



Parks, Recreation and Cultural Services Committee

Date: Wednesday, July 23, 2025

Place: Anderson Room
Richmond City Hall

Present: Councillor Michael Wolfe, Chair
Mayor Malcolm Brodie (left the meeting at 6:08 p.m.)
Councillor, Chak Au
Councillor Laura Gillanders
Councillor Andy Hobbs
Councillor Bill McNulty

Also Present: Councillor Carol Day (left the meeting at 6:20 p.m.)
Councillor Kash Heed (by teleconference) (left the meeting at 5:39 p.m.)

Call to Order: The Chair called the meeting to order at 5:13 p.m.

MINUTES

It was moved and seconded

That the minutes of the meeting of the Parks, Recreation and Cultural Services Committee held on June 24, 2025, be adopted as circulated.

CARRIED

DELEGATION

- A. Linda Barnes and Joanne Teraguchi, Steveston Historical Society co-chairs, referred to their submission (attached to and forming part of these minutes as Schedule 1) requesting additional funding from the City of Richmond to support and enhance the programs they offer to the Steveston community.

In response to a query from Committee, the delegation advised that they can provide Committee with a detailed plan of the programs and initiatives they plan to undertake with the additional funding.

Parks, Recreation & Cultural Services Committee

Wednesday, July 23, 2025

Discussion ensued with respect to (i) Tourism Richmond's role within the Steveston Historical Society, (ii) current operations and impacts, (iii) Steveston Historical Society's collaboration with other historical sites in Steveston, and (iv) proposed expansion of programming.

As a result of the discussion the following **referral motion** was introduced:

It was moved and seconded

That staff review the submission presented by the Steveston Historical Society, obtain a detailed plan for the additional funding and present options and analysis to Council by the 2026 budget process.

CARRIED

Councillor Kash Heed left the meeting (5:39 p.m.) and did not return.

PARKS, RECREATION & CULTURE DIVISION

1. RAILWAY GREENWAY SOLAR LIGHTING OPTIONS

(File Ref. No. 06-2400-20-RAIL1) (REDMS No. 8067412)

Discussion ensued with respect to the phased in implementation of the solar pedestrian lighting.

It was moved and seconded

That Option 2, "Two Phase Implementation", as outlined in the staff report titled "Railway Greenway Solar Lighting Options", dated June 30, 2025, from the Director, Parks Services, be approved.

CARRIED

2. STREET BANNER REFERRAL RESPONSE

(File Ref. No. 11-7200-20-SBAN1/CL) (REDMS No. 8081632)

In response to queries from Committee, staff advised that (i) upon Council approval of Option 1, the next steps would be to have a consultant perform a detailed assessment and design to confirm load-bearing capacity and overall suitability of each individual pole and base for banner arm retrofits, (ii) staff will report back to Council with the recommended banner implementation plan and an updated cost estimate for consideration, and (iii) some poles are specifically designed for banners, while retrofitted poles in the City would require review.

Parks, Recreation & Cultural Services Committee
Wednesday, July 23, 2025

Materials were distributed by Council member (attached to and forming part of these minutes as Schedule 2) and discussion ensued with respect to (i) the potential locations for banner installation along No. 5 Road between Steveston Highway and Blundell Road, (ii) placement of banners on poles that can be retrofitted, not on poles that need to be replaced, (iii) estimated costs related to the options, (iv) staff meeting with the Highway to Heaven Committee to ascertain the specifics around banner installation along No. 5 Road, and (v) the requirement for hiring a consultant to perform a detailed assessment of the street light poles versus staff conducting the assessment in house.

As a result of the discussion the following **referral motion** was introduced:

It was moved and seconded

That the staff report titled "Street Banner Referral Response", dated June 30, 2025 be referred back to staff to meet with the Highway to Heaven Committee on their request for welcome signs on each end of No. 5 Road and that City staff concurrently assess the condition of the existing poles and report back.

The question on the referral motion was not called as staff advised that the engineering assessment for the base and streetlight pole requires both a Structural Engineer and a Geotechnical Engineer. Staff are only able to provide a visual condition inspection.

The question on the referral motion was then called and it was **CARRIED**.

Mayor Malcolm Brodie left the meeting (6:08 p.m.) and did not return.

3. DRAFT RICHMOND ARTS STRATEGY 2025-2030

(File Ref. No. 11-7000-11-01) (REDMS No. 8061570)

Staff presented the Draft Richmond Arts Strategy 2025-2030 video, (Copy on file, City Clerk's Office).

