



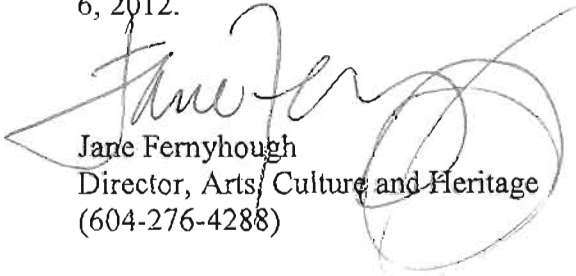
City of Richmond

Report to Committee

To: General Purposes Committee **Date:** November 6, 2012
From: Jane Fernyhough **File:** 01-0005-01/2012-Vol
 Director, Arts, Culture and Heritage 01
Re: Richmond Olympic Experience Advisory Committee Council Liaison

Staff Recommendation

That a Council Liaison be appointed to the Richmond Olympic Experience Advisory Committee as outlined in the report from the Director, Arts, Culture and Heritage Services dated November 6, 2012.



Jane Fernyhough
 Director, Arts, Culture and Heritage
 (604-276-4288)

Att. 1

REPORT CONCURRENCE	
CONCURRENCE OF GENERAL MANAGER <i>[Signature]</i>	
REVIEWED BY SMT SUBCOMMITTEE	INITIALS: <i>[Signature]</i>
REVIEWED BY CAO <i>OK</i>	INITIALS: <i>[Signature]</i>

Staff Report

Origin

At the City Council meeting of October 22nd, 2012, Council endorsed the project concept and design for the Richmond Olympic Experience (ROE) at the Richmond Olympic Oval (ROO). At the General Purposes meeting prior to the Council meeting the CAO suggested that an Advisory Committee be created to provide input to the development and operation of the ROE. This report provides information on the Advisory Committee and requests a Council liaison be appointed to this committee.

Analysis

The ROE is a multifaceted experience integrated into and around the ROO. While this is a project of the Richmond Olympic Oval Corporation (ROOC) and managed by a Project Team there are many aspects of the project operation and development that could benefit from the expertise provided by a broad based Advisory Committee. Attached for information is a draft Terms of Reference that will be considered by the ROOC Board (**Attachment 1**).

Areas envisioned that an Advisory Committee could have input into include:

- Providing advice with respect to concepts, components and materials;
- Operational considerations such as pricing strategies and tour options;
- Marketing and promotion strategies;
- Subject matter for future temporary exhibits;
- Assisting with connecting with private collectors and athletes;
- Telling the story of the History of Sport in Richmond
- Building community connections to the ROE

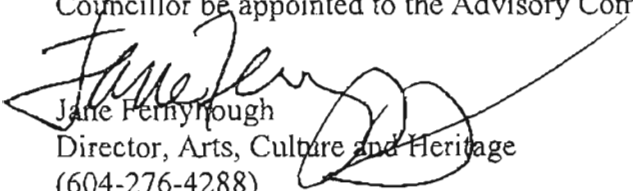
Members of the Committee should come from a variety of backgrounds such as business, sport, tourism and attractions, arts and culture. It is also recommended that the committee include a Council liaison.

Financial Impact

There is no financial impact to this recommendation.

Conclusion

A Richmond Olympic Experience Advisory Committee made up of members from a variety of backgrounds can provide valuable assistance to the development and ongoing success of the ROE both in the community and as a tourist destination. A City of Richmond Council liaison ensures connection between the ROE and City Council. It is recommended that a City Councillor be appointed to the Advisory Committee.


Jane Fernyhough
Director, Arts, Culture and Heritage
(604-276-4288)

Richmond Olympic Oval Corporation
Terms of Reference for the Richmond Olympic Experience Advisory Committee

Committee Name: Olympic Experience Advisory Committee (the “Committee”)

Responsible To: Olympic Experience Project Team (the “Project Team”)

Purpose:

The Committee reviews and makes recommendations to the Project Team on technical and operational matters related to the Olympic Experience Project as requested and/or required with a particular emphasis on facilitating the creation of a world class Olympic experience.

1. Provide advice with respect to concepts, components and materials, as needed or as requested;
2. Provide assistance with connecting with private collectors and athletes;
3. Provide advice with respect to future Olympic Experience operational considerations;
4. Provide advice on marketing and promotion as required;
5. Provide advice on specific matters related to the Olympic Experience such as identifying and connecting with sponsors;
6. Provide advice and assistance with telling the story of the History of Sport in Richmond;
7. Provide input into subject matter for future temporary exhibits.

Term:

The term of this Committee shall be from January 1, 2013 to October 31, 2014.

Composition:

The Committee shall be composed of five members, a majority of whom are neither officers nor employees of the Richmond Olympic Oval Corporation (the “Corporation”), and one of whom will act as the Chair of the Committee (the “Committee Chair”). The Committee Chair is appointed by the CEO of the Corporation.

The members of the Committee are appointed by the CEO and serve until such member’s successor is duly appointed or until such member’s earlier resignation or removal.

The Richmond Olympic Oval CEO will be an exofficio member of the Committee.

The Project Team assigned by the CEO will support the Committee.

A City Council Liaison will be appointed annually to the Committee by Richmond City Council.

Members will be chosen from a variety of backgrounds including, but not limited to, business, tourism and attractions, and will also include an Olympic athlete.

Richmond Olympic Oval Corporation
Terms of Reference for the Richmond Olympic Experience Advisory Committee

Meetings and Reporting:

Meetings of the Committee are held as required and at the call of the Committee Chair as requested by the Project Team.

The Committee may meet either in person or by telephone, and at such times and places as the Committee determines.

A quorum of the Committee is a majority of the members of the Committee.

The Committee reports to the Project Team through the Project Team liaison.

Other Resources:

Outside Advisors

City of Richmond: City staff have expertise in various aspects of this project and will be made available to the Committee and project, as required or needed.

Exhibit Designers: The Project Team has retained outside advisors for the primary purpose of exhibit design, development and construction.

The Olympic Museum: The Project Team has curatorial and museum expertise available through the Olympic Museum in Lausanne.

Olympic Museums Network: Through the Olympic Museums Network, the Project Team has established contacts for advice and assistance in creating and operating an Olympic Museum.

Canadian Olympic Committee: The Project Team has established liaisons from the Canadian Olympic Committee to deal with both the acquisition and displays of artifacts and the approvals needed with respect to branding and use of the Olympic Marks (i.e., Olympic Rings).

Code of Conduct

Olympic Experience Advisory Committee members are expected to be respectful towards each other and work cooperatively.

Olympic Experience Advisory Committee members are drawn from a broad spectrum of community interests. The expectation is that each member will conduct themselves in the best interest of the Corporation.

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