

ITEM	27
MANAGER'S REPORT NO.	50
COUNCIL MEETING	Aug. 3/76

Re: 1976 REFERENDUM BY-LAWS

The following is the report of the Parks and Recreation Administrator dated July 29, 1976.

The Municipal Manager has already stated his views with respect to a composite bylaw and he is concerned with the fact that if the recommendations of the Library Board and the Parks and Recreation Commission are adopted, we will have three separate and distinct bylaws going forward to the voters this fall. The total estimated costs of the bylaws (not allowing for grants but allowing for discounts) would be as follows:

Roads (3 years)	\$ 9,148,340
Parks and Recreation (5 years)	11,133,000
Library (3 years)	5,506,000
Total	\$ 25,787,340

The figures are subject to change between now and September and we will bring forward a report showing the financial ramifications of the bylaws before September, once Council has concluded its deliberations with respect to the amounts of the bylaw(s).

We have shown the Roads and Library bylaws above for 3 years rather than 2 years, assuming that Council will want to put bylaws in election years only.

The Municipal Manager has had discussions with the Chief Librarian, Planning Director and the Parks and Recreation Administrator with respect to bylaw publicity, and there would appear to be considerable merit in drawing together certain aspects of the publicity program to make the most effective use of the tax dollar. Hopefully a publicity program can be developed which will take advantage of common features to each jurisdiction, but at the same time will allow each jurisdiction to exercise some individuality in the presentation of its bylaw to the voters. What the Manager visualized was each jurisdiction developing a draft of the publicity campaign (including costs) that it sees as being necessary, then a liaison committee reviewing them all and pulling together those common features that could be assembled without destroying initiative. Hopefully a cooperative spirit will assist in the decision making. Once the total program is developed and costed in this manner, then it may be necessary to have each jurisdiction approve of the final overall plan. The Parks and Recreation Commission appear to be prepared to take this approach, but the matter has not yet been discussed with the Library Board.

The Library Board and Parks and Recreation Commission have no funds in their budgets for the Bylaw publicity program, as we took them out at the time the Annual Budget was set, the thought being that we would make such expenditures from the Contingency Account.

RECOMMENDATIONS:

1. THAT a publicity program be developed much along the lines proposed by the Parks and Recreation Commission and the Municipal Manager; and
2. THAT a total publicity budget be brought forward; and
3. THAT any expenditure of funds be taken from the Contingency Account after the amount is known; and
4. THAT the presentation of the publicity for the three referendum by-laws be monitored by a Liaison Committee comprising representatives appointed by the Parks and Recreation Commission, Municipal Council and the Library Board; and
5. THAT copies of this report be forwarded to the Library Board and the Parks and Recreation Commission.

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TO: MUNICIPAL MANAGER
FROM: PARKS AND RECREATION ADMINISTRATOR
SUBJECT: 1976 REFERENDUM BY-LAWS

JULY 29, 1976

The Parks and Recreation Commission, at its meeting of July 28, 1976, considered Council's recommendation that a joint Parks/Library Board referendum by-law be considered and also the decision of the Library Board indicated in a letter from the Chief Librarian that the Library Board would prefer to proceed with a referendum by-law independent from Parks and Recreation. After some discussion, the Commission went on record by a motion duly approved thanking Council for its support of the Commission's 5 year program and indicating the Commission's willingness to respect the Library Board's decision and its willingness to proceed with a single Parks and Recreation referendum by-law. The Commission then went on to discuss the publicity aspects of the referendum by-laws and agreed with the principle of a Liaison Committee monitoring the publicity presentation of the referendum by-laws with the intent of combining the programs where such combinations could result in cost savings and/or mutual benefits. It was agreed that such a Liaison Committee should comprise representatives appointed by the Parks and Recreation Commission, Municipal Council and the Library Board.

RECOMMENDATIONS:

1. That Council approve a 5 year Parks and Recreation referendum by-law independent from a Roads or Library by-law.
2. That the presentation of the publicity for the three referendum by-laws be monitored by a Liaison Committee comprising representatives appointed by the Parks and Recreation Commission, Municipal Council and the Library Board.

Dennis Gaunt
Dennis Gaunt
ADMINISTRATOR