



## **FINANCIAL MANAGEMENT COMMITTEE**

### *NOTICE OF OPEN MEETING*

**DATE:** WEDNESDAY, 2016 OCTOBER 19  
**TIME:** 5:30 PM  
**PLACE:** Council Committee Room, Burnaby City Hall

### **A G E N D A**

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7. **INQUIRIES**

8. **CLOSED**

Public excluded according to Sections 90 and 92 of the Community Charter

9. **ADJOURNMENT**



## FINANCIAL MANAGEMENT COMMITTEE

### MINUTES

An Open meeting of the Financial Management Committee was held in the Council Committee Room, Burnaby City Hall, 4949 Canada Way, Burnaby, B.C. on Thursday, **2016 September 22** at 5:30 p.m.

#### 1. CALL TO ORDER

PRESENT: Councillor Dan Johnston, Chair  
Councillor Colleen Jordan, Vice Chair  
Councillor Paul McDonell, Member

STAFF: Mr. Lambert Chu, City Manager  
Mr. Leon Gous, Director Engineering  
Ms. Denise Jorgenson, Director Finance  
Mr. Dave Ellenwood, Director Parks, Recreation and Cultural Services  
Mr. Lou Pelletier, Director Planning & Building  
Ms. Shari Wallace, Chief Information Officer  
Mr. Dipak Dattani, Deputy Director Engineering  
Mr. Bob Klimek, Deputy Director Finance  
Mr. Patrick Shek, Chief Building Inspector  
Mr. John Cusano, Deputy Chief Building Inspector  
Ms. Blanka Zeinabova, Administrative Officer  
Ms. Nikolina Vracar, Administrative Officer

The Chair called the Open meeting to order at 5:40 p.m.

#### 2. MINUTES

- a) **Minutes of the Open meeting of the Financial Management Committee held on 2016 July 21**

MOVED BY COUNCILLOR MCDONELL  
SECONDED BY COUNCILLOR JORDAN

THAT the minutes of the Open meeting of the Financial Management Committee held on 2016 July 21 be adopted.

CARRIED UNANIMOUSLY

**3. REPORTS**

MOVED BY COUNCILLOR JORDAN  
SECONDED BY COUNCILLOR MCDONELL

THAT the reports be received.

CARRIED UNANIMOUSLY

**a) Report from the Director Planning and Building**  
**Re: Emergency Power at Select Key City Facilities**

The Director Planning and Building submitted a report proposing a framework for the future provision of emergency back-up power supply at select key City facilities to provide public access, service provision and centres for respite during extended power outages.

The Director Planning and Building recommended:

1. THAT Council approve the emergency back-up power supply framework for select key City facilities, as outlined in Section 4.0 of this report.

MOVED BY COUNCILLOR JORDAN  
SECONDED BY COUNCILLOR MCDONELL

THAT the recommendation of the Director Planning and Building be adopted.

CARRIED UNANIMOUSLY

**b) Report from the Director Finance**  
**Re: Permissive Exemptions from Taxation - 2017**

The Director Finance submitted a report seeking approval for permissive exemptions from property taxation for 2017, as set out in this report.

The Director Finance recommended:

1. THAT Financial Management Committee recommend Council authorize staff to bring down a Taxation Exemption Bylaw to permissively exempt properties listed in Attachment 4 from property taxation in 2017.

MOVED BY COUNCILLOR JORDAN  
SECONDED BY COUNCILLOR MCDONELL

THAT the recommendation of the Director Finance be adopted.

CARRIED UNANIMOUSLY

c) **Report from the Director Engineering  
Re: Bi-Weekly Garbage Collection**

The Director Engineering submitted a report seeking approval to implement bi-weekly curbside and multi-family residential garbage collection.

The Director Engineering recommended:

1. THAT the Committee recommend Council authorize staff implement bi-weekly curbside and multi-family residential curbside garbage collection and the proposed changes, as outlined in Section 2.0 of this report.

Arising from discussion, the Committee referred to Section 2.2 of the report – Toter Exchanges, and recommended Option B) which would provide Burnaby residents with the flexibility to upsize their garbage toter at no additional costs for a period of up to two years.

MOVED BY COUNCILLOR JORDAN  
SECONDED BY COUNCILLOR MCDONELL

THAT the recommendation of the Director Engineering be adopted.

CARRIED UNANIMOUSLY

4. **NEW BUSINESS**

There was no new business brought before the Committee at this time.