Discussion ensued with respect to (i) the benefits of the community roundtable discussions, and (ii) the connection between culture and art.

In addition, staff was asked about the status of an economic viability study request. Staff advised there is no outstanding direction but would review past minute information pertaining to an economic viability study and provide information back to Committee.

It was moved and seconded

Parks, Recreation & Cultural Services Committee
Wednesday, July 23, 2025

- (1) *That the Draft Richmond Arts Strategy 2025-2030, included as Attachment 1 of the staff report titled “Draft Richmond Arts Strategy 2025-2030”, dated June 30, 2025, from the Director, Arts, Culture and Heritage Services, be endorsed for the purpose of seeking interest holders’ and public feedback on the strategy; and*
- (2) *That the Final Richmond Arts Strategy 2025-2030, including the results of the interest holders’ and public feedback, be brought back to Council for consideration following the interest holders’ and public consultation.*

CARRIED

3A. VETERAN STREET BANNER

(File Ref. No.) (REDMS No.)

Discussion ensued with respect to public correspondence received regarding a proposal for installation of commemorative banners on No. 3 Road.

Councillor Carol Day left the meeting (6:20 pm) and did not return.

As a result of the discussion the following **referral motion** was introduced:

It was moved and seconded

That staff consult with the appropriate Committee on a customized Veteran Street Banner program for the City and report back.

CARRIED

4. MANAGER’S REPORT

(i) Update on Kaiwo Maru

Staff advised Committee that they have begun the procurement process of engaging a new shipping agent and are starting planning for engaging the Community including a community working group.

(ii) Update on Richmond Celebrates FIFA

Staff advised that procurement of a sponsorship has begun and staff are in discussions with one potential sponsor, and the Vancouver Host Committee has confirmed that the FIFA game times will be released in December 2025.

Parks, Recreation & Cultural Services Committee
Wednesday, July 23, 2025

ADJOURNMENT

It was moved and seconded

That the meeting adjourn (6:27 p.m.).

CARRIED

Certified a true and correct copy of the Minutes of the meeting of the Parks, Recreation and Cultural Services Committee of the Council of the City of Richmond held on Wednesday, July 23, 2025.

Councillor Michael Wolfe
Chair

Raman Grewal
Legislative Services Associate



Schedule 1 to the Minutes of the
Parks, Recreation & Cultural
Services Committee meeting of
Richmond City Council held on
Wednesday, July 23, 2025.

Steveston Historical Society
3811 Moncton Street
Richmond, B.C. V7E 3A7
www.historicsteveston.ca

July 23, 2025

Attention: Mayor and Council, City of Richmond

RE: Steveston Historical Society – Enhanced Operations Proposal

I am here on behalf of the Steveston Historical Society (SHS) to request additional funding from the City of Richmond to support and enhance the programs we offer to the Steveston community. Our society has a long-standing commitment to preserving and celebrating the unique heritage of Steveston, and with your support, we aim to expand our reach and impact.

Current Operations and Impact

SHS currently manages a variety of programs and services that highlight Steveston's rich cultural history. Our offerings include:

1. **Post Office:** Operating within the Steveston Museum, the Post Office serves as a community hub, providing essential services and a connection to Steveston's past.
2. **Pop-up Artists:** We host local artists and provide a space to display and sell their works, contributing to the vibrant cultural landscape of Steveston.
3. **On This Spot:** This initiative allows visitors to explore historical sites through a digital platform, enhancing their understanding of Steveston's history.
4. **Nikkei Stories:** We share the rich history and contributions of the Japanese Canadian community in Steveston, fostering cultural appreciation and understanding.
5. **Steveston Alive:** Walking Tour Vignettes: This theatrical experience brings Steveston's history to life, engaging the community and visitors through storytelling and performance.
6. **Website and Bi-yearly Newsletter:** Our digital presence and regular newsletters keep the community informed and engaged with our activities and events.

7. **Vintage Fair:** This annual event unites Steveston to celebrate community heritage, inviting vendors to share cherished items and stories, and enjoy a day of memories and connection in our park.
8. **Songs in the Snow:** Through our partnership with the Richmond Arts Coalition, this annual event brings together the community through music, crafts, and local artists.
9. **Strategic Plan and Grant Applications:** We are advancing our strategic plan and outsourcing large grant applications while applying for smaller grants to support our initiatives.

