

ITEM	4
MANAGER'S REPORT NO.	54
COUNCIL MEETING	90/09/10

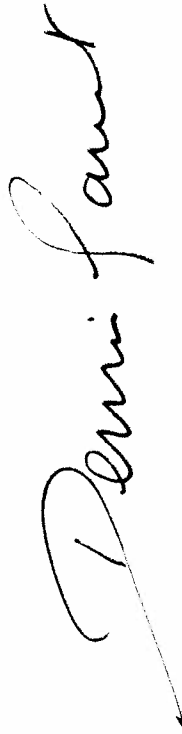
TO : MUNICIPAL MANAGER 1990 SEPTEMBER 05
FROM : DIRECTOR RECREATION & CULTURAL SERVICES
RE : LETTER FROM MR. PETER STANGE - RE ADVERTISING AND DISTRIBUTION OF ALCOHOLIC BEVERAGES ON PUBLIC PROPERTY
PURPOSE : To advise Council of the Commission's reply to Mr. Peter Stange's letter.

RECOMMENDATION

1. THAT a copy of this report be forwarded to Mr. Peter Stange.

REPORT

At its meeting of 1990 September 05 the Parks & Recreation Commission received the attached staff report on the above subject and adopted the recommendations contained therein.



DENNIS GAUNT
DIRECTOR RECREATION &
CULTURAL SERVICES

tc
Attach.

ITEM	4
MANAGER'S REPORT NO.	54
COUNCIL MEETING	90/09/10

REPORT NO. 13
MEETING 15
90/09/05

RE: LETTER FROM MR. PETER STANGE - RE ADVERTISING AND DISTRIBUTION OF ALCOHOLIC BEVERAGES ON PUBLIC PROPERTY

RECOMMENDATIONS:

1. THAT a copy of this report be forwarded to Municipal Council. 108

2. THAT a copy of this report be forwarded to Mr. Peter Stange.

REPORT

The attached letter has been received by Municipal Council and referred to the Commission for consideration.

POLICY:

The Corporation's policy is to permit the use of beer gardens by organizations in association with community events. Generally, although not exclusively, they are sporting events.

The Province of B.C. regulates the conditions and currently Burnaby is allowed to offer forty one-day beer gardens to community associations.

EXPERIENCE:

Our recreation and operational field staff control the circumstances under which the beer gardens take place. Our experience is good. Generally, the community associations are responsible and react positively to any suggestions for improvements to process or behavior that may be drawn to their attention. Consumption of alcohol in the beer gardens is strictly controlled and staff have no complaints about the associations' conduct.

If anti-social or illegal behavior takes place outside of the beer gardens on corporate property, it is dealt with by our field operation staff and we receive the cooperation of the R.C.M.P.

THE EVENT OF 1990 AUGUST 25:

This was a two day tournament organized by the Burnaby Senior Men's Slo-pitch Association. It was part of the Men's "C" Coors National Qualifier. Coors is the official sponsor for Softball Canada, and as such, shares in 50% of the costs of staging the tournaments. This does not include a donation of alcohol. Although the two programs inter-relate on the same day, the granting of the beer garden licence has nothing to do with the Coors sponsorship.

The display of advertising material is a request from Coors, agreed to by the Association, in recognition of the sponsorship. As a practice, it has now occurred in Burnaby on many occasions over several years. The Association is very responsible, has hosted seven tournaments in Burnaby this year, and used sixteen one-day beer gardens.

The current tournament hosted forty-six teams of which thirty-two teams were from Burnaby. The profits from the beer garden go to charity which means that approximately 40% to 60% of the proceeds go to such organizations as the CKNW Orphans fund and the Burn Unit.

The Association recently in conjunction with the Senior Mixed Slo-pitch League contributed funds towards the construction of a playground at the Riverway Sports Complex for the use of families of tournament competitors.

ITEM 13
DIRECTOR'S REPORT NO. 15
COMMISSION MEETING 90/09/05

- 2 -

ITEM 4
MANAGER'S REPORT NO. 54
COUNCIL MEETING 90/09/10

CONCLUSION:

Current practices are a result of clear policies adopted by the Corporation and there are no changes in circumstances that would call for a recommendation to change these policies. Staff will continue to monitor process and behavior to ensure that all regulations are adhered to and we will draw to the attention of the R.C.M.P. comments in Mr. Stange's letter relating to incidents on which we regularly request their cooperation.

DG:hh
Attach.

c.c. Officer-in-Charge, R.C.M.P.

ITEM

13

DIRECTOR'S REPORT NO. 15

COMMISSION MEETING 90/09/05

CORRESPONDENCE AND PETITIONS
REGULAR COUNCIL MEETING
1990

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COUNCIL MEETING 90/09/10

RECEIVED

AUG 28 1990



Peter Stange
4957 Portland Street
Burnaby, B.C.
V5J 2P7

MAYOR'S OFFICE

To:
The Mayor and Council
of The Municipality of Burnaby
4949 Canada Way
Burnaby, B.C.

Subject: Advertising and distribution of alcoholic beverages on **110**
PUBLIC PROPERTY.

I hereby demand that this Council take action against such activities and immediately relieve the present, appointed, booze pushing Parks and Recreation Commission from its duties.

On Saturday, August 25, 1990 at 7:30 a.m. the Riverway Sports Complex was the scene of another booze rally. Banners promoting COORS BEER were hung from the highest points of the changing rooms and every available baseball diamond was decorated with this emblem. The lawn, in front of the changing rooms, sprouted a 25 ft. high inflated beer can, advertising COORS LIGHT. People arriving in motor vehicles were already consuming this advertised brew, still behind the wheel of their respective vehicles.

Has this Council ever heard that drinking and driving is a CRIMINAL OFFENCE? How about COUNTER ATTACK? No? I believe it! You will not rest until you see booze sold and consumed everywhere. It seems that Council and its appointed Parks Commission have a great interest to improve the breweries return on investments at public expense, on PUBLIC PROPERTY. WHY? Who else profits from this?

I also demand that I be given the same free time as COORS to advertise my favourite product on public property, namely the front lawn of the Municipal Hall.
Failing this I demand that:

- a) Council appoint a respectable, environmentally responsible Parks Commission, with people who support ALL SPORTS and are able to promote sport WITHOUT BOOZE.
- b) The bottom (old) playing field at Riverway be given back to the neighbourhood, by removing all but one base ball diamond, installing two permanent soccer goals, plant trees to reduce the noise and enhance this otherwise dismal, poorly disguised neighbourhood pub.
- c) ENFORCE the existing by-laws regulating liquor advertising and consumption.
- d) Revoke all existing liquor licenses from public parks, e.g. Swangard Stadium, located in Central Park.

Sincerely

Copy to Alderman E. Nikolai

INTERNAL DISTRIBUTION:
AGENDA 1990 SEPTEMBER 04
COPY - MUNICIPAL MANAGER
- DIR. REC. & CULTURAL SERV. (FOR REPORT)