

ITEM	10
MANAGER'S REPORT #	16
COUNCIL MEETING	95/04/03

1995 MARCH 29

OUR FILE: 17.822

TO: CITY MANAGER
FROM: DIRECTOR PLANNING & BUILDING
SUBJECT: INFORMATION KIOSK AT METROTOWN CENTRE
PURPOSE: To propose a seasonal change of use for the information kiosk at Metrotown Centre.

RECOMMENDATION:

1. **THAT** Council approve the seasonal change of use for the information kiosk at Metrotown Centre as outlined in Section 2.0 of this report.

REPORT

1.0 BACKGROUND

At its meeting of 1991 October 7, Council approved the implementation of a reservation scheme for use of the indoor information kiosk at Metrotown Centre. Since early 1992, the City has made the information kiosk available, on a first-come, first-served basis, to not-for-profit community groups and service providers and City departments, for information dissemination and public education.

At its meeting of 1995 February 13, Council approved the 1995 Implementation Program for the Burnaby Tourism Strategy. It was noted in the Strategy that one of the Metrotown information kiosks - either the indoor kiosk in Metrotown Centre or the outdoor kiosk at Eaton Centre - would play a role in tourism development during the summer months. For those charged with implementing the Strategy, the indoor kiosk in Metrotown Centre is the preferred venue.

2.0 SEASONAL PROPOSAL FOR INFORMATION KIOSK IN METROTOWN CENTRE

City staff involved with implementing the Tourism Strategy have proposed that the Metrotown Centre information kiosk be made available for the dissemination of tourism-related material during the summer months. This use is consistent with the City's agreement with Cal Investments, the developer/owner of Metrotown Centre. That agreement stipulates that the principal purpose of the kiosk is to provide information respecting community services, events and other matters of interest to the community, visitors and tourists.

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Under the proposal, from June 1 through to Labour Day weekend, the kiosk would be clearly signed as a tourism resource and staffed seven days per week during peak shopping mall hours. The brochure racks and bulletin walls would be used primarily for tourism-related information, although some space in the racks and on the walls would be reserved for relevant seasonal City and community pamphlets.

During the three summer months, the kiosk would be unavailable to City departments and community groups. However, the reservation system would continue to operate for the remaining nine months of the year.

Given past reservation patterns, staff believe that the proposed seasonal change in use would not unduly hamper City departments and community groups. For the most part, summer usage has tended to be light compared to usage during the remainder of the year. It is staff's view that some of the potential summer users could be redirected to other available reservation times, a move which could help to round out usage during the remainder of the year.

3.0 CONCLUSION

Staff recommend that Council approve the proposal for a seasonal tourism use for the information kiosk at Metrotown Centre. The kiosk will remain available to community groups and City departments, on a reservation basis, for the remainder of the year.



D.G. Stenson, Director
PLANNING & BUILDING

JS/jp

- cc: Director Engineering
- Director Finance
- Director Recreation and Cultural Services