*\*Councillor McDonell left meeting at 6:14 p.m.\**

5. **INQUIRIES**

There were no inquiries brought before the Committee at this time.

6. **CLOSED**

Public excluded according to Sections 90 and 92 of the Community Charter of B.C.

MOVED BY COUNCILLOR JORDAN  
SECONDED BY COUNCILLOR JOHNSTON

THAT this Open Committee meeting do now recess.

CARRIED UNANIMOUSLY

The Open meeting recessed at 6:14 p.m.

MOVED BY COUNCILLOR MCDONELL  
SECONDED BY COUNCILLOR JORDAN

THAT the Open Committee meeting do now reconvene.

CARRIED UNANIMOUSLY

The Open meeting reconvened at 6:39 p.m.

7. **ADJOURNMENT**

MOVED BY COUNCILLOR MCDONELL  
SECONDED BY COUNCILLOR JORDAN

THAT this Open Committee meeting do now adjourn.

CARRIED UNANIMOUSLY

The Open meeting adjourned at 6:39 p.m.

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Blanka Zeinabova  
ADMINISTRATIVE OFFICER

---

Councillor Dan Johnston  
CHAIR

**Zeinabova, Blanka**

---

**From:** Cory Redekop <cory@bbot.ca>  
**Sent:** September 14, 2016 3:21 PM  
**To:** Zeinabova, Blanka  
**Cc:** Clerks  
**Subject:** Delegation - Financial Management Committee

Hello Blanka,

I would like to request that the Burnaby Board of Trade appear as a delegation at the October 27<sup>th</sup> meeting of the Financial Management Committee.

This presentation would be to recap on the activities undertaken by the Burnaby Board of Trade in relation to our Economic Development Grant from the City.

Presenting at the delegation will be:

*Paul Holden*  
*President & CEO*  
*Burnaby Board of Trade*

*Frank Bassett*  
*Chair of the Board of Directors*  
*Burnaby Board of Trade*

Please let me know if you need any additional information from me and if this delegation can be confirmed.

Thanks,

**Cory Redekop**  
Manager, Policy and Events  
Burnaby Board of Trade  
[cory@bbot.ca](mailto:cory@bbot.ca)  
604-412-0100 ext 1102  
#201 – 4555 Kingsway  
Burnaby, BC V5H 4T8  
[Join our Mailing List](#)  
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**CANADIAN FEDERATION  
OF INDEPENDENT BUSINESS.**

625 Howe Street, Suite 1430  
Vancouver, British Columbia V6C 2T6

SECTION 2  
COUNCIL CORRESPONDENCE (2016 SEPT 15)  
City Manager  
Deputy City Manager  
Dir. Finance  
Financial Management Committee (Oct. 27)

September 12, 2016

Derek Corrigan  
Mayor of Burnaby  
4949 Canada Way  
Burnaby, BC, V5G 1M2

Dear Mayor and Council,

As you may know, the Canadian Federation of Independent Business (CFIB) is a non-profit, non-partisan business association that seeks to give independent business a voice at all level of government. With 109,000 members across Canada, 10,000 of which are located in BC, we are the largest organization exclusively representing the interests of small and medium-sized businesses (SMEs) to all levels of government.

You may also be aware of our annual report on municipal spending. We started this report as the cost of municipal governments is of concern to many of our members. But we also try to identify areas local governments could find ways to cut costs without reducing services. Earlier this year we released a report analysing the cost of credit card processing for ten BC municipalities. One of those municipalities was Burnaby. In 2015 alone, Burnaby paid \$497,665 processing credit card payments from residents and businesses, up 79 per cent from 2010. In total from 2010 to 2015, the cost to Burnaby of accepting card payments was \$2,302,565 - a significant cost. You can find the full report attached to this letter.

CFIB recognizes the benefit to accepting credit card payments. It increases customer convenience by providing choice in payment method and helps facilitate online payments. Therefore, some of the increase over the period is understandable as the city accepts a greater number of credit card transactions. However, efforts need to be made to ensure that the cost associated is minimized. In an effort to contain these costs, CFIB has four recommendations:

- 1) Educate taxpayers about the cost to the city for accepting credit card payments, and encourage debit payments at point of sale;
- 2) Conduct regular reviews about which credit card payments processing companies offer the best rates;
- 3) Track and regularly report data on the number of transactions, transaction fees, rates and type of credit card used (i.e. premium versus regular);
- 4) Work with other municipalities to negotiate a lower group processing rate with credit card processing companies.

