



Parks, Recreation & Cultural Services Committee

Date: Tuesday, February 27, 2007
Place: Anderson Room
Richmond City Hall
Present: Councillor Linda Barnes, Chair
Councillor Sue Halsey-Brandt, Vice-Chair
Councillor Cynthia Chen
Councillor Bill McNulty
Absent: Councillor Harold Steves
Also Present: Councillor Rob Howard
Call to Order: The Chair called the meeting to order at 4:00 p.m.

MINUTES

1. It was moved and seconded
That the minutes of the meeting of the Parks, Recreation and Cultural Services Committee held on Tuesday, January 23, 2007 be adopted as circulated.

CARRIED

NEXT COMMITTEE MEETING DATE

2. Tuesday, March 27, 2007 (tentative date) at 4:00 p.m. in the Anderson Room.

DELEGATION

3. Ryan Lake, Richmond Responsible Dog Owners Group
(File No.: 01-0060-01)
Mr. Ryan Lake, Director, Richmond Responsible Dog Owners Group (RRDOG) introduced his colleagues Deborah Packer, Jill Seymour, Jack Buchan, Casey Lake, and Shelly Smith.

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Copies of RRDOG's brochure "*Get involved in Richmond's First Responsible Dog Owner's Group*" and membership forms were circulated during the meeting (a copy is on file at the City Clerk's Office).

Mr. Buchan gave a PowerPoint presentation – *An Introductory Presentation For City of Richmond Councillors & Richmond Parks Department*. The presentation provided highlights in support of a proposal for a working partnership between RRDOG and the City of Richmond.

Mr. Buchan also noted RRDOG's main concerns, which included the lack of off-leash parks and public space available to dog owners, the responsibility of dog owners, and environmental issues regarding dog waste.

RRDOG has submitted a grant proposal to the City for \$26,000. Major items that would be funded by this grant include the following:

- printing and mailing of RRDOG brochures to City dog licence list;
- printing brochures for distribution at dog-related retailers in Richmond;
- development of a website for RRDOG;
- funding for membership drives; and
- continuation of operating expenses.

Following the presentation, discussion took place about memberships fees and how RRDOG planned to get the public involved. Mr. Lake advised that membership fees will vary and anyone including individuals who do not own dogs can join RRDOG upon committing to RRDOG's philosophy of responsible dog ownership by signing the bottom of the membership form.

RRDOG raises public awareness by handing out brochures in parks and by word of mouth. Mr. Lake stated that part of RRDOG's objective is to make dog owners sensitive to individuals who are not dog owners, including people of different ethnic groups who may consider dogs to be unacceptable. Funding for RRDOG would assist in publishing a survey that would be made available to the entire community, allowing RRDOG to come back to the Committee with a detailed report based on the results.

In conclusion Mr. Lake stated that RRDOG had established working relationships with individuals in Bylaw Enforcement to resolve security issues in parks, however the relationships are not official. RRDOG is advocating for a witness program that would give them a direct line and immediate access to Bylaw Enforcement officers for emergency issues.

In response to a question, staff advised that a report is in progress addressing the feasibility of establishing an off-leash program utilizing a committee that is representative of many different groups. It is anticipated the report will be submitted for consideration at the April 24, 2007 meeting (tentative date) of the Parks Recreation and Cultural Services Committee.

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It was moved and seconded

That the presentation made by the Richmond Responsible Dog Owners Group (RRDOG) be forwarded to staff to determine the financial costs to the City for the possible implementation and establishment of a relationship with RRDOG immediately and over the course of 3-5 years.

CARRIED

PARKS, RECREATION AND CULTURAL SERVICES DEPARTMENT

4. PRCS VOLUNTEER MANAGEMENT STRATEGY

(Report: Feb 12/07, File No.: 05-1400-07) (REDMS No. 2078883)

Lucy Tompkins, Research Planner II, gave a PowerPoint presentation – *PRCS Volunteer Management Strategy 2007 – 2012* (a copy of which is attached as Schedule A and forms part of these minutes).

The presentation highlighted the significance and type of volunteer work being done by Richmond's estimated 8,386 volunteers, the desired outcomes of the proposed Volunteer Management Strategy, the establishment of a technology-based volunteer management system, the role of Volunteer Richmond Information Services (VRIS), and the proposed PRCS Volunteer Coordinator position.

PRCS is seeking to create a full-time PRCS Volunteer Coordinator position. The position would have overall responsibility for overseeing the implementation of the PRCS Volunteer Management Strategy, implementing the 360 degree volunteer management system, along with liaising with VRIS, partners and other stakeholders.

