



**CORPORATE SPONSORSHIP COMMITTEE**

**MINUTES**

**HELD AT 3:30 P.M.  
MONDAY, JUNE 26<sup>TH</sup>, 2000  
TAG MEETING ROOM, RICHMOND CITY HALL**

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**Present:** Councillor Bill McNulty, Chair  
Jim Bruce, General Manager, Finance & Corporate Services  
Dave Semple, Director, Parks  
Mike Redpath, Manager, Parks Administration & Programs  
Marcia Freeman, Manager, Business Liaison & Development  
Fran Ashton (Recording Secretary)

**Absent:** Councillor Harold Steves  
Councillor Ken Johnston

**1. RICHMOND MEN'S FASTBALL ASSOCIATION**

The Manager, Parks Administration & Programs, Mike Redpath, reported that the Richmond Men's Fastball Association had made a decision not to proceed with the erection of temporary advertising signage around the perimeter of the Steveston Park baseball diamond until the 2001 season. A brief discussion ensued during which Mr. Redpath advised that he wished to review this situation in the Spring of 2001 with a view to establishing a process to deal with revenue. Advice was given by the General Manager, Finance & Corporate Services Jim Bruce that a memo would be sent to all Councillors explaining the situation and a letter to the Fastball Association to confirm that delay of the temporary advertising proposal until 2001 would be acceptable.

**2. VANCOUVER GRIZZLIES AND GRIZZLIES FOUNDATION**

(Correspondence: June 2/00; File No.: 2325-01)

Mr. Redpath provided information on a proposal put forward by the Vancouver Grizzlies and the Grizzlies Foundation, in partnership with a number of other organizations, to refurbish and resurface basketball courts in Richmond. He stated that the Vancouver Grizzlies wished to use Richmond as the first place to proceed with the partnership as a means of developing a model which could be used throughout the Lower Mainland.

In response to questions, Mr. Redpath advised that the cost to the City would be approximately \$15,000 however in return, the City would receive \$45,000. He further advised that if the Committee approved of the project, he would prepare a report to Council, recommending acceptance of the proposal. Mr. Redpath added that the funds were available in the Parks Capital budget to finance the City's portion of the cost.

As a result of the discussion on this matter, it was agreed that a report from the Corporate Sponsorship Committee would be prepared for submission to Council, recommending approval of the project.

### 3. **RICHMOND FITNESS ASSOCIATION**

(Correspondence: June 19/00; File No.: )

Reference was made to the correspondence received from Donna Laviolette, President of the Richmond Fitness Association, regarding their proposal to erect an enclosed bulletin board at the Minoru Pavilion to be used for advertising and the posting of bulletins. Advice was given by Mike Redpath that this proposal was similar to the proposal from the Richmond Senior Men's Fastball Club.

Discussion ensued on this proposal, during which the following comments were made:

- the Fitness Association would be responsible for selling and arranging its own advertising space
- a policy should be in place which would prevent an agency from being involved in the selling of advertising
- more information was required on the proposal
- the proposed percentage of revenue return to the City should be set at 25% and not 15%.

As a result of the discussion, it was agreed that the concept be approved in principle, and that the Fitness Association be advised accordingly, however a more detailed proposal outline, including the percentage of the revenue to be obtained by the City, was required to be submitted to the Corporate Sponsorship Committee for review.

### 4. **COCA COLA CORPORATE SPONSORSHIP**

Jim Bruce reported on a meeting held with representatives of the City and Coca Cola Ltd., regarding the supply of cold beverages to City-operated facilities. In response to questions, advice was given that 5 potential locations existed for vending machines on the dyke as well as in Minoru Place. The comment was made during discussion that these locations should comprise part of a complete package, rather than having individuals and organizations 'doing their own thing'. The comment was also made that City staff should endeavour to finalize an agreement with Coca Cola before presenting the proposal to the various community centre associations, to provide information to these associations on the potential revenue which might be available.

As a result of the discussion, the Chair directed staff to pursue the concept and to prepare a report for the next meeting of the Corporate Sponsorship Committee.

The meeting adjourned at 3:45 p.m.

Certified a true and correct copy of the Minutes of the meeting of the Corporate Sponsorship Committee of the Council of the City of Richmond held on Monday, June 26<sup>th</sup>, 2000.

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Councillor Bill McNulty  
Chair

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Fran J. Ashton  
Executive Assistant