CFIB is asking your municipality to publicly adopt these initiatives. If your municipality has already taken action to control the costs, we would love to hear about it. If you'd like to meet to discuss the report's findings or recommendations, please feel free to contact our office at 604-684-5325 or [MS.BC@cfib.ca](mailto:MS.BC@cfib.ca) to arrange a mutually convenient meeting time. As a note we will be at UBCM and would be willing to meet at your convenience to discuss this and other important issues that face

small businesses.

Sincerely,



Samantha Howard  
Director, BC  
Canadian Federation of Independent Business



Aaron Aerts  
Economist, BC  
Canadian Federation of Independent Business

cc. Burnaby City Council

## BC Municipal Government Spending: The Rising Cost of Credit Card Transactions

Richard Truscott, Vice-President BC and Alberta  
Aaron Aerts, Economist

New research by the Canadian Federation of Independent Business (CFIB) shows that municipalities are spending millions of dollars a year processing credit card payments. Municipalities pay transaction fees for payments made by residents and businesses for municipal services, permits, licenses etc. In 2015, the ten municipalities<sup>1</sup> examined paid \$4.8 million dollars in fees. And the cost is rising – since 2010, the fees were up 54 per cent among the ten municipalities (see Figure 1).

Between 2010 and 2015, the ten municipalities paid over \$22 million dollars cumulatively to process credit card transactions. The highest increase observed among municipalities examined was in the City of North Vancouver, where transaction fees jumped 122 per cent. At the other end of the scale, Prince George managed to keep fee growth relatively low, at 33 per cent.

Figure 1:

### Credit card transaction fees paid by select municipal governments

Municipality	2010	2011	2012	2013	2014	2015	Total 2010-2015	Percentage increase 2010 to 2015
Abbotsford	\$128,652	\$123,601	\$141,077	\$145,988	\$157,050	\$176,232	\$872,598	37%
Burnaby	\$277,506	\$312,536	\$351,479	\$413,691	\$449,688	\$497,665	\$2,302,565	79%
Coquitlam	\$282,602	\$352,699	\$389,692	\$428,477	\$468,865	\$470,261	\$2,392,596	66%
City of North Vancouver	\$39,442	\$52,770	\$60,121	\$63,915	\$75,268	\$87,577	\$379,093	122%
City of Vancouver	\$1,295,000	\$1,549,000	\$1,562,000	\$1,627,000	\$1,768,000	\$2,042,000	\$9,843,000	58%
Richmond	\$189,783	\$194,997	\$228,448	\$258,778	\$298,055	\$302,666	\$1,472,727	59%
Victoria	\$353,018	\$438,283	\$404,753	\$437,795	\$466,735	\$507,050	\$2,607,634	44%
Prince George	\$73,523	\$89,773	\$89,446	\$94,211	\$98,434	\$97,834	\$543,221	33%
Nanaimo	\$83,954	\$102,128	\$102,779	\$113,975	\$127,060	\$139,396	\$669,292	66%
Surrey*	-	-	-	\$420,817	\$480,015	\$519,119	\$1,419,951	%23*
<b>Total</b>	<b>\$2,723,480</b>	<b>\$3,215,787</b>	<b>\$3,329,795</b>	<b>\$4,004,647</b>	<b>\$4,389,171</b>	<b>\$4,839,798</b>	<b>\$22,502,677</b>	<b>%54**</b>

Source: Municipal Freedom of Information requests

\*Surrey did not have the financial information requested for 2010 to 2012. Growth is calculated for 2013 to 2015.

\*\* As no 2010 data was available for Surrey, the total growth calculation uses Surrey's 2013 figure as a conservative estimate for a 2010 baseline.

<sup>1</sup> Municipalities examined are Abbotsford, Burnaby, Coquitlam, City of North Vancouver, City of Vancouver, Richmond, Victoria, Prince George, Nanaimo and Surrey. These municipalities were selected due to their size and representation across the province. The data is not publically available and requires freedom of information requests, hindering analysis of a larger set of municipalities. Prince George, Coquitlam and the City of North Vancouver figures include debit transaction fees, representing a very small percentage of total fee.

There are obvious benefits to accepting credit card payments. They increase customer convenience by providing choice in payment method and help facilitate online payment. Therefore some of the increase in processing fees occurs as municipalities expand the goods and services which can be paid by credit. However, the increase in fees paid also highlights the need for a deliberate effort to minimize the costs associated with accepting credit card payments.

