

FILE: 13-3

THE CORPORATION OF THE DISTRICT OF BURNABY

TO: MEMBERS OF THE MUNICIPAL COUNCIL

RE: Appointment of Permanent Tourism Liaison

Madam and Gentlemen:

A letter has been received from the Honourable Patricia J. Jordan, Minister of Tourism, Province of British Columbia, who requests assistance in gathering information which will help her Ministry to have a better understanding of our community's thoughts about, and objectives for, tourism.

The Ministry will be undertaking a number of programs which may be of benefit to our citizens and local tourist industry to:

- better understand tourism
- know what part they can play
- realize the benefits from tourism, and
- make their community more attractive to visitors so they will stay longer.

It is suggested by the Minister that "an Alderman and a Regional District person" be appointed as our "permanent tourism liaison" who would be responsible for this project. It would be her intention to assist the municipal and regional representatives to organize themselves so that, as locally elected people, they will have the continuity and information necessary to be up to date on all Ministry programs and activities, as well as to know what to expect from the Tourist Association Regional Coordinator, Regional Tourist Association, and the Ministry.

The Minister advises that it is hoped her Ministry will be able to point out ways in which Council can be fully aware of tourism-related meetings, seminars, etc., that will help toward a continuity of information to assist in making decisions on, or forming tourism policy, and to find ways of helping the private sector to develop tourism, to be more a part of the arts, cultural and recreational activities, to work together as part of tourism and tell a fuller story of the "things to do" in our area.

I would recommend that Alderman A. H. Emmott and Alderman F. G. Randall as alternate be appointed as Council's Permanent Tourism Liaison, as suggested by the Minister of Tourism.

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Respectfully submitted,



David M. Mercier,
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