A key role would be to provide leadership to PRCS staff who work with volunteer organizations as well as city PRCS volunteers. The PRCS Volunteer Coordinator would collaborate with the VRIS, Emergency Social Services (ESS), Richmond Olympic Business Office (ROBO) and other departments that have volunteer needs.

A discussion took place amongst staff and Committee members on:

- the availability of information to and involvement of youth, seniors and volunteers of different ethnic backgrounds;
- the possible implementation of a software system for volunteer management that could utilise the VRIS's Volunteer Richmond tool;
- the prevention of duplication of work between PRCS, ESS, and VRIS;
- the option of contracting the position through VRIS and utilizing the VRIS software system and volunteer resources instead of placing someone new in the position;

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- the benefits of creating the PRCS Volunteer Coordinator position at a higher level and as a Corporate position rather than a PRCS position.

In answer to queries raised by Committee, Kate Sparrow, Director Recreation and Cultural Services provided the following advice:

- the on-line recruitment matching component available through the VRIS system will provide access to volunteer opportunities, however people without computers can go to or call their local community sites for information;
- implementation of the PRCS Volunteer Management Strategy will require a significant amount of work, and although VRIS would play an important role, the Volunteer Coordinator position should be a City position as there would be internal City work to be done such as updating of City policies and overseeing the database. There is also a need for specific PRCS expertise;
- the VRIS provides some of the 360 degree system. Although the software system has not been purchased by the City, funding has been approved. This system would assist in avoiding duplication in terms of process and would provide tools and resources that may result in many organizations, such as the Community Centres, not needing their own coordinators.

Lyn Greenhill from the Board of Volunteer Services referred to an email written by Elizabeth Specht from VRIS, supporting the Volunteer Management Strategy (a copy of which is attached as Schedule B and forms part of these minutes).

Discussion continued with Committee members expressing their views that:

- the PRCS Volunteer Management Strategy is not limited to PRCS and should be considered as a Corporate Strategy;
- it would be desirable to have a multi-lingual individual in the PRCS Volunteer Coordinator position;
- the City's current volunteer management system has excluded the participation of youth.

It was moved and seconded

- (1) *That the Parks, Recreation and Cultural Services Volunteer Management Strategy and Implementation Plan (Appendix 1) be adopted; and*
- (2) *That staff be directed to work with Volunteer Richmond Information Services and other partners to implement the Strategy.*

CARRIED

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5. **FARRELL ESTATES LTD. PROPOSAL TO CONSTRUCT A PIER AT GRAYBAR ROAD**

(Report: Feb 14/07, File No.: 06-2345-04) (REDMS No. 2079658)

It was moved and seconded

- (1) *That the proposal from Farrell Estates and the McPhail Family for the installation of a small look-out pier at the foot of Graybar Road and Dyke Road be approved; and*
- (2) *That staff negotiate an agreement with Farrell Estates and the McPhail Family in response to their proposed donation for a look-out pier at Graybar Road and Dyke Road and bring back to Council for approval.*

CARRIED

6. **COMMITTEE COMMUNICATION**

Resolution referred from the February 12, 2007 Council meeting, for a decision on the appropriateness of this action.

That Committee communication and communication between Councillors and Trustees be placed on the Parks, Recreation & Community Services Committee agenda as a Standing Item.

It was moved and seconded

That Committee Communication and communication between Councillors and Trustees be referred back to the Council School Board Liaison Committee for further discussion.

7. **MANAGER'S REPORT**

1. David McBride, Manager, Aquatic and Arena Services reported that 2007 is the 10th year for the Aquatics fitness annual challenge. To complete the challenge, participants need to do 36 exercise visits. Of the 1400 participants signed up this year, 47 have completed it in 36 straight days, the goal is to have 1000 completed to be consistent with the City's and the Provinces goal of 20% increase in participation. Participants are given a variety of prizes and are entered into a series of draws.
2. Vern Jacques, Manager Projects and Programs reported that the agreement for Richmond Family Place to use Debeck House has been completed and executed. It is being referred to as a sub-license with the School Board, and the renovation work is scheduled to begin soon.
3. Mike Redpath, Manager Parks, Programs, Planning & Design reported that the British Columbia 150th Anniversary Spirit Squares and Local Motion Fund Grant Opportunities were received by the Province on February 23rd, 2007, and the results are being awaited.

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4. Kate Sparrow, Director Recreation and Cultural Services reported that the School Community Connections Project is having the following community consultations for input on connections and uses of schools:
 - February 27, 2007 – Anderson Elementary School
 - February 28, 2007 – Cook Elementary School
 - March 1, 2007 – Hamilton Elementary School
 - March 5 - 6, 2007 - Speaker from Alaska on Asset Building (Staff and Community Workshop)
5. Councillor Linda Barnes provided information about an Intergenerational Forum where teens and seniors connect (a copy is on file at the City Clerk's Office).
 - March 1, 2007 – 8:45 a.m. – 11:00 a.m. – McMath Secondary School at 4251 Garry Street.

