

“Halting the Phase-Out of the Royal City Moniker”

Moved: Councillor Paul Minhas

Seconded: Councillor Daniel Fontaine

WHEREAS there has been widespread concern from New Westminister citizens and business-owners regarding the arbitrary decision to phase-out the Royal City moniker; and

WHEREAS unlike any other city in Province of BC, the City of New Westminister has the unique distinction and opportunity to market itself as the "Royal City" and;

WHEREAS there was inadequate consultation with Indigenous people, residents and business owners prior to the previous council's decision to phase-out the Royal City moniker; and

WHEREAS the city has limited resources and tax and utility rates have been going up over the last four years at a rate much higher than inflation; and

WHEREAS the final cost related to phasing out the Royal City moniker and rebranding has yet to be determined but is estimated to be significant; and

WHEREAS there is a shortage of staff at the city and our human resource capacity should be focused on the delivery of essential programs and services

BE IT RESOLVED THAT *the City of New Westminister halt the phasing out of the 'Royal City' moniker in our branding; and*

BE IT FURTHER RESOLVED THAT *no future change to the branding shall be undertaken without due notice and proper consultation with our residents, business and Indigenous people.*