

ITEM	4
MANAGER'S REPORT NO.	1
COUNCIL MEETING	90/01/08

RE: ECONOMIC DEVELOPMENT STRATEGY

MUNICIPAL MANAGER'S RECOMMENDATION:

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

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TO: MUNICIPAL MANAGER DATE: 1990 JANUARY 02

FROM: DIRECTOR PLANNING & BUILDING INSPECTION

SUBJECT: ECONOMIC DEVELOPMENT STRATEGY

PURPOSE: TO ADVISE COUNCIL OF THE FURTHER PROGRESS OF THE ECONOMIC DEVELOPMENT STRATEGY AND THE UPCOMING OPEN HOUSES AND ROUND TABLE DISCUSSION

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RECOMMENDATIONS:

1. THAT Council receive this report for information purposes.

R E P O R T

1.0 BACKGROUND INFORMATION:

- 1.1 On 1989 August 21, Council received a progress report on the Municipality's Economic Development Strategy and a copy of the Draft Strategy document under separate cover. Council was advised that the Draft Strategy document which represented the work undertaken by the Economic Development Advisory Committee over seven months had been circulated to the Directors of each Municipal Department and presented to the Mayor and Management Committee on 1989 July 25 for information and discussion.
- 1.2 On 1989 September 26, the Draft Strategy was presented to Council for review and discussion at an informal meeting between Council, staff and the consultant.
- 1.3 The Committee then met again on 1989 October 17 to discuss the comments made by the Department Directors, the Management Committee and the Council. The Committee also discussed the next step in the Strategy development process which specifically involves obtaining public input to the Strategy.

2.0 GENERAL DISCUSSION:

- 2.1 As agreed upon by the Economic Development Advisory Committee and consistent with the Council adopted Strategy development process, it is now appropriate to proceed with obtaining public input to the Draft Strategy by holding the following events:

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OPEN HOUSES:

Two Open Houses will be held - one in North Burnaby scheduled on 1990 January 25 at the Lochdale Community School from 6:00 p.m. until 9:00 p.m. and one in South Burnaby scheduled on 1990 January 29 at the Bonsor Recreation Centre from 6:00 p.m. until 9:00 p.m.

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ROUND TABLE DISCUSSION:

The general public will be invited to discuss the Strategy with the Economic Development Advisory Committee using a round table format. The Round Table Discussion has been scheduled for 1990 February 06 at 7:00 p.m. in the Council Chambers.

These three events will be promoted by the following means:

1. Newspaper Advertising - outlining the location and dates of the Open Houses and Round Table Discussion placed in two consecutive issues of both the Burnaby Now and the Burnaby New Westminster News. The ad will also outline where Strategy Information Brochures can be obtained.
2. Strategy Information Brochures - A brochure has been produced for circulation to the general public. This brochure outlines general information about the Strategy, the process, who's involved, the overall Strategy goals and initiatives and how the public can be involved (i.e. the Open Houses and Round Table Discussion). The brochure will be made available in all of the Burnaby Public Libraries, Recreation and Community Centres, the Municipal Hall and all of the major shopping malls. The Committee has also developed a mailing list for those organizations, groups, etc. who will receive the brochure.
- 2.2 The Committee has revised the Draft Strategy to address many of the concerns expressed by those parties who have had an opportunity to review the previous Draft. This Draft Strategy will be made available to the public to coincide with the Open Houses and Round Table Discussion.
- 2.3 Upon completion of these events, the Committee will compile and review all comments received from the public and prepare a Final Draft Strategy document for presentation to the Municipal Council. The work of the Committee in the developmental/drafting phase of the Strategy process will then be complete.


A. L. Parr,
DIRECTOR PLANNING &
BUILDING INSPECTION