ADJOURNMENT

It was moved and seconded

That the meeting adjourn (5:54 p.m.).

CARRIED

Certified a true and correct copy of the Minutes of the meeting of the Parks, Recreation & Cultural Services Committee of the Council of the City of Richmond held on Tuesday, February 27, 2007.

Councillor Linda Barnes
Chair

Shanon Hamilton
Committee Clerk

SCHEDULE A TO THE MINUTES
OF THE PARKS RECREATION &
CULTURAL SERVICES
COMMITTEE MEETING OF
TUESDAY, FEBRUARY 27, 2007.

PRCS VOLUNTEER MANAGEMENT STRATEGY



2007 - 2012

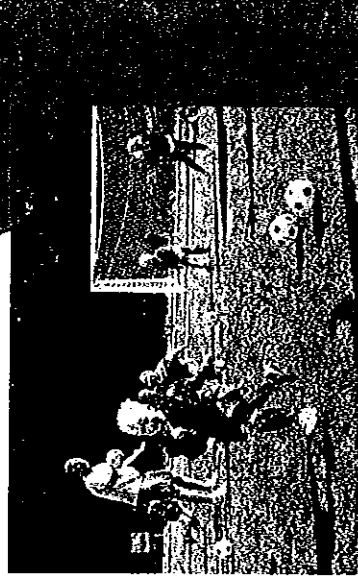
Who was involved?

- 17-member Steering Committee
- Volunteer Richmond Information Services
- 25 stakeholder organisations
- PRCs staff
- Other City departments (ESS, ROBO)



Volunteer Management Vision Statement

Richmond's (parks, recreation and cultural services), connecting people with volunteering opportunities; leading and sustaining a strong volunteer spirit.



PRCS has an estimated 8,386 volunteers:



- On boards and committees
- Program volunteers
- Special events
- Community sports
- Partners for Beautification

VM Strategy Desired Outcomes:

- Volunteers feel valued
- Community organizations have increased capacity to deliver services
- There are more opportunities to contribute in meaningful ways
- All age groups are volunteering
- Volunteers experience growth and development
- Process is streamlined and duplication is avoided