Potential for Growth and Community Benefits

With additional funding, as identified in recent internal assessments (see Appendix A), we have the potential to significantly expand our offerings and increase our impact within the community. Key enhancements include:

1. **Strategic Plan Expansion and Staffing:** Funding would enable us to expand our strategic plan and staffing to deliver initiatives such as succession planning, celebrating our 50th anniversary of incorporation next year, and further activating Town Square Park.
2. **Program Development:** We aim to develop programs such as school programs, museum interpretation for visitors and tours, oral histories, and stories of Steveston's peoples. This includes incorporating Indigenous history and stories and working more closely with the Japanese Canadian community to tell more of their stories.
3. **Future Planning and Community Needs:** We anticipate potential retail expansion based on community needs, develop a funding strategy for grants and sponsorships, and create a volunteer strategy. Establishing a hub in Steveston for all heritage sites and working on a business plan for retail are also key objectives.
4. **Partnership and Collaboration:** We are committed to not being satisfied with the status quo and wish to partner with the City to ensure new exhibits receive maximum exposure. Collaborating with city staff to further enhance the existing business plan, including the Strategic Plan, remains a key priority in advancing these initiatives.

Support for our ask of funding

The planned initiatives at the Steveston Museum and Post Office are expected to generate 1–3 new full-time equivalent positions over the next few years. This growth will contribute to the local economy by increasing consumer spending,

enhancing productivity, and helping to reduce the wage-to-rent gap in the community. The Pop-Up Art Show program has already proven successful, showcasing community and artist interest in local art. This initiative, alongside the fruitful partnership with the Richmond Arts Coalition, has positioned the Museum as a cultural hub. An expanded Museum Store will further these successes by providing year-round activities, embedding the Museum as a community cornerstone, and offering economic opportunities for local artists. This expansion will also generate ongoing revenue to support the Society's mission, ensuring the Museum's continued relevance and vitality in Steveston's cultural and economic landscape.

Conclusion

SHS is dedicated to preserving and sharing the rich cultural heritage of Steveston. With the City of Richmond's support, we can enhance our programs, engage more community members, and contribute to the cultural and economic vitality of the city and region. Municipal government makes up approximately 37% of annual revenue for small museums. As per internal documents, currently City of Richmond makes up 13% of SHS annual revenue.

We are proposing a three-year pilot project in partnership with city staff to enhance programming at the Steveston Museum. To support this initiative, we are requesting an increase in annual operating funding from the current \$40,000 to \$100,000 per year for three years, representing an additional \$60,000 annually. This would require a one-time additional level funding request of \$180,000 to be included in the 2026 budget process. SHS to present an annual report to city staff at the end of each year, outlining the impacts of the increased funding on programming, community engagement, and financial growth.

With this expanded staff capacity and increased annual city funding, SHS anticipates being able to apply for new and larger grants, identify community sponsors and donors, and substantially increase our financial sustainability.

Thank you for your continued support and partnership. We look forward to the opportunity to further discuss our plans and how we can work together to benefit the Steveston community.

Sincerely,

Linda Barnes and Joanne Teraguchi
Co-Chairs
Steveston Historical Society

Appendix A

Internal documentation

Crocus Cultural Strategies

Steveston Historical Society

Vision – Celebrate the Village’s uniqueness and showcase its past, present, and future

Mission – To connect Steveston’s diverse heritage with the community through advocacy and by creating programs and events

Values

Collaboration: We work together to support alignment with other community-based organizations

Appreciation of Cultural Diversity: We celebrate the heritage and people of our community

Community & Belonging: We create opportunities for people to spend quality time together

Sharing Knowledge: We support learning about our community and its diverse heritage

The mission, vision, and values articulated above align with the important trends and best practices for Canadian museums and should be consciously woven into the work of the Steveston Historical Society. This report highlights two new mission-driven activities to help develop the organization’s relevance and sustainability: the expansion of the Museum Store, an important way for visitors to museums and heritage sites to connect with local stories and bring home meaningful memories of Steveston; and the addition of a staff position to support these activities.

- Programs and events to support a vibrant and sustainable operation would include camps, school programs, tours, workshops, event hosting and venue rentals, community partnership development, and significant fund development initiatives. Developing contemporary links to the historical content provides visual artists and arts organizations with opportunities for public programming, artist talks, and short-term exhibitions.

Potential new programs to be developed by Program staff include:

- Children’s Summer Camps
- Community and Family Programs & Workshops
- Weekly After-school Pop-Up Art Programs
- In-Gallery Group & School Programs
- Site-specific Guided Tours
- Evening Talks & Events (youth, adult, families)
- Strategic partnerships with local heritage sites, museums, schools, art galleries, tourism, and municipal, provincial, and national organizations should be developed or strengthened, providing cross-marketing and collaboration to keep the organization relevant and effective. Steveston’s existing arts, culture, and heritage ecosystem must continue to develop and respond to the changing community to continue to serve as vital contributors to a vibrant community.

