



Parks, Recreation & Cultural Services Committee

Date: Tuesday, February 24, 2009

Place: Anderson Room
Richmond City Hall

Present: Councillor Harold Steves, Chair
Councillor Greg Halsey-Brandt, Vice-Chair
Councillor Sue Halsey-Brandt
Councillor Ken Johnston
Councillor Bill McNulty

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 Parks, Recreation and Cultural Services Committee held on Tuesday, January 27, 2009, be adopted as circulated.

CARRIED

NEXT COMMITTEE MEETING DATE

2. Tuesday, March 24, 2009 (tentative date) at 4:00 p.m. in the Anderson Room.

DELEGATION

3. Jack Wong, Chair of the Richmond Museum Society Board, highlighted that the public open house held in Fall 2008 was successful as 178 detailed questionnaires were completed indicating unanimous support for a new museum, with 80% favouring a destination museum over a community museum.

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Keith Liedtke, Vice-Chair of the Richmond Museum Society Board (Museum Board), advised that a destination museum is supported by both Tourism Richmond and the Richmond Chamber of Commerce. He spoke of a dynamic fundraising model that will allow for a wide range of donations. Mr. Liedtke also highlighted that the Museum Board currently has donation commitments totalling up to a million dollars. The Museum Board seeks Council's support in moving forward with a destination museum concept and wishes to launch their unique fundraising campaign in Fall 2009.

Joe Da Silva, member of the Richmond Museum Society Board, spoke of the fundraising campaign and stated that a destination museum will attract substantial donors as it would be a high profile project. Mr. Da Silva noted that approximately \$2.3 million would be raised through businesses and the remainder by the community. He provided background information on past high profile fundraising campaigns he has been apart of and was confident that the fundraising campaign would meet its goal of \$6 million.

In reply to queries from Committee, the delegations advised that (i) the fundraising campaign would end approximately two years after its launch; (ii) those donating large amounts would be asked to pledge a portion of that donation immediately as seed funds; (iii) the fundraising campaign is cost effective; and (iv) volunteer and donor recognition is included in the fundraising campaign.

Discussion ensued regarding donations and their allocation should a destination museum not be built, comparative facilities, and the interests of those who attended the open house.

PARKS, RECREATION AND CULTURAL SERVICES DEPARTMENT

4. **RICHMOND MUSEUM FEASIBILITY STUDY**

(Report: February 10, 2009, File No.: 11-7141-01/2009-Vol 01) (REDMS No. 2563791)

With the aid of a PowerPoint presentation, Donald Luxton, Consultant, Arlington Group Planning and Architecture Inc., provided background information and advised the following:

- a new museum facility is considered overdue as the existing Richmond Museum has outgrown its space;
- a new museum could tell the 'Richmond Story' and celebrate Richmond's unique physical location, remarkable melding of many cultures, and multitude of industries;

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- the feasibility study examined (i) market research; (ii) comparable facilities; (iii) emerging trends in new museums; (iv) governance and operation requirements; (v) programming; (vi) location; (vii) capital construction costs; and (viii) potential funding sources;
- a new museum could act as a hub and tie into the other existing Richmond museums;
- the open house held in Fall 2008 presented the public with two museum options: (1) a destination museum – approximately 60,000 square feet, situated in a high profile central location, and costing approximately \$45 million; or (2) a community museum – approximately 20,000 square feet, situated in a variety of locations throughout Richmond, and costing approximately \$15 million;
- the results of the completed questionnaires indicated that a destination museum is preferred; however many expressed concerns regarding the costs and feasibility;
- the principal difference between the two museums is that the destination museum could host large scale blockbuster exhibits, thus has higher revenue generating potential; and
- a community museum would have a local focus and be of value to the community; however, would not attract a wide range of audiences and has little potential for fundraising.

Mr. Luxton recommended that the notion of a large destination museum, located near the Canada Line be pursued. He urged Committee to move this project forward in order for staff to continue potential funding discussions with provincial and federal bodies and potentially begin developing an implementation strategy.

With the aid of several artist renderings, Design Consultant David Jensen, illustrated the character of a potential destination museum. Mr. Jensen emphasized that a destination museum could be as dynamic as Richmond's culture, offering flexibility and acting as a hub of activity focused on the past, present, and future of Richmond's culture.

In reply to queries from Committee, the following information was provided:

- the feasibility study's comparable facilities aspect focused only on British Columbia;
- currently, Richmond's commitment is limited to staff time supporting the Museum Society's fundraising endeavours and continuing funding discussions with interested provincial and federal bodies; and
- Council's commitment is vital in order to advance funding discussions with interested provincial and federal bodies.

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Discussion ensued and Committee expressed concerns with (i) the list of facility priorities, (ii) Council's level of commitment in regards to funding, and (iii) a timeline for the development of a potential destination museum.

Cathryn Volkering Carlile, General Manager, Parks, Recreation & Cultural Services, advised that a Corporate Facilities Implementation Plan is forthcoming and the staff recommendations before Committee do not necessarily reflect the sequence of facility priorities.

