



## General Purposes Committee

Date: Monday, June 2, 2008  
Place: Anderson Room  
Richmond City Hall  
Present: Mayor Malcolm D. Brodie, Chair  
Councillor Cynthia Chen  
Councillor Derek Dang  
Councillor Evelina Halsey-Brandt  
Councillor Sue Halsey-Brandt  
Councillor Rob Howard  
Councillor Bill McNulty  
Absent: Councillor Linda Barnes  
Councillor Harold Steves  
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 General Purposes Committee held on Tuesday, May 20<sup>th</sup>, 2008, be adopted as circulated.*

**CARRIED**

### OLYMPIC BUSINESS & MAJOR PROJECTS

2. **CORPORATE BRANDING**  
(Report: May 8, 2008, File No.: 01-0265-01) (REDMS No. 2453825)

Senior Manager, Corporate Communications, Ted Townsend, accompanied by the Manager, Sponsorships & Partnerships, Lee Malleau, provided information on the process which had been followed in the development of the proposed new corporate identity.

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Ms. Malleau, in speaking to the report, talked about the need to select a brand and slogan which focussed on the direction in which the City was headed. She noted that the Olympic Oval and the Olympic colours formed a major part of the characteristic with which the City wanted to identify. She stated that over time following the 2010 Olympic Winter Games, the colours being proposed could be transitioned to a more modern colour scheme.

Discussion then took place among Committee members and staff regarding:

- the Heron symbol – Committee members supported the retention of this logo as the City’s brand
- the proposed slogan “Soar Beyond” and the rationale for not retaining the slogan, “Island City by Nature” – a majority of Committee members expressed support for “Island City by Nature” because it was felt that this slogan represented the City’s uniqueness and provided a connection to the past; however, it was also felt that this slogan was ‘past its time’ and did not address what Richmond now was as a City; support was also offered for both slogans, “Island City by Nature” and “Soar Beyond”; a suggestion was made that rather than “Soar Beyond”, the slogan could be “Soaring Beyond”
- how staff intended to use the proposed logo and slogan in the future marketing of the City, as well as on business cards, etc.
- how Richmond residents identified with “Island City by Nature” rather than the current slogan “Better in Every Way”, and the complaints which had been received from the public when this particular slogan had first been announced
- the need to work with Tourism Richmond and the Chamber of Commerce regarding the use of the new logo and slogan to ensure that a unified marketing product would be presented to the world; Tourism Richmond and the Chamber of Commerce have both supported the direction that the City was taking and have indicated a willingness to work with the City to use elements of the City brand in their marketing strategies
- reference was made to Page 7 of the consultant’s report (on file in the City Clerk’s Office), and to the words contained in the Manifesto, and comments were made that some of these words could be used to form a new slogan for the City
- whether the proposed logo and slogan had been reviewed by a Feng Shui expert
- how the proposed slogan “Soar Beyond” had been selected to be the recommended slogan
- the need to discontinue the use of the slogan “Better in Every Way”

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- the feasibility of using the “Island City by Nature” slogan in conjunction with any new slogan adopted by the City; and retention of the current “Island City by Nature” signs located at the entrances to the City
- whether the new slogan would be included in property tax notices, utility bills, etc.

During the discussion, advice was given that staff, due to time constraints, would like to be able to obtain approval for the new logo and to formally retire the slogan “Better in Every Way”, which would allow staff to develop new design guidelines. Further advice was given that staff could reconsider the proposed new slogan, and present revisions to the next meeting of the General Purposes Committee.

(Cllr. Sue Halsey-Brandt left the meeting at 4:52 p.m., and returned at 4:55 p.m., during the above discussion.)

Discussion continued, with a request being made that any revised slogan submitted by staff to Committee be accompanied by a policy and guidelines which would identify where this slogan would be used. Advice was given during the discussion that if approval was received by staff for the logo, then steps would be taken to replace the old logo and “Better in Every Way” slogan with the new logo. Further advice was given that staff would report to Committee with a new slogan, along with guidelines on where this slogan would be used.

As a result of the discussion, the following **amended** motion was introduced:

It was moved and seconded

- (1) *That the proposed new corporate identity (as outlined on Page 19), and logo (in Appendix 1 of the report dated May 8, 2008 from the General Manager, Olympic Business and Major Projects), be adopted, with the exception of the slogan “Soar Beyond”;*
- (2) *That the matter of possible new slogans be referred to staff for further consideration, and options, of the suggestions made, and report to Committee with options as to wording and usage; and*
- (3) *That the use of the slogan “Better in Every Way” be hereby discontinued.*

**CARRIED**

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## PARKS, RECREATION & CULTURAL SERVICES DEPARTMENT

### 3. BRITANNIA HISTORIC ZONE - CARETAKER SUITE & WASHROOMS

(Report: May 26, 2008, File No.: 06-2025-20-003/Vol 01) (REDMS No. 2453942)

The Manager, Heritage & Cultural Services, Jane Fernyhough, accompanied by the Manager, Facility Planning & Construction, Mary Brunet, advised that they had nothing further to add. In response to a question, advice was given that the current contract included Option A only and did not include any other options.

It was moved and seconded

*That the original scope of work for the "Britannia Historic Zone - Caretaker Suite & Washrooms" (as outlined in Option A of the report dated May 26<sup>th</sup>, 2008, from the General Manager, Engineering & Public Works and the General Manager, Parks, Recreation & Cultural Services), be endorsed.*

**CARRIED**

## ADJOURNMENT

It was moved and seconded

*That the meeting adjourn (5:07 p.m.).*

**CARRIED**

Certified a true and correct copy of the Minutes of the meeting of the General Purposes Committee of the Council of the City of Richmond held on Monday, June 2<sup>nd</sup>, 2008.

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Mayor Malcolm D. Brodie  
Chair

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Fran J. Ashton  
Recording Secretary