


CL-1/07



CORPORATE SERVICES DIVISION
Clerks Department

TO: Chair and Members of the Community and Corporate Services Committee
SUBJECT: A framework for managing twin city relationships in terms of gifts, official visits and associated events

Report Number: CL-1/07 **Report Date:** January 30, 2007
Author(s): John Bolognone **Date to Committee:** February 13, 2007
Telephone: 905-335-7600 **Ext.** 7490 **Date to Council:** February 26, 2007
Ward(s) Affected: 1 2 3 4 5 6 All **File Number(s):** 130 MUND

APPROVALS:  Department Head  General Manager  City Manager

To be completed by the Clerks Department

Committee Disposition & Comments: 03 - Recommendation No. 5, bullet #2 be amended by adding: "and any other councillors interested in attending"
01 - Approved 02 - Not Approved 03 - As Amended 04 - Referred 05 - Deferred 06 - Received & Filed 07 - Withdrawn
Council Disposition & Comments: 01
01 - Approved 02 - Not Approved 03 - As Amended 04 - Referred 05 - Deferred 06 - Received & Filed 07 - Withdrawn

1.0 RECOMMENDATION:

THAT the detailed recommendations (#1 through #9, inclusive) outlined in Clerks Department Report CL-1/07, dated January 30, 2007, concerning the framework for managing twin city relationships in terms of gifts, official visits and associated event commitments, be approved.

EXECUTIVE SUMMARY:

N/A

2.0 PURPOSE:

The purpose of this report is to outline a framework for the efficient, effective, and economical management of the twin city relationships in which the City of Burlington is now involved or may enter into in the future.

3.0 BACKGROUND AND RELATIONSHIP TO THE STRATEGIC PLAN:

On April 22, 1991, Council approved Recommendation CC-111-91, regarding the corporate hosting and protocol policy. This policy allowed the City of Burlington to participate in events, which would increase its exposure on a municipal, regional, provincial, national, or international level. The policy statement indicated that “the City of Burlington may host, or assist in hosting, conferences, meetings, media conferences, sporting and/or cultural events, or functions held within the City’s boundaries as well as provincial, national, and/or international conferences, meetings, or functions held outside the City’s boundaries.” With specific reference to twinning and sister city events, the policy noted, “the City of Burlington agrees to host a maximum of two events per year per twinning or sister city relationship. At the request of the Mayor, additional events will be considered for hosting assistance, budget and staff time allowing. Other events will be the hosting responsibility of the associated group or organization.”

On December 12, 2005, Council approved Recommendation CC-214-05, which in part deleted the hosting policy as it was felt that new policies were in place making the said policy redundant. Clerks department staff feel that it is important to establish a protocol dealing with managing twin city relationships, in terms of gifts, official visits and associated event commitments.

Burlington’s seventeen-year relationship with the City of Itabashi, Japan has provided an excellent basis for the development of the recommendations contained within this report. The experiences gained from this relationship have been invaluable during Burlington’s recent twinning with Apeldoorn, the Netherlands.

The report and recommendations are in keeping with the directions identified in the City’s Strategic Plan, Future Focus VI, Pillars for Success. Specifically, the Plan states “Burlington will enhance its arts and cultural opportunities and experiences”. In addition, it notes “Burlington will continue to celebrate and promote international cultural relationships and partnerships”. A strategy used to achieve this goal is to “expand city twinning opportunities with municipalities in other countries within budget realities”.

4.0 DISCUSSION:

Anniversary Years:

Recommendation No.1:

THAT the City of Burlington celebrate the anniversary of our twin city relationships with Itabashi-ku, Japan, Apeldoorn, the Netherlands, and any other future twinning partner, once every five years, including the twenty-fifth year anniversary, and every ten years thereafter, so long as the twinning agreement remains in place; and

Recommendation No. 2:

THAT the City of Burlington celebrate its own community anniversary every 25 years, the next anniversary being in 2023.

The City of Burlington and Itabashi-ku officially became twinned communities in 1989 when former mayors Roly Bird and Keizo Kurihara signed a twinning agreement and proclamation in Itabashi, Japan. In 2005, Burlington and Apeldoorn officially became twinned communities, when Mayor Rob MacIsaac of Burlington and Mayor Fred de Graaf of Apeldoorn signed a twinning agreement and proclamation in Apeldoorn, the Netherlands. In September 2006, the first citizen exchange from Apeldoorn to Burlington was organized through the twinning agreement. It is hoped that a similar exchange can be arranged for 2007 for citizens of Burlington to visit our twin city of Apeldoorn.