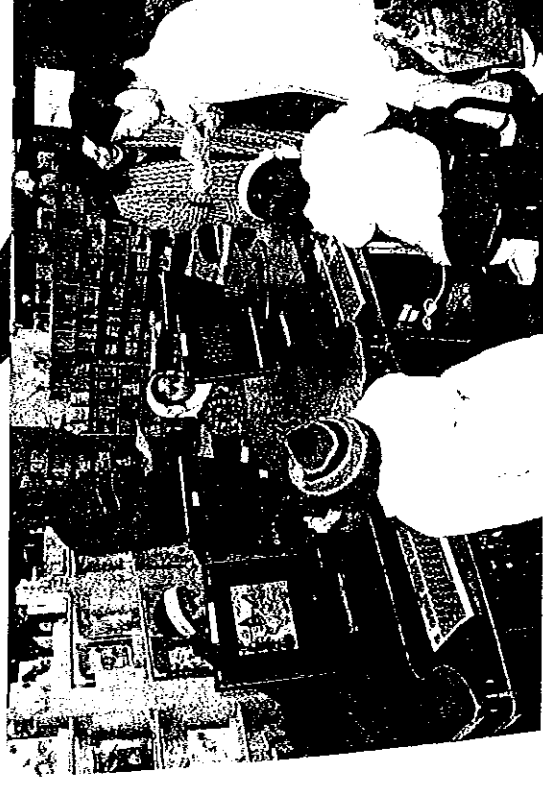
Closing the Gap: Strategic Directions



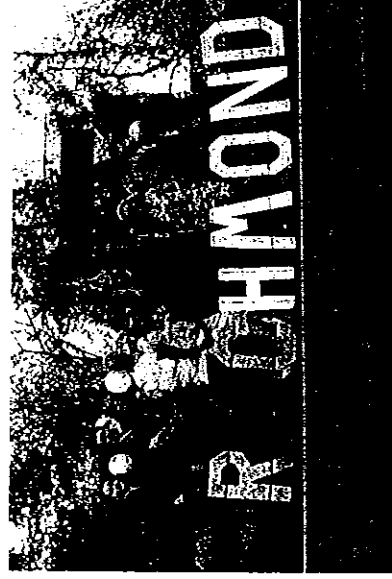
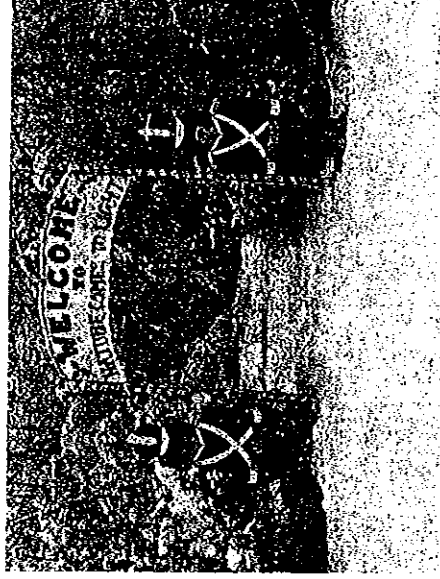
- Manage volunteers through a technology-based system
- Work together with other organizations to achieve synergy and sharing
- Work with other organizations to assist them in building capacity to recruit and manage volunteers
- Raise the profile of volunteers
- Develop consistent procedures and standards

Technology-based volunteer management system

- One-stop process
- Centralised database
- Software to manage volunteers throughout 360° cycle of volunteer involvement
- Utilize *Volunteer Richmond!* tool



Role of VRIS



- Volunteer recruitment and referral “*Volunteer Richmond!*”
- Consultation support
- Training
- On-line resource library
- Standards
- Continued connection and liaison with community partners

PRCS Volunteer Coordinator

- Oversee strategy implementation
- Works cooperatively with VRIS, partners, stakeholders and City Depts
- Provides leadership to PRCs staff who work with volunteer organisations
- Supports volunteer capacity building
- Maintains database
- Creates and maintains volunteer resources & systems for PRCs volunteers
- Develop common set of policies and procedures



Links to other City departments with volunteer functions

- PRCS strategy
- Richmond Olympic
Business Office
- Emergency Social
Services
- Community safety



SUMMARY

- Volunteers are essential to providing quality PRC services in Richmond
- Volunteers are an integral part of “*Richmond being the most appealing, liveable and well managed community in Canada*”



REFERS TO ITEM #4

PARKS RECREATION + CULTURAL SERVICES
FEBRUARY 27, 2007
Mayor and Councillors COMMITTEE MEETING

SCHEDULE B TO THE MINUTES
OF THE PARKS RECREATION &
CULTURAL SERVICES
COMMITTEE MEETING OF
TUESDAY, FEBRUARY 27, 2007.

From: Elizabeth Specht [especht@volunteerrichmond.ca]
Sent: Tuesday, 27 February 2007 3:04 PM
To: Mayor and Councillors
Cc: Sparrow, Kate; Jacques, Vern; Tompkins, Lucy; Townsend, Ted; Igreenhill@shaw.ca; 'Bruce Rozenhart'; 'Lawrence Portigal'; ed@TrainingForJobs.com; mmccoy@touchfam.ca
Subject: Volunteer Management Strategy
Importance: High

Please accept my sincerest apologies as I am unable to attend tonight's meeting due to illness. I have asked Lyn Greenhill, VRIS Board member to speak on my behalf.

I would first like to recognize and commend the city staff on the report and recognize the work and effort that has gone into this. Volunteer Richmond Information Services (VRIS) has appreciated the process, dialogue and discussion that has taken place over the last year plus.

Our discussions with City staff have always been focused on ensuring we were proposing a system that builds on community assets and avoids duplication. To this end, the suggestion of integrating with our VolunteerRichmond! Online volunteer recruiting tool is a prime example of avoiding duplication.

Using a community asset model, PRCS staff have recognized where VRIS can add the most value in implementing the plan.

Volunteer Richmond Information Services is committed to supporting the City in developing volunteer management and community engagement systems and support. In this current report, we are recognized as a partner, identified as having a lead or supporting role in the carrying out of the plan, with the hopes that this can be covered off within the PRCS operating budget. It would be our desire, and recommendation, to enter into discussions around a multi year partnership contract with clearly defined roles and deliverables so that we truly are implementing a holistic and comprehensive strategy. I believe we can achieve both service and fiscal efficiencies with this approach.

PRCS is just one piece of the many aspects of volunteer management needs within the City, and we encourage and would welcome the opportunity to contribute to a dialogue as to how this proposed PRCS framework can be beneficial corporate wide.

I wish you a good discussion today, and again, commend both staff and Council for recognizing the need to invest and organize in volunteer management.

Best regards,

Elizabeth Specht

Elizabeth Specht
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