



## City of Richmond

## Report to Committee

**To:** General Purposes Committee  
**From:** Kate Sparrow  
Director, Recreation & Cultural Services  
**Re:** **Richmond Spirit of BC Committee**

**Date:** September 22, 2005  
**File:** 11-7025-01/2005-Vol 01

### Staff Recommendation

1. That the Richmond Spirit of BC Committee update to Council be received for information; and
2. That the Richmond Spirit of BC Committee proposed 2006 operating budget of \$5,000 be considered during the 2006 budget review process; and
3. That the term of the Richmond Spirit of BC Committee be extended to June, 2010.

K Sparrow  
Director, Recreation & Cultural Services  
(4129 )

Att. 2

FOR ORIGINATING DIVISION USE ONLY		
CONCURRENCE OF GENERAL MANAGER 		
REVIEWED BY TAG	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>
REVIEWED BY CAO	YES  <input checked="" type="checkbox"/>	NO <input type="checkbox"/>

## **Staff Report**

### **Origin**

On April 26, 2004 Richmond City Council adopted Terms of Reference for the Richmond 2010 Community Opportunities Task Force (Attachment 1). The purpose of the Task Force is to ensure the community of Richmond fully capitalizes on the benefits of British Columbia's hosting of the 2010 Winter Olympics and Paralympics. The Task Force is directed to report to Council on the activities of the past year and outline the work plan for the upcoming year.

The Province of British Columbia encouraged every community in British Columbia to establish a Spirit of BC Community Committee to provide communities with an influential and local point-of-contact between the community, the Province of British Columbia and 2010 LegaciesNow so the City of Richmond re-named the Community Opportunities Task Force, the Richmond Spirit of BC Committee.

In December, 2004 Council appointed members and the first meeting of this Committee was held in January 2005.

### **Findings Of Fact**

The Committee has been working to develop their key strategies, clarify their role and develop a good understanding of the opportunities available to Richmond, especially as it relates to 2010 LegaciesNow.

An Update Report to Council from the Richmond Spirit of BC Committee that summarizes the proposed strategic direction and activities the committee has been involved in to date is attached (Attachment 2).

### **Analysis**

#### **1. Committee Term:**

When the Committee Terms of Reference were adopted, it was proposed that the committee would have a term of 2 years. The committee has reviewed this and given that the role they have been asked to play is related to the 2010 Games, they feel it should be extended to 2010.

#### **2. Committee Key Focus Areas and Operating Budget**

The committee has proposed 3 key focus areas and are exploring these areas further. The key areas are:

- Community: Inspire Community Involvement in the Spirit of 2010
- Volunteers: Increased Volunteerism in the Spirit of 2010
- Communication: Increased awareness of 2010 related community opportunities

The Richmond Spirit of BC Committee has proposed an operating budget of \$5,000.00 to begin engaging the community in the key focus areas and to cover basic operational expenses.

### **Financial Impact**

The Richmond Spirit of BC Committee currently has no operational budget. The committee receives liaison support through PRCS. Staff recommend that the City consider providing a \$5,000 operational budget to the Committee in the City's base budget as part of the 2006 budget review process.

### **Conclusion**

In a short time, the Richmond Spirit of BC Committee has developed their key focus areas, begun to develop relationships with 2010 LegaciesNow and participated in a number of community events to promote the Spirit of Richmond. Continued support for their endeavours is recommended.

A handwritten signature in black ink, appearing to read 'K Sparrow', with a stylized, cursive script.

K Sparrow  
Director, Recreation & Cultural Services  
(4129 )

## RICHMOND 2010 COMMUNITY OPPORTUNITIES TASK FORCE

### TERMS OF REFERENCE

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#### Purpose

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The purpose of the Richmond 2010 Community Opportunities Task Force is to ensure the community of Richmond fully capitalizes on the benefits of British Columbia's hosting of the 2010 Winter Olympics and Paralympics.

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#### Principles

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City Council has established these following guiding principles for activities supported by the City and its community partners. They are:

- All 2010 activities are within the guidelines as outlined from the Provincial Secretariat and Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC);
- Builds community capacity and encourages community involvement;
- Creates a unified vision for how Richmond can participate in and benefit from the Games;
- Creates financially sustainable outcomes;
- Directly benefits and leaves legacies for the community of Richmond;
- Encourages effective relationships and partnerships with others;
- Promotes active living; participation and excellence in sport;
- Promotes and celebrates our diversity; tolerance and understanding;
- Promotes economic development and tourism;
- Promotes environmental sustainability;
- Promotes learning; and,
- Promotes the arts, culture and our heritage.

The Richmond 2010 Community Opportunities Task Force must reflect the adopted principles in all its activities.

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#### Membership

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Richmond City Council appoints members of the Richmond 2010 Community Opportunities Task Force and its Chair. There are up to 14 members, plus a liaison member from City Council.

