

RE: REQUEST BY THE BURNABY ENVIRONMENTAL ACTION CONFERENCE
PERMISSION TO USE THE BURNABY LOGO

MUNICIPAL MANAGER'S RECOMMENDATION:

1. THAT the recommendations of the Director Planning & Building Inspection be adopted.

* * * * *

TO: MUNICIPAL MANAGER 1989 FEBRUARY 22

FROM: DIRECTOR PLANNING & BUILDING INSPECTION

SUBJECT: REQUEST BY THE BURNABY ENVIRONMENTAL ACTION CONFERENCE
PERMISSION TO USE THE BURNABY LOGO

PURPOSE: To request that Council grant authority to the Burnaby
Environmental Action Conference to use Burnaby's corporate logo
on their letterhead and publicity materials.

=====

RECOMMENDATIONS:

1. THAT the Burnaby Environmental Action Conference Steering Committee be authorized to use the registered Burnaby logo symbol on its proposed letterhead and publicity materials in accordance with the terms outlined in this report.
2. THAT a copy of this report be sent to the Burnaby Environmental Action Conference, 67-7455 Woodbrook Place, Burnaby, B.C., V5A 4G4.

R E P O R T

1.0 BACKGROUND

On 1975 June 23, Burnaby Council adopted the familiar Burnaby logo as its corporate symbol and on 1976 May 14 caused it to be registered under the Copyright Act in the name of The Corporation of the District of Burnaby. Accordingly, Council was advised that permission may be given for community groups or other interested parties to use the logo, and that a resolution of Council would be necessary to give such authority.

On 1983 March 28, Council endorsed a set of criteria that were recommended as guidelines for evaluating proposals in this regard. The pertinent section of the report containing the criteria that were adopted is as follows:

"3.0 SUGGESTED CRITERIA:

It is suggested that Council support for requests to use the Burnaby logo be extended only where Council is satisfied that the following criteria are met:

- (a) Use is proposed by a broadly-based, non-profit community group or government-sponsored agency that serves, in some significant way, the interests of a substantial segment of the population of Burnaby, and not by a business enterprise;
- (b) the organization seeking permission is exclusively or primarily composed of Burnaby residents, or is based in and primarily operating for the benefit of Burnaby and its citizens;
- (c) the proposed application is strictly for non-profit, non-commercial purposes;
- (d) Council is satisfied that the use and application of the logo by the organization will not unduly dilute the public impact of Corporation use, nor detrimentally affect the public's response to the display of the logo by The Corporation of the District of Burnaby;
- (e) the application design is consistent with the design standards employed in the creation of the symbol and the preparation of its approved applications; and
- (f) it is agreed that Burnaby retains ownership and reserves the Copyright to the logo, and reserves the right to automatically withdraw its permission if the use ceases to meet the criteria as established."

To date, two qualifying organizations have sought and received Council approval on this basis.

2.0 CURRENT PROPOSAL

At the 1989 February 20 meeting of Council a written request was received from David Fairey, on behalf of the Conference Steering Committee for the Burnaby Environmental Action Conference, for permission to use the Municipal logo in its letterhead and publicity materials.

Staff have obtained information from Mr. Fairey in order to provide Council with specifics related to the criteria noted above. Additionally, we understand that a representative intends to appear before Council on 1989 February 27 and will provide more particulars on the purpose of the proposed conference.

The conference, to be held 1989 May 27, is sponsored by a number of local organizations, including the Burnaby Citizens for Environmental Protection, the Lower Mainland Waste Management Coalition, the Deer Lake Citizens Group, the Burnaby Mountain Protection Society, and the New Westminster Citizens Committee. All of the sponsoring groups are local non-profit, non-commercial organizations, and as a whole represent primarily the interests of Burnaby citizens. The Steering Committee that is presently operating was formed solely for the purpose of organizing this Conference.

The conference will be held in Burnaby, and we are advised that the participants are expected to be primarily Burnaby residents.

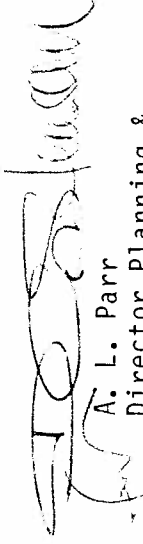
Planning & Building Inspection Department
Burnaby Environmental Action Conference
Burnaby Logo
1989 February 22 - Page 3

ITEM 5
MANAGER'S REPORT NO. 16
COUNCIL MEETING 1989 02 27

We have been informed that the proposed letterhead incorporating the symbol is intended for use only in connection with the 1989 May 27 conference, and hence this approval, if given, will not extend to future use of the logo for other purposes.

Mr. Fairley has acknowledged his understanding that Burnaby retains ownership and reserves the Copyright to the logo, as well as the right to withdraw its permission if the use ceases to meet the criteria as established.

On the assumption that Council is prepared to have the Municipal symbol identified with the proposed Conference, it would be appropriate to pass a motion authorizing the Burnaby Environmental Action Conference Steering Committee to use the registered logo symbol in accordance with the terms outlined above.



A. L. Parr
Director Planning &
Building Inspection

APL
DGS:1f

cc: Municipal Clerk
Municipal Solicitor

