



Item
Meeting 2010 Aug 30

COUNCIL REPORT

TO: CITY MANAGER **DATE:** 2010 August 25

FROM: DIRECTOR PLANNING AND BUILDING **FILE:** 33000 01
Reference: World Rivers Day

SUBJECT: WORLD RIVERS DAY 2010

PURPOSE: To provide the schedule of activities for World Rivers Day 2010 in Burnaby and request funding for advertising and promotion.

RECOMMENDATIONS:

1. **THAT** Council approve the proposed activities for World Rivers Day 2010 and authorize an expenditure in the amount of \$5,500 for advertising and promotion, as outlined in this report.
2. **THAT** a copy of this report be forwarded to the Environment Committee; Burnaby Parks and Recreation Commission; the Outdoor Recreation Council of British Columbia, 47 West Broadway, Vancouver V5Y 1P1; Robert Gunn, Program Head, Fish Wildlife and Recreation Program, BCIT; and Mark Angelo, Chair, Rivers Institute at BCIT for information purposes.

REPORT

1.0 BACKGROUND

This year marks the 5th anniversary of World Rivers Day and the 30th anniversary of Rivers Day in BC. Burnaby was the first municipality in BC to acknowledge Rivers Day and has participated in this annual event since 1992. World Rivers Day is an important opportunity to recognize and celebrate Burnaby's watercourses and rivers. During Rivers Day, in Burnaby, attention is drawn to a different waterway each year, with the Fraser River selected for 2010. As approved by Council at its regular 2010 July 26 meeting, Burnaby, in partnership with BCIT and the Outdoor Recreation Council of BC, is moving forward with the coordination of this year's activities. This year, the Rivers Day event is scheduled for Sunday, September 26th from noon to 4:00PM at Burnaby Fraser Foreshore Park on the north arm of the Fraser River.

This report seeks Council approval for the proposed activities and expenditure authorization in the amount of \$5,500 for advertising and promotion. Given the requirements for advertising and promotion and the Environmental Committee meeting schedule, this report is being submitted directly to Council. The Chair of the Environment Committee has reviewed the proposed activities and concurs with the recommendations of this report.

2.0 EVENT SCHEDULE

World Rivers Day at Burnaby Fraser Foreshore Park this year has been planned to provide a wide range of river-themed and environmentally relevant information displays and activities. The intention of these activities is to help raise awareness of the significance of our waterways in an enjoyable and educational manner. The proposed events, activities and displays include:

- Welcoming ceremony - *BCIT Aboriginal Services*
- Official speeches – *Mark Angelo, Rivers Day founder, Mayor or designate, and dignitaries (1:00 PM start time)*
- Live Raptors and information display - *Orphaned Wildlife Rescue Society (O.W.L.)*
- ‘Co-Existing with Coyotes’ conservation program – *Stanley Park Ecology Society*
- ‘Learn to Fish’ program and information display - *Freshwater Fish Society*
- Gold panning with ‘Yukon Dan’ – *Dan Moore*
- Information displays - *Wildlife Rescue Association, Burnaby Lake Park Association, BC Hydro, Rivers Institute, BCIT Centre for Architectural Ecology, KinderMorgan, City of Burnaby*
- World Rivers Day Proclamation - *Burnaby Board of Trade*
- Tap Water Campaign – *Metro Vancouver and Catching the Spirit youth volunteers*
- Salmon barbeque – *BCIT, Skipper Otto’s Wild BC Salmon and Catching the Spirit youth volunteers*
- Live music – *Sean Riquelene*
- Sketch artistry – *Avril Orloff*
- ‘Salty’ the mascot - *Port Metro Vancouver*
- Car pooling – *Jack Bell Ride-Share program*
- Children’s zone including facepainting – *City of Burnaby*

A number of additional activities and displays are being planned including fish mural painting, environmental education displays, festival music and performance, volunteer invasive plant removal, food displays and environmental business and services displays.

With this year’s effort to discourage bottled water, Metro Vancouver has agreed to temporarily contribute equipment for distributing tap water to participants. Water will be supplied directly from the City’s tap water service at Burnaby Fraser Foreshore Park. Public transit service for the afternoon is also being pursued with Translink.

In a related event, an evening ‘Dreamfish Gala’ on Saturday, September 25th at the Burnaby Lake Rowing Pavilion is also being prepared by the Stream of Dreams Murals Society to coincide with World Rivers Day activities.

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3.0 ADVERTISING AND PROMOTION OF EVENTS


Advertising for World Rivers Day, including a schedule of activities, is proposed for two local papers (Burnaby NewsLeader and Burnaby Now) and the regional weekly newspaper (the Georgia Straight). Posters will also be forwarded to the four local libraries, City recreation centres, the City kiosk at Metropolis and to the Burnaby Board of Trade. Information material will also be placed on the City's website and forwarded to BCIT, the Outdoor Recreational Council of BC, corporate sponsors and Tourism Burnaby.

Funding for advertising and relevant promotional material has been provided by the City in the past. This year, Council expenditure approval is sought for an expenditure in the amount of \$5,500 to be drawn from the Boards, Committees and Commissions budget for this purpose. Sufficient funds are available.

4.0 CONCLUSION

World Rivers Day in Burnaby provides the opportunity for community organizations, businesses, and people of all ages to gain knowledge about and celebrate the environmental, cultural and economic significance of our rivers. This year's activities continue to help raise awareness of the beneficial contribution that our rivers and waterways make to our environment and quality of life.

This report seeks Council approval for the 2010 World Rivers Day schedule of events, and seeks Council expenditure authorization for advertising and promotional material.


Basil Luksun, Director
PLANNING AND BUILDING

GB/sla

Copied to: Deputy City Managers
Director Engineering
Director Parks, Recreation and Cultural Services
Director Finance
President, CUPE Local 23
City Clerk
Officer in Charge, RCMP
Fire Chief
Chief Librarian