The City will seek new members for the Richmond 2010 Community Opportunities Task Force through a public call for applications.

Candidates will be chosen to reflect a broad spectrum of community sectors, which may include, Arts, Athletes, Business, Persons with Disabilities, Education, Environment, First Nations, Health, Heritage, Multicultural, Recreation, Seniors, Social Services, Sports, Tourism, Transportation, Volunteers and Youth.

The Richmond 2010 Community Opportunities Task Force will have a two-year term, effective from its appointment.

The Richmond 2010 Community Opportunities Task Force will seek staff and public input and feedback throughout the process.

The Richmond 2010 Community Opportunities Task Force will report twice annually to Council on the activities of the past year and outline the work plan and progress on the work plan for the upcoming year.

At the beginning of each year, a member of the Task Force will be appointed as Chair. This individual will facilitate and chair the meetings.

Members are expected to attend all meetings. If unable to attend meeting, an alternate is not required.

The Richmond 2010 Community Opportunities Task Force has the authority to create sub-Committees to work on a variety of initiatives. Sub-Task Forces may include members from outside the Task Force.

City staff appointed by the Corporate Program and Management Group will attend meetings as technical support and will administer the Richmond 2010 Community Opportunities Task Force budget.

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### **Objectives and Expectations**

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The primary objectives for the Richmond 2010 Community Opportunities Task Force are:

1. To build a unified vision and plan for the 2010 Olympic and Paralympic Games for the community of Richmond.
2. To ensure the community of Richmond capitalizes on and receives the maximum benefits and legacies from the 2010 Olympic and Paralympic Games.
3. To determine, propose and act upon opportunities that add value, dimension and benefit to the Games by supporting the three pillars (culture, sport and environment) of the Olympic movement.
4. To ensure the three Olympics components of sustainability (environmental, social and economic) are promoted and adhered to.
5. To ensure that the community is aware of the benefits and legacies of hosting the Games.
6. To seek sponsorship for the programs and activities that are developed.
7. To promote community involvement.
8. To identify possible areas of negative impact and recommend actions to mitigate.
9. To coordinate the community of Richmond's activities in support of the Olympic and Paralympic Games with the Province of BC's 2010 Secretariat and other community opportunities task forces.

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### **Procedures**

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The Richmond 2010 Community Opportunities Task Force will report to Council through the City staff.

The Richmond 2010 Community Opportunities Task Force decision process is to be consensus based. If some members disagree with the Task Force's recommendations or activities, decisions will be recorded in the meeting records.

The Richmond 2010 Community Opportunities Task Force will receive administrative staff support services from the City for the preparation of agendas and the recording of meetings.

The Richmond 2010 Community Opportunities Task Force will liaise with the 2010 Provincial Secretariat in coordination with the City of Richmond.

Liaison with the Vancouver Organizing Task Force of the Olympic Games (VANOC) will be only through the City of Richmond staff.

Communications to Council from the Richmond 2010 Community Opportunities Task Force will be coordinated through City of Richmond staff.

The Chair would be elected on the first meeting of the Task Force from among the members appointed. A new Chair would be elected annually.

Council may amend these terms of reference at its discretion.

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#### **Meetings**

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The Richmond 2010 Community Opportunities Task Force meetings are open to the public; however, the public will not be able to participate in the meetings except through a delegation process.

The Task Force will establish the meeting schedule annually.

Copies of the agenda and record of the meetings will be circulated to Richmond 2010 Community Opportunities Task Force members in advance.

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#### **Code of Conduct**

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Richmond 2010 Community Opportunities Task Force members are expected to be respectful towards each other and work cooperatively.

The Richmond 2010 Community Opportunities Task Force members are drawn from a broad spectrum of community interests. The expectation is that each member will conduct themselves in the best interest of all of Richmond residents.

If there is a conflict of interest, it will be up to the member to remove himself or herself from the decision.

Richmond 2010 Community Opportunities Task Force members serve at the pleasure of Council.

**Adopted at the Regular Council Meeting April 26, 2004**

## Update to Council

The Spirit of BC Committee was established by the City of Richmond “to ensure that the community of Richmond fully capitalizes on the benefits of British Columbia’s hosting of the 2010 Winter Olympics and Paralympics”.

The Committee held its’ first meeting on January 18, 2005. This report is intended to update Richmond City Council on the activities of the Committee and to receive their input on the direction the Committee is taking.

Members of the Richmond Spirit of BC Community Committee are: Ronald Coleman, Chair; Michael McCoy, Vice-Chair; Bill McNulty, Council Liaison; Florence Gordon; Mahmood Awan; Glenn Kishi; Tracy Lakeman; Iris Lo; Heather Manson; David Reay; Carrie Rogers; Elizabeth Specht; Jack Wong and Thomas Yu. Since the Committee was established there have been 2 resignations and we are looking forward to the City filling those vacancies this fall.