Organizing anniversary events of the magnitude that Council and the community have enjoyed and become accustomed to, require a minimum of one year in preparation time, a significant amount of staff time, volunteer commitment, dedicated resources, and ongoing close coordination with our twin partners. Given that we are currently twinned with two partners, anniversary celebrations are planned to be celebrated in 2009 and 2010.

In order to ensure cost-effectiveness and the allocation of sufficient time and resources, staff feel that celebrating our anniversaries every five years including the twenty-fifth year, and every ten years thereafter, allows Burlington and our twin partners to successfully plan and proactively host anniversary celebrations.

In 2023, Burlington will celebrate its 150th anniversary. The Sesquicentennial will be a significant celebration necessitating a minimum of one-year lead-time to prepare. A considerable amount of staff and volunteer time will be required. A budget will be prepared well in advance to outline both the human and financial resources that will be needed. A Corporate Team, led by the Corporate Communications Department, will be formed to oversee, coordinate, and implement the event.

Reception(s):**Recommendation No. 3:**

THAT the number of official receptions during non-anniversary years be reduced from two to one per visit, and during anniversary years from four to two per visit.

The current practice with the Itabashi delegations that have visited Burlington during the June Sound of Music Festival and the Burlington International Games, is to hold two receptions. One reception, the "Welcome" reception is hosted and paid for by the City of Burlington and the second, the "Sayonara" or Farewell reception, is hosted and paid for by the City of Itabashi. Similarly, when Burlington tours visit Itabashi, there are two receptions, one hosted by Burlington and the second hosted by Itabashi. During Anniversary years (5th, 10th, 15th, etc.) an additional welcome luncheon and sayonara luncheon has also been included in the itinerary. This practice has become very time consuming on the part of local officials who are expected to organize, fund, and attend both functions.

The proposal to reduce the number of receptions has been discussed with Itabashi and they concur. The May 2005 twinning with Apeldoorn proceeded initially on the basis of one official reception and a formalization of this within the City's protocol will assist the Burlington Mundialization Committee in managing the twinning relationship.

Attendance at Anniversary Receptions:

Recommendation No. 4:

THAT official attendance at receptions during anniversary years held to celebrate the twinning relationships be limited to:

- *Mayor and Members of City Council*
- *City Manager and General Managers or their designate*
- *Chair of the Burlington Mundialization Committee or their Vice Chair*
- *Chair, Vice Chair, and members of the sub-committee responsible for the twin city relationship.*
- *City Clerk or designate(s); and*

THAT spouses and/or significant others be invited to receptions only if there are spouses and/or significant others participating as members in the visiting delegation.

Attendance at official receptions is typically co-ordinated with our counterparts in Itabashi and Apeldoorn, whose delegation may or may not include spouses or significant others while travelling to Burlington. It is staff's belief that the visiting delegation is invited to experience the host community's culture, supporting inclusion of spouses and significant others at Burlington's official receptions.

Attendance at Receptions during Non-Anniversary Years:

Recommendation No. 5:

THAT attendance at a reception held to celebrate the shared experience of our twinning relationships during non-anniversary years be limited to:

- *Mayor or Deputy Mayor of Burlington and guest community,*
- *Council's appointed representative to the Burlington Mundialization Committee,*
- *Chair of the Burlington Mundialization Committee or their Vice Chair, and*
- *Chair, Vice Chair, and members of the sub-committee responsible for the twin city relationship.*
- *City Clerk or designate(s); and*
- *Burlington residents who have opened their homes for home visits, and other community members who have helped host the delegates from the visiting twin city.*

Attendance at past receptions has included a number of host families, and other community and committee members who have helped facilitate the twinning relationship between Burlington and the delegates from the visiting twin city. It has provided an opportunity for citizens and committee members to actively participate in this less formal setting, by practising their English speaking skills, sharing their new experiences, and developing long lasting relationships.

