

ITEM 18  
MANAGER'S REPORT NO. 56  
COUNCIL MEETING Sept. 8/75

RE: PROMOTIONAL PUBLICITY FOR PARKS AND RECREATION MONEY BY-LAW

Following is a report from the Parks and Recreation Administrator on a proposal to engage a consultant for the purpose of publicizing the Parks and Recreation Money By-Law.

It will be recalled that Council has given the Planning Department authorization to retain the services of Torresan/Rose Marketing Communications Ltd. to publicize the Roads Money By-Law at a cost not to exceed \$25,000. As noted at that time (Item 32, Report No. 51, August 5, 1975), this firm can handle both the Parks By-Law and the Roads By-Law without conflict of interest, and would also achieve economies because of benefits in research, advertising, printing, postal delivery, etc.

RECOMMENDATION:

1. THAT Council authorize the execution of a contract with Torresan/Rose Marketing Communications Ltd. for the promotion of the Parks and Recreation Money By-Law at a cost not to exceed \$20,000.

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TO: MANAGER September 4, 1975.  
FROM: PARKS & RECREATION ADMINISTRATOR  
RE: PROMOTIONAL PUBLICITY FOR PARKS AND RECREATION MONEY BY-LAW

At its meeting of July 16, 1975 the Parks and Recreation Commission approved the retention of Torresan/Rose Marketing Communications Ltd. to assist with the promotion of the above by-law at a cost not to exceed \$20,000.00.

The Commission also approved an over-expenditure of the Parks and Recreation Publicity Account by the amount of \$20,000.00. This over-expenditure will be covered by the transfer of funds from the following accounts:

Edmonds House - Elder Citizens Program	- \$2,000
Kensington Park Rink - Salaries/Benefits	\$1,000
Burnaby Lake Rink - Salaries/Benefits	\$1,000
Municipal Beautification	\$16,000

RECOMMENDATION

That Council authorize the execution of a contract with Torresan/Rose Marketing Communications Ltd. for the promotion of the Parks and Recreation Money By-law at a cost not to exceed \$20,000.

  
Dennis Gaunt,  
ADMINISTRATOR.

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