When this committee was formed, the Terms of Reference indicated it would have a two-year term. Given that the goal is to fully capitalize on the 2010 opportunity, the Committee would like to recommend that the term be extended to 2010.

### **Role of Richmond Spirit of BC Committee:**

The Richmond Spirit of BC Community Committee is one of 95 community committees in British Columbia. The Spirit of BC Community Committees program was launched by the Province of BC to ensure that all communities across the Province have the opportunity to capitalize on the opportunities generated as a result of the Olympics being hosted here in 2010.

At our first meeting, the Committee received a presentation from Ian Tait, 2010 Legacies Now, who is one of the staff working with the various community committees across the Province. He gave an excellent overview of how various committees have structured themselves and the roles they are playing.

One of the first things the Committee did was to review the Terms of Reference as approved by Council and to discuss what that meant. Given that there is a significant opportunity for the community of Richmond, and understanding that there are many ways to achieve the most benefit, the Committee has determined that our role should be one of facilitator, coordinator, communicator and promoter. We see ourselves doing some of the following things in this role:

- Working with community groups and individuals who plan and run events in Richmond,
- Raising awareness and recognizing events that are consistent with Spirit principles,
- Lending the Committee’s support to groups seeking to access funding,
- Raising awareness of the opportunities to volunteer before, during and after 2010, and
- **“Generating Spirit”** (before, during and after the Olympics) within Richmond.

The outcome of the Richmond Spirit of BC Community Committee is that by February 2010: 100,000 people will have been recognized in the community of Richmond for their Spirit.

### **Proposed Strategic Direction:**

In March, the Committee held its first Planning session. The following outlines the general direction that has been developed from that:

### **Committee Mission:**

To encourage the Richmond community to positively impact 2010, and beyond, through information sharing and empowering people to actively participate in community and economic development and by supporting and promoting events and activities leading up to, during and after the 2010 Olympic and Paralympic Games.

**3 Key Focus Areas** were determined and sub-committees have been formed to explore these areas further:

#### **1. Community: Inspire Community Involvement in the Spirit of 2010**

The Community Sub-Committee is inviting members of the Richmond Community to join this sub-committee. These invited members will be representative of our community and they will have the influence to encourage others to participate in building Spirit. This committee will develop a plan that not only generates spirit through community activities, but also publicly recognizes this Spirit.

We would like to launch it in February 2006 during Spirit of BC Week, with the goal to have recognized 100,000 residents by February 2010. The overall plan will encourage activities and events that celebrate or demonstrate spirit. Organizers will be asked to submit applications that outline how they will demonstrate spirit. A set of criteria is in the process of being established that will be very inclusive. Once submitted the applications will be reviewed by the Community Committee. Applicants could be anyone: companies, organizations, an individual, a family, a neighbourhood or a class of grade eights – it's endless. Then once they have been approved, they will become an "Official Spirit Activity".

This program has the capability of involving all members of our community in any number of ways. They can participate, they can sponsor, they can celebrate and they can encourage. The goal is to build a culture of Spirit before the Olympics which will continue on long after the Olympics have taken place here in Richmond.



## **2. Volunteers: Increased Volunteerism in the Spirit of 2010**

The Spirit of BC Volunteer Sub-Committee is working with VolunteersNow, and Volunteer BC to determine how we can best capitalize on the unprecedented opportunity the 2010 Olympics and Paralympics present to create a legacy of an enhanced volunteer culture that is inclusive and accessible. Our committee will look at developing and supporting partnerships to build or improve volunteer sector relationships critical for a cohesive and collaborative model of engagement and will focus on increasing volunteerism through new opportunities, promotion of volunteer dependent organizations and raising awareness of the various aspects of citizenship.

We also want to ensure that we are well integrated into the overall strategy of the VolunteersNow legacy program and that we maximize opportunities to develop programs/initiatives specific to Richmond.

Linking with VolunteersNow efforts, our committee will be looking at developing a recognition system that facilitates and supports the requirements of becoming a Games volunteer – a passport of participation of sorts. This program is being developed nationwide, with Volunteer Canada's participation.

In partnership with Volunteer BC, Volunteer Canada, SportWeb and current BC volunteer centres – VolunteersNow has designed, developed and launched a web based volunteer resource and access program - a clearinghouse of registered, screened volunteers from across BC with skills, interest and experience to support small to major events from local festivals to international sporting events. In addition to event volunteer information, Communities of Practice will be established utilizing the software creating dialogue opportunities for volunteers, event organizers, volunteer centres staff and boards to network and transfer knowledge. This launch was held at Richmond City Hall, September 26<sup>th</sup> in coordination with the Volunteer BC AGM.