Small businesses are well aware of the costs of accepting credit cards. They need to be – many run on thin margins and even small changes in the cost of customer transactions can have a large impact. Many encourage customers to pay by alternative low-cost methods such as debit. And most scrutinize various credit card processing options to find the lowest fees.

Municipal governments should have a keen eye on controlling and reducing a wide range of costs. Higher credit card processing costs for municipal governments means a greater reliance on property taxpayers to make up the lost revenue, which have been shown to be disproportionately levied on business properties<sup>2</sup>.

When CFIB meets with municipal leaders to highlight unsustainable growth in municipal operating spending<sup>3</sup>, the elected officials often argue that any expenditure reduction will result in lower levels of services. However, there are many areas where municipalities can find cost efficiencies and maintain high quality public services. One idea is cost savings related to credit card processing fees. The following are recommendations on how that can be achieved:

*A good example of the savings from renegotiation is from the City of Victoria. They renegotiated fees for city parking in 2012, decreasing fees from \$243,256 in 2011 to \$180,592 in 2012 – savings of over 25 per cent.*

## Recommendations

To ensure municipalities are minimizing the costs of credit card transaction fees, CFIB has the following recommendations:

- ▶ Educate taxpayers about the impact of credit card fees on municipal operating costs and encourage debit payments at point of sale;
- ▶ Conduct regular reviews about which credit card payment processing companies offer the best rates;
- ▶ Track and regularly report data on the number of transactions, transaction fees, rates and type of credit card used (i.e. premium versus regular);
- ▶ Work with other municipalities to negotiate a lower group processing rate with credit card processing companies.

<sup>2</sup> In 2014, an average BC business paid 2.6 times more than a resident on the same assessed property value. B.C. Municipal Property Tax Gaps 2004-14: A 10-Year Perspective Richard Truscott and Aaron Aerts

<sup>3</sup> For details on the spending problem for many BC municipalities, see BC Municipal Spending Watch 2015, Richard Truscott and Aaron Aerts



<b>TO:</b>	CHAIR AND MEMBERS FINANCIAL MANAGEMENT COMMITTEE	<b>DATE:</b>	2016 July 13
<b>FROM:</b>	DIRECTOR FINANCE	<b>FILE:</b>	46000-01
<b>SUBJECT:</b>	<b>BURNABY BUSINESS LICENCE BYLAW</b>		

**RECOMMENDATION:**

1. **THAT** Financial Management Committee recommend Council authorize staff to prepare a new Burnaby Business Licence Bylaw as outlined in this report.

**REPORT****1.0 BACKGROUND**

Council's authority to regulate and licence business activity is provided for in the Community Charter. The Burnaby Business Licence Bylaw #3089 is the primary bylaw designed to regulate businesses activity and promote compliance with applicable bylaws and legislated requirements. The current bylaw was originally adopted in 1950 December and since that time has been amended a total of 32 times. The regulations contained within the bylaw help ensure the protection and safety of the public, minimize nuisances and guard against misleading business practices.

In conjunction with the work that is currently underway to implement the Licence, Inspection and Permits System, Licence staff and the City Solicitor have conducted a thorough review of the Burnaby Business Licence Bylaw in an effort to modernize it in coordination with the Licence, Inspection and Permits System application project currently underway. This report identifies proposed bylaw changes to more closely reflect today's business practices.

The current bylaw provides the Chief Licence Inspector the power to grant a licence once satisfied that the applicant has complied with all regulations regarding zoning, building occupancy, health, sanitation, and business operation in respect of the proposed business.

Currently upon receipt of an application, Licence staff first confirm that the required zoning checks are completed prior to processing the application. Once this step is done a review of the business regulations that may apply to the proposed business are confirmed. If both steps are successfully completed the licence is placed in a pending status and the business is permitted to operate until all other regulations are confirmed.

The expertise to determine if a business is compliant with the other requirements rests within other departments or external agencies. To obtain input from these departments or agencies application referrals are distributed for review. A single business licence application can result in

To: Financial Management Committee  
 From: Director Finance  
 Re: BURNABY BUSINESS LICENCE BYLAW  
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multiple referrals and in some cases an onsite inspection of the proposed business location. In most cases pending business licences are transitioned to an approved status after departments and agencies return approved referrals.

In 2015, upon initial request 742 licences applications were approved the same day the application was received. The balance of approximately 1,400 applications, were referred for further review. A further 422 applications were voluntarily withdrawn by the operator prior to the licence being approved.

**1.1 Business Licence Volume**

Since 2012 the number of business licence applications received by the Licence Office has increased yearly with more than a 20% increase over the four year period.

