

CITY OF BURNABY

ENVIRONMENT AND WASTE MANAGEMENT COMMITTEE

HIS WORSHIP, THE MAYOR  
AND COUNCILLORS:

RE: B.C. RIVERS DAY, 1994

RECOMMENDATIONS:

1. **THAT** His Worship, W. J. Copeland, proclaim Sunday, 1994 September 25th B.C. River's Day in Burnaby.
2. **THAT** Council approve funding in the amount of \$1,100 for inviting community participation and advertising the proposed Rivers Day community events identified in this report.

REPORT

: COPY - CITY MANAGER  
- DIR. ADMIN. & COMM. SERV.  
- DIRECTOR ENGINEERING  
- DIRECTOR FINANCE  
- DIR. PLNG. AND BLDG.  
- DIR. REC. & CULT. SERV.  
- MEDICAL HEALTH OFFICER

**1.0 BACKGROUND**

B.C. Rivers Day, an annual event sponsored by the Outdoor Recreation Council of British Columbia<sup>1</sup>, celebrates British Columbia's spectacular natural heritage of rivers and their role in the province's culture and history. Throughout the province, citizens, community groups, recreation clubs, environmental organizations, government agencies and others organize river-associated events and invite members of the public to participate in the appreciation of British Columbia's rivers.

In 1993, the City of Burnaby became the first municipality to participate in Rivers Day events. A series of educational and clean-up events involving local organizations, the community, BCIT and the City was held. These events were extremely successful and well received.

**2.0 PROPOSED ACTIVITIES FOR B.C. RIVERS DAY 1994**

**2.1 Proclamation**

It is recommended that the Mayor proclaim Sunday 1994 September 25 as B.C. Rivers Day in Burnaby. This will focus attention on the event and indicate the City's commitment to celebrate and respect the natural and heritage features of its streams and rivers.

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<sup>1</sup>The Outdoor Recreation Council of British Columbia is a non-profit, non-government organization of all of the federated conservation and recreation organizations in the province. With 120,000 members, the Outdoor Recreation Council is the largest organization of its kind in Canada. This year will be the 13th annual B.C. Rivers Day organized by the Council.

## 2.2 Events

A series of events focussing on streams in Burnaby is proposed. They are:

- Spawning and Gravel Placement Deer Lake Brook
- Beecher Creek Clean-Up
- Stoney Creek Clean-Up
- Byrne Creek Interpretive Walk
- Brunette River Interpretive Walk
- Guichon Creek Vegetation Planting/Clean-Up

Broad community involvement including the BCIT Burnaby Lake System Project, the City, community groups, the public, Douglas College, Sapperton Fish and Game Club and Vancouver Game and Angling Club will be involved in these events.

## 2.3 Publicity

Newspaper advertising will be the main form of publicity about B.C. Rivers Day, the schedule of events and the invitation to the community to participate. It is proposed to run one advertisement in each community newspaper the week before the planned events. Display advertisements approximately 6" x 12" is proposed for each newspaper. The cost is estimated to be about \$1,100.

## 3.0 CONCLUSIONS

The 1993 Rivers Day events which took place in the City of Burnaby were a great success. The proposed events for 1994 will enhance Burnaby's waterways while increasing community awareness and understanding of them.

This report recommends that Sunday, 1994 September 25 be proclaimed Rivers Day in Burnaby and funding for advertising the proposed community events be authorized.

Respectfully submitted,

Councillor D.P. Drummond (Chair)

Councillor D. Lawson, Member