

THE CORPORATION OF THE DISTRICT OF BURNABY

December 9, 1966

HIS WORSHIP, THE REEVE,  
AND MEMBERS OF THE COUNCIL

Gentlemen:

REPORT OF THE CENTENNIAL COMMITTEE

Your Centennial Committee herewith submits the following for the consideration of the Council:

Re Assistant to the Centennial Co-Ordinator

The contract in force with Mr. George Patey, Centennial Co-Ordinator, provides for a sum of \$300.00 per month to be paid for secretarial services. The Co-Ordinator is responsible to engage a person to provide these services.

During 1966, Mr. Patey hired Mr. R. Hughes to assist him with the Celebrations which were concentrated principally during the month of September. Mr. Hughes was formerly an employee of Radio Station CKNW and TV Station KVOS, Channel 12. He is experienced in press and radio writing and public relations work and is an accomplished typist. He has a family of three children.

Since Mr. Hughes was hired he has drawn the \$300.00 per month established in the contract plus \$100.00 per month which Mr. Patey has paid out of his own pocket.

Mr. Hughes' services to Mr. Patey have gone far beyond the services which would normally be expected of a secretary. He has acted in a public relations capacity and has handled the correspondence and other administrative detail within the Centennial Office during the past four months, but his real value to the Centennial administration has been found in his ability to assist in preparing and co-ordinating publicity items. This is a specialized field and one which is essential to the success of any modern programme of public celebration.

Our programme in 1966 has included a variety of events, all of which were well publicized locally by press, radio and TV, with some TV publicity as far south as Portland. The preparation of all events involves a considerable amount of detail work, both administratively and in the publicity areas. Mr. Hughes has filled these duties in the following ways:

1. Telephone communication and preparation of correspondence and other secretarial duties.
2. Preparation of administrative detail in the form of organizational charts and reports for the Centennial Committee.
3. Preparation of press releases.
4. Preparation of art work, advertising layouts, etc.
5. Preparation of over 300 Pioneer Award applications for submission to the Provincial Centennial Committee in Victoria.
6. Direct assistance to the Co-Ordinator in the field during the Burnaby Week Celebrations.
7. Assistance in the preparation of publicity items for radio and television.

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The programme for 1966 has resulted in the saving to the Committee of approximately \$3,000.00 and the Co-Ordinator attributes part of this saving to Mr. Hughes, since he has been able to supply services in the publicity areas which normally would have had to be supplied by the Co-Ordinator himself or jobbed out. It is doubtful that the Co-Ordinator would be able to handle those requirements, as there is far too much detail in the promotion of a programme of this kind for handling by one man.

In view of the qualifications of Mr. Hughes, his performance thus far, and the greater plans for the coming year, your Committee recommends that Mr. Hughes be engaged as an assistant to the Co-Ordinator at a salary of \$600.00 per month, effective October 1st, 1966. The adoption of this recommendation by the Council will mean that the \$300.00 currently set out in the Co-Ordinator's contract for secretarial services would be applied from October 1st until termination of the contract, being September 1st, 1967, plus an additional \$300.00 per month for the same eleven-month period. This latter amount would be allocated from Centennial funds.

Publicity and public relations "know-how" and co-operation with the press, radio and television is a necessity when promoting a programme of this nature and your Committee feels that the team of Mr. Patoy and Mr. Hughes can <sup>organize</sup> publicize a full Centennial programme for Burnaby during 1967. The hiring of Mr. Hughes has, in the view of the Co-Ordinator and the Committee, been instrumental in the Committee's good budget position to date, and it is the further view that this favourable position will continue.

The Co-Ordinator has prepared a Budget and a programme for 1967; however, Mr. Patoy has been ill and the full report will, therefore, not be available until Monday.

Respectfully submitted,

John H. Shaw  
Secretary  
BURNABY CENTENNIAL COMMITTEE

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