

FINANCE AND CIVIC DEVELOPMENT COMMITTEE

*HIS WORSHIP, THE MAYOR
AND COUNCILLORS*

SUBJECT: TOURISM BURNABY – DIRECTOR APPOINTMENT

RECOMMENDATION:

1. THAT Council appoint Mr. Doug Spindler, Manager, Treasury Operations to the Board of Directors for Tourism Burnaby as Director and voting member.

REPORT

The Finance and Civic Development Committee, at its meeting held on 2014 October 23, received and adopted the *attached* report recommending the appointment of Manager, Treasury Operations to the Board of Directors for Tourism Burnaby.

Respectfully submitted,

Councillor D. Johnston
Chair

Councillor C. Jordan
Vice Chair

Councillor P. McDonell
Member

Copy: City Manager Deputy City Managers Director Finance
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TO: CHAIR AND MEMBERS
FINANCE AND CIVIC DEVELOPMENT
COMMITTEE

DATE: 2014 October 16

FROM: DIRECTOR FINANCE

FILE: 7500-01

SUBJECT: TOURISM BURNABY – DIRECTOR APPOINTMENT

PURPOSE: To recommend the appointment of Manager, Treasury Operations to the Board of Directors for Tourism Burnaby.

RECOMMENDATION:

1. **THAT** Finance and Civic Development Committee recommend Council appoint Mr. Doug Spindler, Manager Treasury Operations to the Board of Directors for Tourism Burnaby as Director and voting member.

REPORT**1.0 BACKGROUND**

In 2004, in conjunction with Provincial District Hotel Room Tax legislation as a means of promoting tourism in Burnaby, Council established Tourism Burnaby. A Provincial municipal and regional hotel room tax of two percent on the purchase of accommodation was established to provide funding for tourism initiatives.

Tourism Burnaby was incorporated on 2004 October 25, in the Province of British Columbia under the Society Act. Since incorporation, Tourism Burnaby has successfully renewed its initial application with the Province of British Columbia in 2009 and most recently in 2014 March. Funds collected from accommodation services in Burnaby have grown from \$483,000 in 2005 to \$668,000 in 2013. Room tax revenues for 2014 are projected at \$703,000.

Tourism Burnaby provides national and global exposure for Burnaby as a central location for conference and sporting events. Tourism Burnaby's sales, marketing and business priorities include sport tourism, arts culture heritage, meetings and conferences, consumer marketing, e-marketing and communications and public relations. With world class facilities in Burnaby, several high profile events have taken place in Burnaby through the efforts of Tourism Burnaby, the City of Burnaby and our many volunteers. A list of notable events sponsored and supported by both organizations is provided in Attachment 1.

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2.0 CITY COUNCIL BOARD APPOINTMENT

Tourism Burnaby's Constitution and Bylaws Part 2, Section 23 stipulates that the voting members of Tourism Burnaby shall be made up of hotel representatives, a Burnaby Board of Trade nominee and two members appointed by Burnaby City Council. A director of the Society must be a member in good standing and two directors shall represent and be nominated by the City of Burnaby.

Tourism Burnaby's ongoing success is attributable to the involvement of the Board of Directors and the execution of plans by the Executive Director. The integration of Council and City staff representation on the board provides added value and expertise in the areas of community engagement and specialty services such as financial administration. Currently representing the City of Burnaby on the Tourism Burnaby Board of Directors as voting members and Directors are Councillor Paul McDonell and Denise Jorgenson, Director Finance. Ms. Jorgenson also fills the role of Secretary/Treasurer for Tourism Burnaby.

The rotation of members to the board provides knowledge transfer, succession planning and long term engagement support for the activities of Tourism Burnaby. It is proposed that Council appoint Mr. Doug Spindler, Manager Treasury Operations to the role of Director on the Board of Tourism Burnaby, to replace Ms. Jorgenson. Mr. Spindler would assume the Secretary/Treasurer position on the board to provide continued oversight and engagement in Tourism Burnaby activities. Mr. Spindler is also a Burnaby resident who actively participates in our community.

3.0 RECOMMENDATION

Since the formation of Tourism Burnaby by City Council, Tourism Burnaby has successfully promoted global awareness of sporting and business meeting opportunities available in Burnaby. While the administration and sales activities to generate and increase tourism in Burnaby has been assigned to Tourism Burnaby, the City maintains a fiduciary responsibility of oversight. This is accomplished in part through the appointment of a staff member to the Board of Directors. It is recommended that Council appoint Mr. Doug Spindler, Manager Treasury Operations to the Board of Directors for Tourism Burnaby as Director and voting member.



Denise Jorgenson
DIRECTOR FINANCE

DJ:DS/ml

Attachment: #1 - Notable Events Hosted in Burnaby Since 2005

Copied to: City Manager

NOTABLE EVENTS HOSTED IN BURNABY SINCE 2005

Past Events

2014 Skate Canada National Synchronized Skating Championships
2014 Rugby Canada Pacific Nations Cup Test Event Canada vs. Japan
2014 Rowing Masters Canadian Championship
2014 Quidditch Global Games
2014 Provincial Soccer Youth A Cup
2014 National Netball Championships
2014 International Table Tennis Federation North American Cup
2014 Courage Canada Blind Hockey Training Camp
2013 Esso Cup Female Midget Hockey Championship
2012 University Rowing Championships
2012 Canadian University Rowing Championship
2012 Canadian Ringette Championship
2012 BC Seniors Games
2011 North American ASHL Championship
2011 National Youth Bowling Championship
2011 Junior National Racquetball Championships
2010 President's Cup Lacrosse Championship
2010 Canadian Oldtimer's Baseball Championship
2009 World Police and Fire Games
2008 World Broomball Championships
2007 Junior National Racquetball Championships
2007 FIFA U-20 World Cup
2007 Canadian National Ball Hockey Championships
2006/2007 CCAA Soccer Championships
2006 U17 National Basketball Championships
2006 North American Challenge Skate
2006 National Tenpin Bowling Championships
2006 Canadian Legion Track and Field Championships
2005 Canadian National Rugby Championships

Annual Events

Burnaby Bantam Holiday Classic
Cascadia Masters Rowing Regatta
Giro di Burnaby
Harry Jerome Track Classic

Upcoming Events

2014 Roger's Hometown Hockey Tour
2014 Toronto Raptors Training Camp
2015 Rhythmic Gymnastics Western Championship
2015 Rowing Canada Coaches Conference & AGM