

Bylaw 16371

Signage Posting in Business Locations

Purpose

To amend the Business Licence Bylaw to require approved signage to be posted in Body Rub Centres.

Readings

Bylaw 16371 is ready for three readings.

If Council wishes to give three readings during a single meeting, then prior to moving third reading, Council must unanimously agree “That Bylaw 16371 be considered for third reading.”

Advertising and Signing

Advertising is not required for this Bylaw.

Position of Administration

Administration supports this Bylaw.

Report Summary

This Bylaw amends Bylaw 13138, the Business Licence Bylaw, and adds regulations that require Body Rub Centres to prominently display approved signage within the premises.

Previous Council/Committee Action

At the April 29, 2013, Executive Committee meeting, the Committee heard from M. Loyk, and Bylaw 16371 was forwarded to City Council for the appropriate readings. The following motion was passed:

That Administration provide a report to Committee on the results of consultations with the body rub

industry, and other key stakeholders, including workers, with respect to protection of workers in body rub centres and to discuss the regulations approved by Council.

At the January 28, 2013, Executive Committee meeting, the following motion was passed:

1. That Administration work with the Sexual Exploitation Working Group and bring forward draft bylaw amendments to Bylaw 13138 as soon as possible, to require signage posting in the business location as generally outlined in Attachment 1 of the January 28, 2013, Sustainable Development report 2013SCP006, plus additional wording to incorporate licenced scope of services and no tolerance for physical, verbal and sexual abuse of employees.

Report

At the direction of Executive Committee, Administration conducted further consultation with the Centre to End All Sexual Exploitation, Community Standards Bylaw Enforcement, and Edmonton Police Service Vice on signage for Body Rub Centres. All consulted parties agree with the proposed text that outlines current regulations, contact information for support, and additional wording that indicates inappropriate behaviour is not tolerated.

The proposed Bylaw amendments will make it mandatory for all Body Rub Centres operating in the City to prominently display approved signage when open to the public. Signage must be viewable to anyone entering a Body Rub Centre, including all patrons and

staff. The purpose of the signage is to promote public safety and resource awareness at these establishments.

Listed phone numbers outline possible avenues for workers, owners, or patrons to access community, government, or emergency resources if required. The same contact information is also provided in a required information course that all Body Rub Practitioners attend.

Bylaw Enforcement and Edmonton Police Service Vice will distribute laminated copies of the signage during routine inspections to raise awareness and ensure the information is appropriately displayed. Enforcement teams will continue to work with owners to promote compliance with new and existing regulations.

The Bylaw amendments are not intended to interfere with normal business operations. Administration believes this Bylaw will provide heightened awareness of potential issues and make establishments safer for workers and the public.

Corporate Outcomes

The Way Ahead – City of Edmonton Strategic Plan 2009-2018:

- Improve Edmonton's Liveability

Public Consultation

Administration consulted with the following agencies and organizations:

- Centre to End All Sexual Exploitation
- Community Standards Bylaw Enforcement
- Edmonton Police Service Vice

Justification of Recommendation

This proposed amendment to Bylaw 13138 enhances the safety of workers, owners, and patrons in Body Rub Centres.

Attachments

1. Bylaw 16371
2. Body Rub Centre Signage Text

Others Reviewing this Report

- D. H. Edey, General Manager, Corporate Services