Councillor McNulty left the meeting (5:19 p.m.) and did not return.

As a result of the discussions, staff were directed to prepare a memorandum providing background information outlining a proposed timeline, and funding discussions occurring with senior levels of government prior to this item going to Council. Staff were also directed to bring forward the Corporate Facilities Implementation Plan as soon as possible.

It was moved and seconded

That:

- (1) the Draft Richmond Museum Feasibility Study (included as Attachment 1 in the report dated February 10, 2009, from the Acting Director, Recreation & Cultural Services) be endorsed;*
- (2) the Funding Framework (as included in the report dated February 10 2009, from Acting Director, Recreation & Cultural Services), be endorsed;*
- (3) funding for a Museum Development Plan be considered within the 2010 Capital Budget program;*
- (4) a submission be included in the 5-year Capital Budget program for a new destination Richmond Museum, with the provision that external funding, as referred to in Part 2 of the motion, be required prior to consideration for approval;*
- (5) an advocacy strategy be developed for federal and provincial capital and operational funding for a new destination museum;*
- (6) staff support the Richmond Museum Society capital fundraising campaign for a new destination museum; and*
- (7) upon Council endorsement, the Richmond Museum Feasibility Study report (dated February 10, 2009, from the Acting Director, Recreation & Cultural Services) be forwarded to the appropriate ministries of the federal and provincial governments for information.*

CARRIED

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5. **BRITANNIA SHIPYARD HISTORIC ZONE EXHIBITS**

(Report: February 11, 2009, File No.: 06-2025-20-003/Vol 01) (REDMS No. 2559087)

Bryan Klassen, Site Supervisor, introduced Brooke Lees, Community Facilities Coordinator, and provided background information.

In reply to queries from Committee, Mr. Klassen advised that the stilt houses were acquired from a property on 7th Avenue about to undergo development, and the color swatches are historically accurate to the best of his knowledge.

A brief discussion took place regarding whether or not the site would be enclosed in order to charge admission for entry.

It was moved and seconded

That the Britannia Heritage Shipyard Historic Zone Exhibit Design and Site Wayfinding Plan (Attachment 1 to the report dated February 11, 2009 from the Acting Director, Recreation & Cultural Services) be approved.

CARRIED

6. **YOUTH ENGAGEMENT STRATEGIES**

(Report: February 6, 2009, File No.: 07-3425-02/2009-Vol 01) (REDMS No. 2572292)

In reply to queries from Committee, staff advised that students in both local high schools and a post-secondary institution are consulted when developing youth strategies and a large number of youth actively volunteer throughout the community.

It was moved and seconded

That the Youth Engagement Strategies report dated February 6, 2009, from the Acting Director, Recreation & Cultural Services be received for information.

CARRIED

7. **MANAGER'S REPORT**

(a) Urban Forest Management Strategy

Gordon Barstow, Manager, Parks Operations, spoke of the number of complaints received annually regarding trees and the process parks staff undergo to address each concern. He highlighted that with the implementation of the Urban Forest Management Strategy the City has successfully developed a tree nursery, complementing the City's existing tree inventory by approximately 10,000 trees.

(b) G.O. Day

Elizabeth Ayers, Manager, Community Recreation Services, advised that on March 4, 2009, Thompson Community Centre is hosting a day-long girls only lifestyle expo where Grade 9 girls will participate in various activities, healthy lifestyles workshops, and focus groups to discuss barriers to participation in physical activity.

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(c) City Centre Area Plan – Public Art Plan

Jane Fernyhough, Manager of Heritage and Cultural Services, mentioned that an aspect of the City Centre Area Plan was to develop a public art plan, and a public consultation is forthcoming in the near future.

(d) New Acting Manager of Parks Programs

Serena Lusk, Acting Manager, Parks – Planning & Design, introduced Jodie Shebib as the new acting Manager of Parks Programs.

(e) Update on Upcoming Outdoor Events

Eric Stepura, Manager, Sports & Community Events, spoke of two upcoming outdoor events: (1) National Boys All-Star Championships and (2) BC Seniors Games, as follows:

On July 21 to July 26, 2009, the Richmond Youth Soccer Association will be hosting the Canadian Soccer Association National Boys All-Star Championships. The tournament will be hosting the Canadian Under 14 and Under 18 Boys Teams and will utilize three fields at Minoru Park and one field at Richmond High School. Twenty teams from across Canada are expected to participate and the tournament is anticipated to attract scouts from national teams, post-secondary institutions, and other professional teams.

The BC Seniors Games will take place September 16 to 19, 2009. The 2009 Richmond BC Seniors Games Board of Directors has accomplished a lot of work in the past months, such as establishing an office at the Minoru Pavilion, developing a website, recruiting in excess of 100 people to chair various committees, and organize many activities including sponsorships.

ADJOURNMENT

It was moved and seconded

That the meeting adjourn (6:09 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 Tuesday, February 24, 2009.

Councillor Harold Steves
Chair

Hanieh Floujeh
Committee Clerk