Staffing to support new activities: Wage analysis

FTEs	Staff Positions	TOTAL WAGE COSTS	NOTE
2025 Staff Costs			
0.7 RPT	Manager of Operations	\$ 44,252.00	5 days/wk
0.7 PT	Post Office	\$ 28,445.66	3 days/wk
0.5 PT	Post Office	\$ 18,963.78	2 days/wk
0.3 PT	Post Office	\$ 14,222.83	2 days/wk
0.1 PT	Post Office	\$ 5,594.29	2 days/month
0.3 Seasonal	Summer Student - Interpreter	\$ 10,041.57	5 days/wk summer
2.7 FTE	TOTAL	\$ 121,520.13	
2026 Recommended New Staff Costs			
FTEs	Staff Positions	TOTAL WAGE COSTS	NOTE
1 RFT	Executive Director	\$ 71,300.00	5 days/wk
0.8 RPT	Manager of Programs and Partnerships	\$ 51,520.00	4 days/wk
0.3 Seasonal	Interpreters/Guest Services	\$ 11,040.00	3 days/wk half year
2.1 FTE	TOTAL	\$ 133,860.00	
4.8 FTEs	GRAND TOTAL	\$ 255,380.13	

Enhanced Programs and Events

The following table examines the potential for revenue-generating activities that the Society may undertake to promote the mission and vision of the Society and the Steveston Museum. As noted elsewhere in the report, the marketing and communications activities to support these new Programs must be sufficient to build awareness and an identity for the organization.

[illegible]

Recommendations

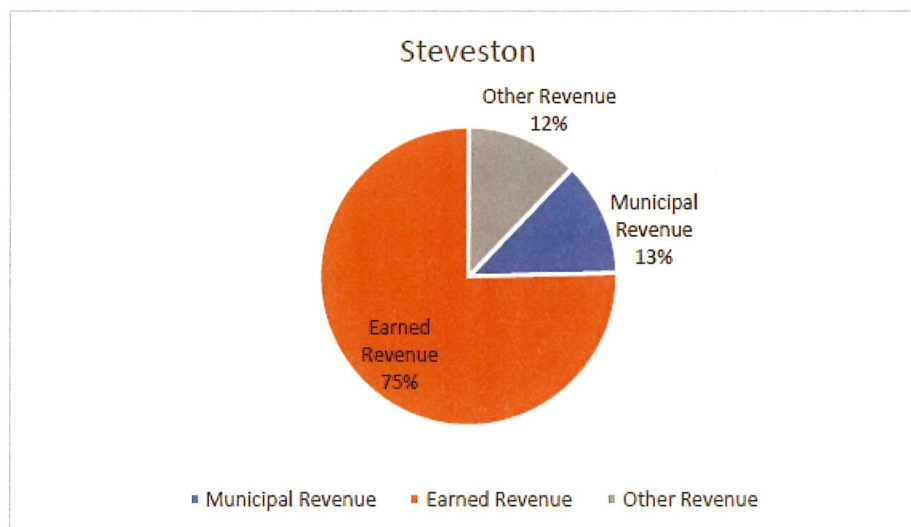
- Develop a reputational identity as the community hub of the Steveston Heritage Sites area through effective storytelling, impact reports, marketing and communications.
 - Leverage and communicate the successes and impact of the organization. Collect statistics – qualitative and quantitative data – to tell the story of the Society's and the Museum's impact.
 - Cultivate relationships and partnerships in the community.
 - Prioritize mission-driven activities that develop the organization's relevance and sustainability.
 - Expand the Museum Store so visitors can connect with local stories and bring home meaningful memories of Steveston.
-
- Develop a curated inventory of local art and artisan products in the permanent Museum Store.
 - Increase staffing levels to support the programs. This report strongly recommends an Executive Director role (1 FTE) be re-established, a new Manager of Programs and Partnerships position (0.8 FTE) be created, with seasonal interpreter positions and contracted skilled marketing and communications to support.
 - Alternative staffing plans that consider the addition of only the Manager of Programs and Partnerships or the Executive Director should be regarded as transitional approaches to achieving the optimal recommended staffing levels in the long-term.
 - Provide new staff with training in the following areas: fundraising and grant-writing, communications or storytelling (for marketing and fundraising), data collection and evaluation. There are cost-effective options that provide useful insights and strategies.

