



Parks, Recreation & Cultural Services Committee

Date: Wednesday, July 3rd, 2002
Place: Anderson Room
Richmond City Hall
Present: Councillor Harold Steves, Chair
Councillor Linda Barnes, Vice-Chair
Councillor Lyn Greenhill
Councillor Bill McNulty
Absent: Councillor Sue Halsey-Brandt
Call to Order: The Chair called the meeting to order at 12:20 p.m.

The General Manager, Parks, Recreation & Cultural Services, Cathy Volkering Carlile, advised that the service levels of the Parks Department and the Recreation & Cultural Service Department would be reviewed at this meeting. She stated that the services provided by the Richmond Public Library and the Gateway Theatre would be reviewed at a future meeting. (A copy of the material circulated for today's meeting, including the PowerPoint presentation, is on file in the City Clerk's Office.)

Ms. Carlile then spoke about the Division's mission statement and its goals. She also reviewed the results of the recent Community Needs Assessment with the Committee.

The Manager, Parks Operations, Gord Barstow, reviewed with the Committee and responded to questions on the Parks budget and current service levels.

As a result of the discussion, staff were asked to:

- examine the feasibility of increasing the sale price of street banners
- examine the feasibility of creating another visitor attraction similar to the Minoru Chapel at another location, using a historical building as the appeal.

The Manager, Parks Administration & Programs, Mike Redpath, reviewed "Custodial/Building Maintenance" levels as well as "Parks Planning & Design".

Parks, Recreation & Cultural Services Committee

Wednesday, July 3rd, 2002

Mr. Barstow then reviewed staffing levels; key efficiencies; and what the customer could expect as a level of service for particular areas of operation, such as grass mowing. A brief discussion ensued during the presentation on the feasibility of having sponsorships to assist with the cost of planting medians.

The Director, Recreation & Cultural Services, Kate Sparrow, provided an overview on such areas as “Benefits Based Approach To Recreation Service Delivery”, “Recreation & Cultural Services – What We Do”, and “Types of Opportunities/Services”.

The Manager, Aquatic Services, David McBride, reviewed the aquatic services component, and a brief discussion ensued about the need for ‘target marketing’.

Ms. Sparrow reviewed and responded to questions on the arena services component.

The Manager, Cultural Services, Jane Fernyhough, reviewed and responded to questions on the cultural and heritage services component. Discussion ensued among Committee members and staff on whether a massive public relations campaign was needed for all areas to ‘sell the division to the community’. The comment was made during the discussion about the need to undertake a cost benefits analysis to determine the best direction to take.

Ms. Sparrow then reviewed and responded to questions on area operations and community centres. Discussion took place on such issues as:

- the need for the creation of a facilities equipment reserve fund
- the need for coordination of the volunteer program and recognition of the volunteers
- the impact of reducing the Parks budget on Richmond’s appearance, i.e. would the City’s clean appearance deteriorate
- the need for a cost benefits analysis, and the challenge to restructure staffing to improve efficiency.

During the discussion, the suggestion was made that a meeting should be held to address (i) the major business opportunities which exist to obtain revenue, such as sponsorship signs on City medians, (ii) the need to improve public relations; and (iii) sponsor partnerships with the community and private industries.

Parks, Recreation & Cultural Services Committee

Wednesday, July 3rd, 2002

ADJOURNMENT

It was moved and seconded

That the meeting adjourn (3:50 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 Wednesday, July 3rd, 2002.

Councillor Harold Steves
Chair

Fran J. Ashton
Executive Assistant to the City Clerk's
Office