brandt
Councillor Rob Howard
Councillor Bill McNulty

Absent: Councillor Harold Steves

Call to Order: The Chair called the meeting to order at 4:03 p.m.

MINUTES

1. It was moved and seconded
That the minutes of the meeting of the General Purposes Committee held on Monday, January 21, 2008, be adopted as circulated.

CARRIED

CORPORATE SERVICES DEPARTMENT

2. **2008 COUNCIL AND COMMITTEE MEETING SCHEDULE REVISIONS**

(Report: Jan. 22/08, File No.: 01-0105-01/2008-Vol 01) (REDMS No. 2328504)

It was moved and seconded

- (1) *That the Regular Council Meetings (open and closed) of August 11 and August 25, 2008 be cancelled;*

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- (2) *That the following Standing Committee meetings be cancelled:*
 - (a) *General Purposes Committee meetings of August 5 and 18, 2008;*
 - (b) *Planning Committee meetings of August 6 and 19, 2008;*
 - (c) *Community Safety Committee meeting of August 12, 2008;*
 - (d) *Public Works and Transportation Committee meeting of August 20, 2008; and*
 - (e) *Parks, Recreation and Cultural Services Committee meeting of August 26, 2008; and*
- (3) *That the August 18, 2008 Public Hearing be re-scheduled to Wednesday, September 3, 2008 at 7:00 PM in the Council Chambers at Richmond City Hall.*

CARRIED

BUSINESS AND FINANCIAL SERVICES DEPARTMENT

3. CANADA LINE INFORMATION AND ADVERTISING DISPLAYS

(Report: Jan. 7/08, File No.:) (REDMS No. 2328735)

Amarjeet Rattan, Manager, Business Liaison, accompanied by Lee Malleau, Manager, Sponsorships and Partnerships, gave a DVD presentation which provided highlights of possible enhancements along No. 3 Road using multi-media technology.

It was moved and seconded

- (1) *That staff explore opportunities with InTransit BC for multi-media technology along the Canada Line on No. 3 Road that could be used in providing public information, visual displays, audio and advertising; and*
- (2) *That staff report back to Council with a pilot implementation plan giving consideration to an option that includes revenues generated from advertising, and one that does not include revenues generated from advertising.*

The question on the motion was not called, as a discussion ensued between staff and Committee members on the Canada Line Information and Information Displays, and in particular on:

- who would control the advertising, and establish boundaries for appropriateness of content;
- the opportunity for revenue presented by the advertising;

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- goals and objectives for the City and No. 3 Road, and how multi-media technology would integrate with Richmond's Official Community Plan vision;
- areas other than No. 3 Road that this style of advertising would be suitable for;
- the next steps in pursuing a pilot implementation plan, which would include retaining a Consultant in order to obtain the information required to make a decision on how best to integrate the technology;
- environmental issues including light and sound pollution;
- the possibility of programming the multi-media displays to work simultaneously or in conjunction with one another;
- the use of interactive technology to provide tourist and way-finding information including bus schedules;
- the notion of providing live Olympics coverage in 2010 along No. 3 Road;
- how this type of technology would be compared to billboard advertising;
- safety concerns associated with visual distractions close to traffic intersections; and
- the long term impact of introducing this style of advertising, including legal implications if private business owners choose this option for their advertising.

Greg Scott, Director, Major Projects, circulated a "*No. 3 Road Restoration Design Summary*" (on file City Clerk's Office). In answer to questions regarding the landscape plan for the No. 3 Road streetscape along the Canada Line guideways, Mr. Scott advised that the plan for greenery consists of rows of trees, and low level landscaping on the ground plains underneath and beside the guideways, as well as around the posts.

Reference was made to a light display that had been presented at a Richmond Public Art Commission meeting, and staff were requested to have the same light display presented to all members of Council.

Staff were also requested to provide information regarding environmental impact associated with multi-media displays, and in particular issues related to light pollution.

The question on the motion was then called, and it was **CARRIED**, with Councillor Evelina Halsey-Brandt opposed.

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ADJOURNMENT

It was moved and seconded

That the meeting adjourn (5:07 p.m.).

CARRIED

Certified a true and correct copy of the Minutes of the meeting of the General Purposes Committee of the Council of the City of Richmond held on Monday, February 4th, 2008.

Mayor Malcolm D. Brodie
Chair

Shanan Dhaliwal
Executive Assistant, City Clerk's Office