

SUSTAINABLE CITY ADVISORY COMMITTEE

*HIS WORSHIP, THE MAYOR
AND COUNCILLORS*

SUBJECT: WORLD RIVERS DAY 2017

RECOMMENDATIONS:

1. THAT Council approve the proposed program for World Rivers Day 2017 at the Burnaby Village Museum.
2. THAT Council authorize expenditures for World Rivers Day 2017 in the amount of \$4,000 for advertising and promotion, as outlined in this report.
3. THAT a copy of this report be forwarded to the Burnaby Parks, Recreation and Culture Commission; Mark Angelo, World Rivers Day Chair and Founder and representative of the International River Foundation; and the Outdoor Recreation Council of British Columbia for information purposes.

REPORT

The Sustainable City Advisory Committee, at its meeting held on 2017 June 07, received and adopted the attached report seeking Council's approval of the proposed program for World Rivers Day 2017 at the Burnaby Village Museum, and expenditure authorization for advertising and promoting the program.

Respectfully submitted,

Councillor S. Dhaliwal
Chair

Councillor A. Kang
Vice Chair

Copy: City Manager Deputy City Manager Dir. Engineering Dir. Parks, Recreation & Cultural Services Dir. Finance Dir. Planning & Building OIC, RCMP Fire Chief Chief Librarian President, CUPE Local 23

TO: CHAIR AND MEMBERS
SUSTAINABLE CITY ADVISORY COMMITTEE

DATE: 2017 May 30

FROM: DIRECTOR PLANNING AND BUILDING

FILE: 33000 01
Reference: World Rivers Day

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PURPOSE: To seek approval of the proposed program for World Rivers Day 2017 at the Burnaby Village Museum.

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REPORT

1.0 BACKGROUND

World Rivers Day and BC Rivers Day is an annual event that occurs on the last Sunday in September. While each event is unique to the community within which it occurs, all such events aim to celebrate the environmental, socio-economic and cultural values of waterways in British Columbia and around the world. Each event helps raise awareness of the many threats and challenges faced by rivers and streams and the importance of community stewardship. World Rivers Day and BC Rivers Day in 2017 fall on Sunday, September 24.

The first BC Rivers Day was held in 1980 and was created by river advocate and Burnaby resident, Mark Angelo, the inaugural Chair of the BC Rivers Institute at the British Columbia Institute of Technology. In 1993, the City of Burnaby became the first municipality in BC to proclaim 'BC Rivers Day'. Based on the success of BC Rivers Day, World Rivers Day was launched in 2005 as part of the United Nations Water for Life Decade. World Rivers Day has its origin in BC Rivers Day and thus, in our province, the events are one in the same. Annual Rivers Day celebrations remain a fixture in many BC communities and on the same day, millions

To: Sustainable City Advisory Committee
From: Director Planning and Building
Re: World Rivers Day 2017
2017 May 30..... Page 2

of people in more than 60 countries now celebrate with events in their local communities. 2017 is the 37th anniversary of BC Rivers Day.

2.0 PARTNERSHIPS AND ROLES FOR 2017

The World Rivers Day event in Burnaby is organized by a planning committee consisting of staff from Burnaby Village Museum, the City of Burnaby Planning Department and Mark Angelo. 2017 will be the fifth year in a row that the Burnaby Village Museum has hosted World Rivers Day, over which time the museum has proven to be an ideal venue. The museum staff's capacity and organizational knowledge for hosting large public events is a significant benefit and the themes of World Rivers Day complement the museum's regular programming. The museum grounds are also bisected by Deer Lake Brook, which is crossed by a bridge when entering from the east entrance of the museum. The bridge and Deer Lake Brook provide a direct connection to Burnaby's waterways.

Typically closed for the season after Labour Day, the museum opens its doors specifically to host World Rivers Day. For the event, the museum is staffed to operate as it would for other community events. All exhibits and food concessions are open. Museum staff undertakes the promotion and marketing for the event.

3.0 PROPOSED WORLD RIVERS DAY PROGRAM

World Rivers Day is scheduled for Sunday, September 24, 2017, 11:00am to 4:30pm. Program planning for World Rivers Day is well underway. Key elements of the program are similar to previous years and are presented below.