**Yearly Business Licence Applications Received 2012 – 2015**

Year	2012	2013	2014	2015
# of Licence Applications	2,133	2,252	2,445	2,568

Over 91.5% (1,964) of all business licence applications received in 2015 were transitioned from pending to approved within 180 days. A further 5.3% (136) took between 181 and 540 days to complete and 1.75% (45) licences are still operating in a pending status.

**2.0 OPPORTUNITY FOR BUSINESS PROCESS IMPROVEMENTS**

**2.1 Faster Review and Follow Up**

With the introduction of the Licence, Inspection and Permits System the sharing of business licence application information between departments will be accomplished electronically. The new system will facilitate more information gathering from applicants at the intake stage providing an opportunity for the initial review to be more fulsome, and in many cases sufficient to allow for faster approval of routine business licences thereby allowing staff more time to process complex applications. Business licence applications for operations that are found to be non-compliant based on the initial information provided will be denied at the intake stage. The status of business applications forwarded to other departments or agencies can be reviewed online and automated communications sent to clarify delays in the approval process.

**2.2 Addition of a New Licence Status**

Currently the City has two Burnaby Business Licence statuses: denied or approved. These two statuses do not fully reflect the business application process which allows for the operation of most businesses during the referral review process, although the licence application is under review and not approved.

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It is therefore recommended that Council consider a third licence status: Conditional Business Licence. This licence would be issued by the Chief Licence Inspector at the request of the referring departments when a business is compliant based on the information provided in the application, but additional time to gather information or complete inspection of the premise is required before an application can be approved.

Conditional Business Licence holders will be made aware of the terms of this licence and that the Conditional Business Licence has a fixed end date. The lawful continuation of the operation of a business beyond this date is dependent on the business being fully compliant with the conditions required for the issuance of an approved business licence.

Conditional Business Licence holders may be advised at any time during the term of their Conditional Business Licence to cease operations if it is found that the business is unable to qualify for an approved business licence.

It is proposed that the Conditional Business Licence be valid for a period of up to 180 days. The fee for the Conditional Business Licence will be the same as the first year business licence fee based on the nature of the business being licenced.

**3.0 BUSINESS LICENCE CATEGORIES AND FEES**

The fees that are collected as part of the municipal business licencing program are intended to be revenue neutral and are charged to recover the cost of administering the licence program. The licence fees charged in respect to the first year of a business operation are generally higher than the annual renewal fee due to the additional City resources required for approval of the initial licence.

**3.1 Non-Refundable Application Fee**

It is proposed that a \$50 non-refundable application fee be established to cover the cost of the application during intake.

**3.2 Licence Fees**

It is proposed to group the existing business licence fees contained in the current business licence bylaw into fee groups based on the dollar value of the fees. The proposed fee groups would continue to reflect the numerous permitted uses contained in the Zoning Bylaw but condense the number of fees. Staff are working on the development of a new fee schedule and a plan to implement the required changes. This will be the subject of a later report to FMC in the fall.

**4.0 LICENCE TYPES**

It is proposed that the new bylaw establish:

- two additional licence categories, *Special Event Business* and *Film Location Business*
- clarify a new process and fee for Not-For-Profit businesses
- a new fee for businesses types that have a Shared Location

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**Special Event Business** licences will be issued to qualified businesses initiating a short term event such as a major sporting competition, carnival, concert or similar activity that charges a fee and is transitory. The licence will be valid for a period of 30 days after issuance and regulations contained in the bylaw will permit the Chief Licence Inspector to require additional provisions such as insurance, security or to limit the hours of operation if it is deemed necessary. The proposed fee for the licence will be \$150.00.

**Film Location Business** licences will be issued to film productions companies that do not occupy a physical location in Burnaby but are conducting business in the City. Due to recent changes in federal legislation around the use of foreign workers, the Licence Office has experienced an increase in requests from film production companies for a business licences. Currently film production companies that are not located in Burnaby are issued a Mobile Business Licence. The fee for a Film Location Business Licence is proposed to be \$75 which reflects the limited processing time required to review and approve an application.

**Not-For-Profit Business** organizations are identified as a licence fee category, but are not identified as a licence type. It is proposed to identify a Not-For-Profit business as a licence type and to amend the current process for the issuance and the annual renewal of the Not-For-Profit business licence.

