

TO: CHIEF ADMINISTRATIVE OFFICER **DATE:** 2022 March 30

FROM: ACTING CHIEF FINANCIAL OFFICER **FILE:** 88000-01
Reference: Hotel Room Tax

**SUBJECT: TOURISM BURNABY - CHANGE IN CONSTITUTION AND BYLAWS -
BOARD OF DIRECTORS**

PURPOSE: To advise Council of the proposed changes to the Tourism
Burnaby Bylaws to increase the number on the Board of Directors.

RECOMMENDATION:

1. **THAT** Council receive this report for information.

REPORT**1.0 INTRODUCTION**

City of Burnaby Council, through the Municipal and Regional District Hotel Room Tax (MRDT) program, adopted an initial Bylaw in 2003 which resulted in the creation of Tourism Burnaby. Subsequently, the program has been renewed after each five year term, the most recent being 2019, through Council support, recognizing the benefits provided to the City and residents over the years.

The Board of Directors of Tourism Burnaby, currently seven, recognize the importance of community involvement, growth and opportunity in bringing various events and tourism activities to Burnaby. The Tourism Burnaby Board of Directors is proposing a change in the Tourism Burnaby Constitution and Bylaws, to increase the board compliment from seven members to eleven.

2.0 POLICY SECTION**Goal**

- A Connected Community
 - Social connection –
Enhance social connections throughout Burnaby
 - Partnership –
Work collaboratively with businesses, educational institutions, associations,
other communities and governments

To: Chief Administrative Officer
From: Acting Chief Financial Officer
Re: Tourism Burnaby - Change in Constitution and Bylaws - Board of Directors
2022 Apr 04..... Page 2

- An Inclusive Community
 - Create a sense of community –
Provide opportunities that encourage and welcome all community members and create a sense of belonging
- A Healthy Community
 - Community involvement –
Encourage residents and businesses to give back to and invest in the community
- A Dynamic Community
 - Economic opportunity –
Foster an environment that attracts new and supports existing jobs, businesses and industries
- A Thriving Organization
 - Communication –
Practice open and transparent communication among staff, Council and the community

3.0 BACKGROUND

In 2004, the pre-approval by Council for the creation of Tourism Burnaby culminated into a Constitution and Bylaws in which the registered society would consist of seven Directors from four categories as follows:

- (a) Two Directors representing accommodation providers with less than 100 rooms;
- (b) Two Directors representing accommodation providers with 100 or more rooms;
- (c) Two Directors representing and nominated by the City of Burnaby;
- (d) One Director representing and nominated by the Burnaby Board of Trade.

Similar to a review of other destination marketing organizations in other BC municipalities and across Canada and the United States; as a means of expanding community and business involvement and to attract a broader range of the business and cultural community, Tourism Burnaby will be expanded to eleven Directors, adding the following categories:

- (e) One Director representing Sport in Burnaby;
- (f) One Director representing Education in Burnaby;
- (g) One Director representing Retailers in Burnaby;
- (h) One Director representing Restaurants in Burnaby.

To: Chief Administrative Officer
From: Acting Chief Financial Officer
Re: Tourism Burnaby - Change in Constitution and Bylaws - Board of Directors
2022 Apr 04..... Page 3

Additionally, for the category originally designated to the Burnaby Board of Trade, a Director from a Business Improvement Area in Burnaby may alternatively be assigned. This flexibility will ensure that tourism-facing businesses will be well represented by the board composition.

As the visitor economy in Burnaby has grown and developed since 2004, it is necessary and prudent to draw upon the expertise and cooperation from stakeholders outside the accommodations sector. Sport events are one of the largest contributors to overnight stays in Burnaby, and board representation will enable Tourism Burnaby to plan for the future of sport events in the city. A partnership with education strengthens opportunities around research and staffing, as well as hosting symposiums and educational events. Retail and Dining are two of the largest draws for Burnaby from a consumer marketing perspective, and working with industry partners to help promote these activities outside of Burnaby also supports and benefits all partners.

The updated bylaws are currently being reviewed by legal representation, then once finalized will be submitted to BC Registry in Victoria for review and approval.

4.0 RECOMMENDATION

It is recommended that Council receive this report for information.



Bob Klimek
ACTING CHIEF FINANCIAL OFFICER

BK:DS/kl:md