Conclusion

The Steveston Museum and Post Office, operated by the Steveston Historical Society, presents the community and the City of Richmond with an opportunity to support culture in its community. There are significant benefits to investing in the renewal and expansion of the Society's Programs and Operations, with positive impacts on current and future residents by enhancing this valued heritage building which contributes to a vibrant cultural sector with renewed economic, social and educational opportunities. The addition of new staff positions that will enhance the activities undertaken by the Steveston Historical Society will lead to organizational sustainability and greater relevance to the community of Steveston.

Municipal Support: a key to sustainability

Organization	Maple Ridge Museum	Campbell River Museum	Shawnigan Lake Museum	Nelson Museum	Fort Nelson Museum	Langley Centennial Museum	Average	Steveson
Municipal Revenue	\$ 228,767.00	\$ 414,695.00	\$ 87,096.00	\$ 237,395.00	\$ 193,254.00	\$ 579,000.00	\$ 248,601.00	\$ 40,000.00
Earned Revenue	\$ 465.00	\$ 343,111.00	\$ 8,469.00	\$ 94,767.00	\$ 55,406.00	\$ -	\$ 71,745.43	\$ 242,718.00
Other Revenue	\$ 159,636.00	\$ 306,900.00	\$ 886,202.00	\$ 562,249.00	\$ 71,612.00	\$ 246,000.00	\$ 345,005.71	\$ 39,325.00
Total	\$ 388,868.00	\$ 1,064,706.00	\$ 981,767.00	\$ 894,411.00	\$ 320,272.00	\$ 825,000.00	\$ 665,352.14	\$ 322,043.00





Search



Help is here
833-996-2067

Schedule 2 to the Minutes of the Parks, Recreation & Cultural Services Committee meeting of Richmond City Council held on Wednesday, July 23, 2025.

Deals

Holiday,
Calendars
& Gifts

Business
Cards

Print
Advertising
& Office

Signs,
Banners
&
Posters

Labels,
Stickers &
Packaging

Clothing
& Bags

Promotional
Products

Invitations,
Stationery
& Home

Websites
by Vista
x Wix

Design
&
Logo

Small Business Week: \$25 off orders \$100+ | Code: FOR'

Home / Signs & Banners / Pole Banners



Pole Banners

3 (1)

Make a bold statement and attract passersby's attention with custom pole banners. Double-sided printing on weatherproof vinyl.

[See details](#)

[View Specs & Templates](#) to create your print-ready file.

Size

48" x 24"

Material

18 oz. PVC Vinyl

22 oz. PVC Vinyl

Bundle
Option

Banner + BannerSaver
Brackets

Quantity

1 (\$284.98/ unit)

1 starting at \$284.98

[Free shipping by Monday, 4 Nov to M4B 1B3](#)

Upload design

Have a design? Upload and edit it



VistaPrint is here to help every step of the way.

Overview

Options

FAQ

Specs & Templates

Get your logo seen on walls or across town with personalized pole banners.

- 6 size options
- 18 oz. or 22 oz. PVC vinyl
- Durable, double needle-lock stitching
- Double-sided printing
- Indoor & outdoor use
- Accessories available to be purchased as part of a bundle

A reliable advertiser

Looking for a big way to promote product sales or your event outdoors? Pole banners have got you covered. Sturdy and eye-catching, they're great for displaying your message on storefronts, walls or light poles around town. Whether you're promoting holiday sales or announcing your event, street pole banners can shine a light on your message and keep your branding top of mind. Plus, you can customize both sides of the banner, which is perfect for getting your logo seen from different angles.

Lightweight yet sturdy

Made from high-quality PVC vinyl with double-needle lock stitching, these light pole banners make a durable, weather-resistant choice. You can also add your choice of brackets to your order, with options for longer-term outdoor use and shorter-term or interior display.

Easy to design

Get started by choosing the right size for your needs. Then, browse our gallery of designs or upload your own using our intuitive design studio. You can add custom elements like text, color or your logo. And if you need help along the way, our design experts are here to make the process easier. After that, we'll take care of the rest – professionally printing and shipping your order. Your pole banner will arrive looking great and ready to promote.



Reviews

3 (1)	5 Stars	<input type="text"/>	0
Write a Review	4 Stars	<input type="text"/>	0
	3 Stars	<input type="text"/>	1
	2 Stars	<input type="text"/>	0