It is proposed that Not-For-Profit business organizations be charged a \$75 first year fee and a \$35 renewal business licence fee. Currently, a Not-For-Profit business is issued a onetime licence when the operation initially opens no fee is charged. The requirement that a business, including a Not-For-Profit organization, obtain and renew an annual business licence will help ensure that the business remains compliant with required bylaws and regulations.

**Shared Location Fee** will apply to a licenced business in retail sales or another service industry that shares space with a compliant business operation.

The first licenced business to operate at a location will pay a first year business licence fee. Any following qualified business to operate from the same shared location will pay the equivalent of a renewal fee in the first year of operation. All business licence holders will be required to pay the full annual renewal fee.

A Shared Location Fee equivalent to the renewal fee is applicable given that site inspections to confirm the suitability of the premises is not required for subsequent business applicants. The bylaw will identify those businesses for which a Shared Location Fee is permissible. To qualify the business operation must be contained in a single location and share an address. This type of arrangement is common amongst doctors who often share a location although they are each considered independent businesses.

**5.0 ANNUAL LICENCE RENEWAL PROCESS**

The adoption of the Burnaby Bylaw Notice Enforcement Bylaw 2009 June provided measures to enforce bylaw compliance. The additional fee provisions in the current licence bylaw are now redundant.

To: Financial Management Committee  
From: Director Finance  
Re: BURNABY BUSINESS LICENCE BYLAW  
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The current bylaw stipulates that all business licences expire on December 31 of each year. To encourage timely renewal, the addition of a penalty fee of \$50 at 30, 90 and 150 day to all past due accounts is included in the current bylaw.

It is proposed in the new Business Licence Bylaw that all licences continue to expire on December 31, and that all licence holders be contacted on November 01 advising of the need to renew their licence before December 31. On December 01 a second notice would be sent to any business that had not submitted renewal payment by that time. On January 01 the system would set all outstanding licence accounts unpaid to “expired”. All expired licences would then be subject to an additional fee and would have until March 01 to pay the required renewal amount and the additional fee. One final notice would be sent to all outstanding licence holders after January 01 advising of the amounts outstanding and the implications of continuing to operate past March 01.

After March 01 any business found operating without a valid business licence would be subject to a Bylaw Enforcement Notice. In order to reinstate their business licence, the operator will be required to make a new application and pay a first year business licence fee.

**6.0 RECOMMENDATION**

Council’s consideration of the proposed Burnaby Business Licence bylaw changes outlined in this report is requested. Once the operational date for the Licence and Inspection System is confirmed a new Burnaby Business Licence Bylaw will be presented to Council for consideration and adoption, and the repeal of the existing bylaw will be requested.

It is recommended that Financial Management Committee recommend Council consider and approve the proposed amendments and authorize Licence staff to prepare a new Burnaby Business Licence Bylaw.



Denise Jorgenson  
DIRECTOR FINANCE

DJ:DL:RR/ew

Copied to: City Manager  
City Solicitor  
Director Planning and Building



Meeting 2016 October 19

## COMMITTEE REPORT

**TO:** CHAIR AND MEMBERS  
FINANCIAL MANAGEMENT COMMITTEE

**DATE:** 2016 October 06

**FROM:** DIRECTOR FINANCE

**FILE:** 6400-20

**SUBJECT:** TEMPORARY FINANCING BYLAW

**PURPOSE:** To obtain borrowing authority to temporarily finance expenditures.

**RECOMMENDATION:**

1. **THAT** the Financial Management Committee recommend Council authorize staff to bring down a bylaw to permit borrowing of up to \$2 million as required, during the period 2017 January 01 to December 31, repayable 2017 December 31.

**REPORT****1.0 BACKGROUND**

Temporary borrowing sometimes becomes necessary during the year prior to collection of property taxes and at other times to make large unexpected payments or to cover an overdraft resulting from revenue shortfalls. Section 177 of the Community Charter provides that Council may authorize borrowing of this nature through a bylaw.

**2.0 2016 ACTIVITY**

In 2016 a temporary financing bylaw was adopted authorizing \$2 million to meet operating needs between January and December. As of 2016 October 03 the City has not utilized these funds.