Activities

Streamside Tour: Guided tours of Deer Lake Brook on the Village Museum grounds led by a local ecology expert are planned. Ecological information about Deer Lake Brook will be displayed on the bridge crossing of this waterway.

First Nations programming: Last year, Coast Salish educators hosted an Aboriginal medicinal plant tour on the museum grounds for World Rivers Day. Programming options under consideration for this year include the same medicinal plant tour, a First Nations artisanal demonstration and interpretation by a First Nations educator using the museum's new First Nations education space. One or a combination of these options will be incorporated into the 2017 program.

Film Screenings: Short films created by the BCIT Rivers Institute will be shown on a loop at Central Park Theatre in the village along Main Street. In the past, the films have focused on Still Creek, the lower Fraser River and the reclamation of Britannia Creek at Britannia Mine.

To: Sustainable City Advisory Committee
From: Director Planning and Building
Re: World Rivers Day 2017
2017 May 30..... Page 3

Waterways of Burnaby Map: The City of Burnaby Planning Department will display the large aerial photo map of the City to show waterways where salmon spawn and will have free copies of the 'Waterways of Burnaby' map and information about the Streamkeepers Program available for the public.

Children's Parade: The Nylon Zoo allows children to participate in a real parade while dressed in animal costumes. It will be located in the field near the carousel.

Entertainment

Ginalina (www.ginalina.com) will be the new headlining musical performer this year. Her music features lively guitars, fiddles and a blend of entertaining folk and other instruments. She has been previously nominated for a Juno for children's artist of the year. *Ginalina* will be scheduled to perform two sets on Vorce stage.

The remainder of the entertainment program will be similar to previous years and will include interactive storytelling with Stories on Wheels and ventriloquist Kellie Haines.

Exhibitors

Between 15 and 20 environmental exhibitors are expected to present their information with interactive and engaging displays beneath tents along the pedestrian pathways in the main village or on the east side of Deer Lake Brook near the main entrance. Several of Burnaby's active Streamkeeper groups are expected to attend the event.

Food

In addition to the ice cream parlour and food concession on Main Street in the village, City of Burnaby Food Services plan to offer the public a salmon BBQ with food plates reasonably priced to recover costs.

In addition to the activities listed above, there will be time allotted in the day's schedule for official remarks by Mayor, Council members and Mark Angelo.

4.0 ADVERTISEMENT AND PROMOTION

An expenditure of \$4,000 from the Boards, Committees and Commissions operating budget is requested for promoting the 2017 program for World Rivers Day at the Burnaby Village Museum. This request is the same as the amount approved in 2016, 2015 and 2014.

These funds will support a comprehensive program to advertise and promote the event, including but not limited to, print ads in local papers, outdoor bus shelter ads, creation of berm signs at the museum, overpass banners, placement in the CTV Community Calendar, bookmarks available at local public libraries, sponsored electronic media, and electronic display ads on one mobile

To: Sustainable City Advisory Committee
From: Director Planning and Building
Re: World Rivers Day 2017
2017 May 30..... Page 4


version of a regional newspaper. The City's website, social media channels and community networks will also be used to promote the event.

5.0 CONCLUSION

Celebrating World Rivers Day provides a meaningful opportunity for the public to learn about and celebrate rivers and waterways. This event has always had special meaning in our community because Burnaby was the first municipality to proclaim BC Rivers Day in 1993.

It is again planned that World Rivers Day in Burnaby be hosted by the Burnaby Village Museum, located in the heart of the Brunette Basin and Deer Lake watersheds. This year's program will focus on environmental information presented in an engaging manner, First Nations interpretation, entertainment for children and families and connecting the public to waterways in Burnaby and around the world.

Burnaby's continued co-operation with Mark Angelo and the City's community partners is expected to contribute positively to the event's success. Typically one of the high profile events in the province, the celebration of World Rivers Day in Burnaby highlights the City's ongoing commitment to the sustainability of Burnaby's streams, rivers and watersheds.


Lou Pelletier, Director
PLANNING AND BUILDING

MS/sla

cc: City Manager
Deputy City Manager
Director Engineering
Director Parks, Recreation and Cultural Services
Director Finance
OIC, RCMP
Fire Chief
Chief Librarian
President, CUPE Local 23
City Clerk