While we work towards developing our specific initiatives around increasing volunteerism and supporting the legacies program, we know one thing: Richmond has a strong history of community involvement and participation and we are champions in the area of volunteerism. Given that, and the fact that we are an Olympic partner and venue home, we would like to make a recommendation that the City of Richmond, with support from the Richmond Spirit of BC Community Committee propose to the VANOC that consideration be given to our community to provide leadership, in part, to the volunteer program specific to the Oval.

As we develop our plans, our sub committee will be developing a budget and investigating potential funding sources and resources to support the various initiatives.

### **3. Communication: Increased Awareness of 2010 Related Community Opportunities**

The Spirit of BC Communication Sub-Committee has held five meetings to identify their mandate and how best they can compliment the entire Richmond Spirit of BC Community Committee. The role of the Communication sub-committee is to raise awareness of the opportunities for both individuals and community organizations to get involved in generating the “Spirit of Richmond” and inform the community of the various activities taking place, both in Richmond and through the Spirit of BC generally. The committee is currently investigating a variety of communications vehicles such as using the City of Richmond’s website, a newsletter and/or opportunities through the local newspapers. The communication will raise awareness, contain important 2010 information and generate enthusiasm within the community to build the Spirit of Richmond.

Communicating 2010 Winter Olympic direct and indirect opportunities will increase awareness and understanding of 2010 LegaciesNow. The development of a communication vehicle will promote the Spirit Logo usage while building alliances and together we can promote an awareness campaign.

#### **Update on Committee Activities**

While the committee has only been in place for a short time, members have been involved in a number of events and presentations as outlined below:

- On February 12, 2005 a Flag raising event was held at Minoru Arenas to mark the 5-year countdown to the actual 2010 Games. This was part of the Spirit of BC Week, which will become an annual event each February until 2010.
- Minoru Hockey Tournament (March, 2005)
- LegaciesNow Speaker Series – *Sport Tourism – Adopting a Team and Sport & Cultural Festivals*
- Imagine 2010 Event, BC Place
- Launch of VolWeb (partnership with VolunteersNow & Volunteer BC) September 26<sup>th</sup>, 2005 at Richmond City Hall
- Ron Coleman, Chair – Keynote Speaker at Touchstone Family Services AGM – September 13, 2005
- Ron Coleman - Interview with Richmond Review – September 22, 2005
- The committee has established a link with the Spirit of 2010 Community Committees and now receives regular weekly updates via e-mail. This also includes updates on Legacies Now.

The Committee has also received a number of presentations and delegations at its' meetings and plans to continue encouraging community organizations to make presentations and to bring in resource people to help the members learn more about the opportunities we can promote in Richmond. Presentations to date include: January 18, 2005 – Ian Tait, 2010 LegaciesNow

- February 15, 2005 – Lani Schultz, City of Richmond, Richmond Olympic Business Office
- April 26, 2005 – Jim Mann & Jim Schuman, Richmond Curling Club
- April 26, 2005 – Louise Young, Richmond Foundation
- May 31, 2005 – Suzanne Haines and Janice Froese , Richmond Arts Coalition
- September 7, 2005 – Denise Tambellini-Abraham, Richmond Olympic Business Office
- Upcoming Presentations:
  - Mary McKillop , VolunteersNow

### **Legacies Now Update**

The Richmond Spirit of BC Community Committee has spent some time becoming familiar with the Legacies Now opportunities and will work with the community to encourage groups to take advantage of the opportunities available. Below are the programs that have been made available to date:

Sport & Recreation Now - The mission of Sport & Recreation Now is to build a strong and lasting sport system in the Province that increases participation from “playground to podium” while supporting healthy and vibrant communities.

Arts Now - Arts Now exists to strengthen and enhance the creative capacity of individuals, organizations and communities throughout the Province through a combination of contribution programs and targeted activities developed in consultation with the arts and culture community.

Literacy Now - As new forms of communication and technology emerge in the workplace and in schools, rural and resource-based communities have identified a growing need to build multiple literacies so they can participate more fully in the information age. Literacy Now aims to make British Columbia the most literate province in Canada and a global leader in literacy learning by 2010.

Volunteers Now - The three goals of the VolunteersNow legacy program are:

Participation

To increase the involvement of volunteers within their respective organizations

Sustainability

To strengthen the vibrant culture of community service

Performance

To strengthen the volunteer sector's ability to achieve excellence

### **Budget Requirements (2006)**

The Committee is currently developing a Work Plan for 2006 that will begin to implement the strategic directions outlined above and will report back to Council with specific details and further budget requirements.

The committee is requesting an operating budget of \$5,000 for 2006 to cover:

- Committee Meetings, Workshops and attendance at Spirit of BC Meetings as well as to provide some seed funding begin the work outlined above.



Respectfully submitted  
Ronald Coleman, Chair  
Spirit of BC Community Committee Richmond