**3.0 2017 REQUIREMENTS**

For 2017 it is estimated that a \$2 million temporary financing bylaw will be sufficient to cover any City cash shortfalls which may occur at different times during the year. It is recommended that Council authorize staff to bring down a bylaw to permit borrowing of up to \$2 million as required, during the period 2017 January 01 to December 31, repayable 2017 December 31.

for   
Denise Jorgenson  
DIRECTOR FINANCE

DJ:DS/nl



Meeting 2016 Oct 19

## COMMITTEE REPORT

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**TO:** CHAIR AND MEMBERS  
FINANCIAL MANAGEMENT COMMITTEE

**DATE:** 2016 Oct 13

**FROM:** DIRECTOR PARKS, RECREATION &  
CULTURAL SERVICES

**SUBJECT: BURNABY 125 / CANADA 150 CELEBRATIONS**

**PURPOSE:** To request approval of funding for the Burnaby 125/Canada 150 celebrations.

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**RECOMMENDATIONS:**

1. **THAT** the Financial Management Committee recommend Council approve Burnaby's 125 and Canada's 150 Anniversary events, as outlined in this report.
2. **THAT** Council approve the receipt of a \$75,900 grant awarded from the Ministry of Canadian Heritage under the Building Communities Through Arts and Heritage Program to celebrate the City's 125<sup>th</sup> anniversary.
3. **THAT** Council approve an additional expenditure of \$205,000 from Operating Gaming Fund for an expanded year-long program to celebrate both Burnaby's 125 and Canada's 150 anniversaries, as outlined in this report.

**REPORT****BACKGROUND:**

2017 is Canada's 150<sup>th</sup> anniversary of Confederation. Canada 150 will be a time for all Canadians to connect, celebrate and show their pride from coast to coast. Communities across the country are planning special celebrations to mark this historic event.

2017 also marks the 125<sup>th</sup> anniversary of the City of Burnaby which was incorporated on 1892 September 22. Burnaby has held different festivities to mark its anniversary particularly during milestone years such as the 25<sup>th</sup> anniversary in 1917, the year-long celebration of the Burnaby's centennial in 1992, and more recently, the 120<sup>th</sup> celebration in 2012.

To mark this historic occasion, the Parks, Recreation & Cultural Services Department applied for and received confirmation of \$75,900 in federal funding from the Ministry of Canadian Heritage under the Community Anniversaries component of Building Communities Through Arts and Heritage program. Community Anniversaries funding is

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From: Director Parks, Recreation & Cultural Services  
Re: Burnaby 125/Canada 150 Celebrations  
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available to commemorate a community’s 100<sup>th</sup> anniversary or greater (in increments of 25 years). A matching financial commitment is required by the City of Burnaby to receive this grant funding.

**A COMPREHENSIVE PLAN**

**Celebrate Burnaby 125 | Canada 150**

This double anniversary provides an opportunity for residents of Burnaby to come together to celebrate all things that make Burnaby a spectacular place to live, work, learn and play. As these two historic occasions have overlapping goals and objectives, a comprehensive plan is being developed to integrate the planned events/activities and communications.

The primary objective of the Ministry of Canadian Heritage grant is to celebrate arts, heritage and culture by providing opportunities for local artists, artisans and heritage performers to participate in the anniversary celebration.

Under the grant, the proposed performance activities will be scheduled from the beginning of June until the City’s anniversary date, 2017 September 22. The proposed activities include the following initiatives:

1. Initiate a call for musicians and street performers, adjudicate responses through an audition process administered through the Shadbolt Centre for the Performing Arts Special Events team and establish a roster of selected performers who will be scheduled for the various events.
2. Capitalize on existing festivals and events already in the City within the proposed time frame to promote Celebrate Burnaby 125! Consideration was given to various neighbourhoods in the City to maximize community involvement. Potential events include Hat’s off Day in north Burnaby (June), the Edmonds City Fair & Classic Car Show in southeast Burnaby (July), the Bonsor Chalk Festival in southwest (September) and Culture Days in central Burnaby (September). In consultation with event organizers showcase a program of performers from the adjudicated roster.
3. Expand the three City of Burnaby Canada Day celebrations at the Burnaby Village Museum, Edmonds Community Centre and Swangard Stadium as key events of the Celebrate Burnaby 125! program by providing local artist entertainment, buskers/street performers and expanded community areas as appropriate.
4. Create a Celebrate Burnaby 125! volunteer team who will support the program at each of these events. Recruitment, orientation and scheduling of volunteers will be managed through the Shadbolt Centre for the Performing Arts Volunteer Coordinator.

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5. Encourage a 2017 City Hall Open House and Paving Ceremony to take place around the City's anniversary date and support the program with appropriate entertainment from the adjudicated roster.
6. Develop a communications plan to increase awareness of the Celebrate Burnaby 125! events that fall within the federal grant funding, this will include advertising, social media and public relations.