Gifts:**Recommendation No. 6:**

THAT best efforts be utilized by the City of Burlington to purchase gifts for twin city partners from local organizations such as the Burlington Art Centre, Burlington Museums, Royal Botanical Gardens, and/or from City of Burlington branded items.

Official gifts have been exchanged between both parties during anniversary celebrations. Council will recall the fireworks celebrations that were provided by Itabashi during the Sound of Music Festival in 1989, 1994, and 1999; and the presentation of Itabashi Village in 2004. Council will also note that "Louise", the stone sofa that is located next to the Naval Memorial in Spencer Smith Park, was presented as a gift to the citizens of Burlington from the citizens of Apeldoorn to mark the beginning of the twinning relationship with Burlington in 2003.

Burlington has also forwarded a number of gifts to our twin partners. In 1994, a citizen's delegation traveled to Itabashi to perform the Anne of Green Gables musical. In 1999, a delegation traveled to Itabashi to present an anniversary clock, similar to the clock located in Burlington's Civic Square. In 2005, Council presented an original work of art to the Mayor and citizens of Apeldoorn. The quilt and mixed media paintings entitled "Jacob's Creek", created by local artists Marian Cole and Elizabeth Pudsey, was enthusiastically accepted and has a place of prominence in Apeldoorn's Art and Culture Museum.

Gift exchanges between delegations, groups and individuals have also followed the customs of each culture and at the expense of the exchanging parties. Smaller gifts are normally presented during receptions, purchased through the cost centre for the Burlington Mundialization Committee. In the case of mayor to mayor visits, costs are processed through the Corporate Mundialization Account.

Travel:**Recommendation No. 7:**

THAT travel to Burlington's twin cities during anniversary years be limited to:

- *Two members of Council: Mayor or designate and Council liaison to the Burlington Mundialization Committee or designate*
- *Chair of the Burlington Mundialization Committee or their Vice Chair*
- *Chair of the sub-committee responsible for the twin city relationship*
- *Two City staff responsible for the twin city relationship.*

The City of Burlington has traditionally sent an official delegation to our twin cities to recognize anniversary celebrations. In 1999, the official delegation that travelled to Itabashi consisted of the Mayor, two Councillors, the City Manager, the General Manager of Community Services, and the Chair of the Burlington Mundialization Committee. In October 2004, Burlington's delegation to Itabashi included two Councillors, the Chair of the Burlington Mundialization Committee, the Chair of the Itabashi Sub-Committee, the General Manager of Corporate Services, and the City Manager. In May 2005, the Mayor, one Councillor, the General Manager of Corporate Services, the General Manager of Community Services, and the Chair of the Burlington Mundialization Committee, travelled to Apeldoorn, the Netherlands, to participate in

the official twinning ceremonies. Staff that have been part of the official delegations have assisted with the co-ordination of events, communications, and generally served as a resource for Burlington, Itabashi, and Apeldoorn elected officials.

Transportation and delegations:

Recommendation No. 8:

THAT transportation will not generally be provided to or from airports for visiting delegations to Burlington; and

THAT delegations, groups and individuals visiting Burlington be offered such courtesies as follows:

- *Officially sanctioned delegations will be greeted upon their arrival in Burlington by a comparable individual, member of Council or official, given tours of their specific area of interest, and hosted at such events as deemed necessary.*
- *Unofficial delegations (groups) on pleasure or business will be greeted, upon their arrival in Burlington, by an appropriate staff member or official, and directed to such persons that can assist them in making arrangements to meet their specific interest or needs.*
- *Groups (culture, sport, recreation, business, etc.) will be greeted, upon their arrival in Burlington, by an appropriate staff member, Council representative or official and be directed to such persons or groups that can assist them in arrangements for billeting, tours, meetings, specific interests, etc.*
- *Individuals on business or pleasure will be directed, upon request, by a staff person to their areas of interest and/or any specific assistance they may require.*

It is expected that all delegations will be travelling with a tour guide or working through a tour company. If they are not, the visiting delegation may request arrangements for transport from the airport to Burlington, however, the transportation will be at their cost. The Burlington Mundialization Committee can facilitate travel outside Burlington with all costs borne by the visiting delegation rather than the Burlington Mundialization Committee.

