

CITY OF BURNABY

SOCIAL ISSUES COMMITTEE

*HIS WORSHIP, THE MAYOR
AND COUNCILLORS*

RE: BANNERS FOR CHILD CARE MONTH

RECOMMENDATION:

1. **THAT** Council approve the allocation of up to \$700.00 from the Boards, Committees, and Commissions Budget for the production of two banners highlighting Child Care Month.

REPORT

The Social Issues Committee, at its Open meeting held on 2005 March 23, received and adopted the *attached* report seeking funding to produce two banners highlighting Child Care month. It is proposed that two banners be displayed from the two City-owned pedestrian overpasses for the month of May.

Respectfully submitted,

Councillor D. Johnston
Chair

Councillor L. Rankin
Vice Chair

Councillor S. Dhaliwal
Member

COPY - CITY MANAGER
DIRECTOR PLANNING & BUILDING

TO: CHAIR AND MEMBERS
SOCIAL ISSUES COMMITTEE

2005 March 16

FROM: DIRECTOR PLANNING AND BUILDING

FILE: 1750 20

SUBJECT: BANNERS FOR CHILD CARE MONTH

PURPOSE: To request City funding to produce two banners highlighting Child Care Month.

RECOMMENDATION:

1. **THAT** Council be requested to approve the allocation of up to \$700.00 from the Boards, Committees, and Commissions Budget for the production of two banners highlighting Child Care Month.

REPORT

1.0 INTRODUCTION

At its meeting of 2005 January 26, the Social Issues Committee adopted a report outlining the activities of the Child Care Resources Group (CCRG) during 2004 and its plans for 2005. The report noted that the CCRG was hoping to sponsor a number of activities during Child Care Month in May 2005 to highlight the role that child care plays in supporting families and communities, and to raise awareness of the importance of early childhood development initiatives and a stable child care system. One possible activity identified was the production of banners to suspend from pedestrian overpasses. Brian Nasu, who represents the Social Issues Committee on the CCRG, advised that the CCRG would likely be seeking funding from the City to produce the banners. Staff were requested to provide the Committee with more detailed information on the cost of the banners.

This report responds to that request.

2.0 CHILD CARE MONTH BANNERS

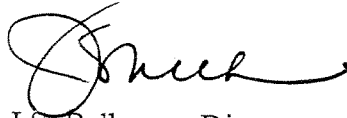
The City of Burnaby owns two pedestrian overpasses which are equipped for suspending banners. The overpasses are located on Canada Way in front of City Hall, and on Kingsway near Boundary Road. The City allocates banner display space on the overpasses to non-profit organizations and City departments on a first-come, first-served basis.

The CCRG has reserved one side of each of the overpasses for the month of May. The Group has been working with staff from the City's sign shop and its graphic division on the

layout and design of two vinyl banners of 20 feet by 3 feet. The banners will identify May as Child Care Month. They will also highlight the importance of quality child care as a foundation for life-long learning, and as a vehicle for supporting the early years and for building strong communities. To minimize costs, the banners will likely be developed in black and white. The estimated cost of the two banners is \$700.00. Funds are available in the Boards, Committees and Commissions budget to cover the costs. A graphic depiction of the proposed banners is *attached* as Appendix 1.

3.0 SUMMARY AND CONCLUSIONS

May is Child Care Month. The City's Child Care Resources Group is proposing to raise public awareness of the importance of quality child care by suspending banners celebrating Child Care Month from two City-owned pedestrian overpasses for the month of May. The cost of producing the banners is estimated at \$700.00. Staff recommend that Council be requested to approve the use of up to \$700.00 from the 2005 Boards, Committees and Commissions budget to cover the production costs.



J.S. Belhouse, Director
PLANNING AND BUILDING

JS/sla/sa
Attachment (1)

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**May is
Child Care
Month**



Quality Child Care

• Foundation for Life-long Learning • Building Strong Communities

**May is
Child Care
Month**



Quality Child Care

• Supporting the Early Years • Foundation for Life-long Learning