In addition to the planned performance activities incorporated within the federal Celebrate Burnaby 125! grant, further initiatives are being proposed to leverage existing events and programs to create a year-long celebratory feeling in the City. This will also include an enhanced City-wide public awareness/communications plan focused on Celebrate Burnaby 125 | Canada 150.

- **Existing Events:** Enhance existing smaller civic events through an on-site presence of Burnaby 125 | Canada 150. In consultation with event organizers, enhancements could include a branded pop-up tent, signage/banners, 125 | 150 memento giveaways, draw prizes and on-site activity. For some of the mid-sized events, 125 | 150 cake may be provided. Encourage event organizers to coordinate volunteers to generate excitement and participation.
- **Parks Projects:** Encourage the Parks, Recreation & Cultural Services Department to create floral displays in 2017 utilizing a Celebrate Burnaby 125 | Canada 150 design in an existing selection of parks and gardens throughout the City. In addition, create a 125 | 150 Eco-Sculpture and display prominently near City Hall.
- **Street Banner Program:** The City's outdoor street banners located at major entrances, Deer Lake Park and Central Valley require replacement in late 2016. A special banner design could feature the Burnaby 125 | Canada 150 logo, for an ongoing presence of this celebratory year throughout 2017.
- **Communications:** Develop a comprehensive marketing and communications plan that will enliven existing public awareness campaigns, increase awareness of these two historic events and foster community engagement and pride. Details are yet to be determined, but could include:
  - Developing a "Celebrate Burnaby 125 | Canada 150 logo" to replace the City's logo on all "short term" printed materials as well as online through the City's website and social media.
  - Creating excitement at the community level and generating public awareness by targeting local residents where they already gather frequently – recreation facilities. This could include overall branded messages of the celebration, along with targeted messages to specific events using window decals, posters, banners and read-o-graph messages at recreation facilities.

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- o Leveraging short term “promotional” materials and advertising. This could include Celebrate 125 | 150 messages on the cover of Leisure Guide, printed recreation newsletters, electronic eNews, social media profile pages, website, Info Burnaby, program promotional materials, outdoor overpass banners on Kingsway and Canada Way along with transit shelters.
- o Developing a dedicated Celebrate Burnaby 125 | Canada 150 webpage on the City’s website that features all of the events throughout the year, backgrounds and bios of the performers involved in the Celebrate Burnaby 125! grant events, volunteer information, sponsorship information, and Burnaby history.
- o Generating excitement and increased community engagement through a social media plan that includes regular posts to promote events on the City’s Twitter and Facebook, paid online advertising in social media and blogs, posts to calendar of events pages both in traditional media and online blogs, and a targeted year-long social media campaign with an educational component.
- o Developing an editorial agenda with key messages to be used in media releases, social media, speaking notes, publications such as Info Burnaby, as well as internal communications through staff email, SAP portal and the Burnaby Enquirer.

Attachment #1 outlines the budget requirements for the Celebrate Burnaby 125 | Canada 150 program. It is recommended that the grant be received from the Ministry of Canadian Heritage and that the proposed comprehensive program be given the approval to proceed.



Dave Ellenwood  
DIRECTOR PARKS, RECREATION & CULTURAL SERVICES

DE:gp:km  
Attachment  
P/admin/tc/de/reports/fmc/Burnaby125/Canada150celebrations.docx

Attachment 1

Burnaby 125/Canada 150 Celebrations  
Budget Requirements

<b>Planned Activities Under Federal Celebrate 125 Grant</b>	<b>Grant</b>	<b>COB</b>	<b>Other</b>	<b>Total</b>
<b>Volunteer Support</b>	\$4,500	\$3,500		\$8,000
<b>Fees/Expenses Local Artists</b>	\$45,000	\$30,400		\$75,400
<b>Production</b>	\$25,000	\$20,000		\$45,000
<b>Promotion</b>	\$1,400	\$12,000	\$4,100	\$17,500
<b>Project Administration</b>		\$10,000		\$10,000
<b>Other Activities (non-grant)</b>				
<b>Enhanced Event Presence</b>		\$35,000		
<b>Parks Projects (EcoSculpture/Flowers)</b>		Existing		
<b>Promotions</b>				
<b>NEW: facilities, outdoor, social media</b>		\$15,000		
<b>Leveraging Existing communications</b>		Existing		
<b>Outdoor Street Banners (2 installations)</b>		\$80,000		
<b>GRAND TOTAL</b>	<b>\$75,900</b>	<b>\$205,900 *</b>	<b>\$4,100</b>	<b>\$285,900</b>