Within Burlington, the transportation of visitors from twin cities on official business, or with a recognized citizen tour group (i.e. not on an independent holiday) may be arranged and paid for by the Burlington Mundialization Committee. In making the arrangements, the committee will endeavour to find the most cost effective way of accomplishing the task. Where numbers of individuals within the group wish to go in separate directions or to different functions or activities, the committee will make every effort to find volunteer drivers within the local population.

Home stays:

Recommendation No. 9:

THAT a minimum six months notice be provided to the City of Burlington or given to our twin partners when a delegation requests home stay accommodation.

Where it is mutually agreed, a program for a visiting delegation will be developed through correspondence with the appropriate organization in the twinned city. For example, direct correspondence and negotiation between the Chair of the Itabashi Sub-committee and the Director, or their designate, in the International Exchange Section in Itabashi City Hall will develop a program of activities for a visiting Itabashi delegation. Direct correspondence and negotiation between the Chair of the Apeldoorn Sub-committee and the Chair of the Apeldoorn/Burlington Comité in Apeldoorn will develop a program of activities for a visiting Apeldoorn delegation. Such programs may include, but not be limited to, a tour of the City of Burlington, visits to homes of local citizens, staging of cultural events, arranging contacts with specific communities within Burlington such as the arts, music, business, or sports communities, facilitating educational exchanges, etc. Costs for these programs will be discussed during the negotiations between the organizing parties indicated above.

5.0 FINANCIAL MATTERS:

The Burlington Mundialization Committee annually presents a current budget submission to City Council to fund their proposed programs and activities. A corporate cost centre account has been funded to ensure a suitable level of service for official corporate mundialization initiatives. Indirectly tied to the funding issues is the need for an adequate level of support by City staff to the Burlington Mundialization Committee. Currently, one Committee Clerk from the Clerks department provides part time administrative services to the committee, which includes support for budget and work plan preparation, co-ordination of corporate communications and other corporate services and assistance with related reports being presented to Committee and Council. The Committee Clerk also makes arrangements for events, receptions, displays and programs undertaken by the committee. On an on-going basis, the members of the volunteer committee have frequent contact with Itabashi and Apeldoorn. As compared to Burlington's approach, Itabashi has an international section within their municipal structure that co-ordinates and oversees their six twinning and similar relationships.

If the City intends to enhance its existing relationships and/or consider additional community relationships, more effective co-ordination and additional resources must be provided through staff with the full support of Council. Such a co-ordinating role would also provide continuity of contact with partners and ensure that the City is aware of potential initiatives well in advance and can plan for an appropriate level of involvement. It is not intended that staff co-ordination would replace the efforts of the Committee Chair and members, but rather that both staff and volunteer roles complement each other and appropriately manage involvement and act as contacts for any direct involvement of the City. For the 2007 budget, Clerks staff prepared a business case for an additional Committee Clerk, in part to provide additional support to the Burlington Mundialization Committee. The Executive Budget Committee reviewed the business case and given the approved 2007 Budget directions and related tax supported funding constraints, it is not being recommended as a proposed decision unit in 2007.

6.0 ENVIRONMENTAL MATTERS:

N/A

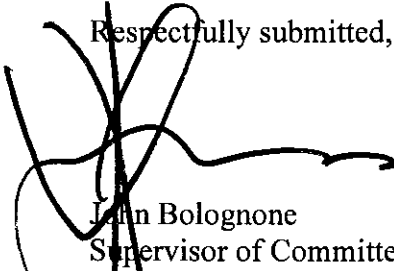
7.0 COMMUNICATION MATTERS:

Should Council support the above recommendations, staff will advise Itabashi and Apeldoorn accordingly of the Council decision and Burlington Mundialization Committee members will receive information about the context for twinning relationships.

8.0 CONCLUSION:

The twinning agreement is an official agreement demonstrating our municipal commitment, individually and jointly, to the development of active participation of our residents, businesses and community organizations, which is recognized as being essential to sustain a long-term twin city relationship. The recommendations in this report will ensure continued success and strategically position Burlington for future twinning opportunities.

Respectfully submitted,



John Bolognone
Supervisor of Committee Services

Appendices:

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| N/A |
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Staff / Others Consulted:

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|---------------|-----------|
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Notifications:

| Name | Mailing or E-mail Address |
|---|---------------------------|
| Burlington Mundialization Committee City of Itabashi City of Apeldoorn | |

Special Instructions:

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