

## Special General Purposes Committee

Date: Thursday, July 23, 2009

Place: Anderson Room  
Richmond City Hall

Present: Mayor Malcolm D. Brodie, Chair  
Councillor Linda Barnes  
Councillor Derek Dang  
Councillor Evelina Halsey-Brandt  
Councillor Greg Halsey-Brandt  
Councillor Sue Halsey-Brandt  
Councillor Ken Johnston  
Councillor Bill McNulty  
Councillor Harold Steves

Call to Order: The Chair called the meeting to order at 4:30 p.m.

### BUSINESS & FINANCIAL SERVICES DEPARTMENT

1. **METRO VANCOUVER COMMERCE (MVC) 2010 PARTNERSHIP INVESTMENT PROGRAM**

(File Ref. No.: 08-4150-20-005/2009-Vol 01) (REDMS No. 2674507)

Neonila Lilova, Manager, Economic Development was available to answer questions regarding MVC's 2010 Partnership Investment Program (PIP). PIP's purpose is to leverage the 2010 Olympics to increase direct foreign investment in the Metro Vancouver Region by targeting international companies that have investment, or site selection interests in the Lower Mainland. Discussion ensued between staff and Committee and in particular on:

- besides the one solid lead for an international company that may invest in Richmond which the City's economic development office has identified, a number of other leads are being pursued; a letter of intent from the one lead is what the City is seeking at present;
- Richmond will gain a potential \$80,000 of benefits for its investment of \$20,000 in PIP;

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- the short-list of 50 potential international companies is currently being drawn up;
- Richmond is among six Metro Vancouver municipalities that have committed to an investment of \$20,000 each, and only Surrey is looking at options to increase its contribution;
- at the conclusion of the 2010 Winter Olympics, follow-up on the listed leads will take place, and staff can report back at that time with regard to the outcome of Richmond's investment in PIP;
- the partner municipalities will pursue the same list of leads, but Richmond will promote its unique infrastructure advantages and its key specific benefits; and
- the City's aim is to achieve two, three or four 'announceables', i.e. foreign direct investment outcomes as a result of its participation and investment in PIP.

It was moved and seconded

*That Richmond's participation in the MVC 2010 Program be approved with funding of \$20,000 to come from the current Economic Development budget.*

**CARRIED**

## RICHMOND OLYMPIC BUSINESS OFFICE

### 2. **TICKET ALLOCATION FOR 2010 OLYMPIC GAMES**

(File Ref. No.: 11-7400-30-01) (REDMS No. 2673996)

Tracy Lakeman, Executive Director, Tourism Richmond (TR), accompanied by Roman St. Germain, President, Tourism Richmond Board of Directors, addressed Committee and described the following two major initiatives undertaken by TR to gain as much benefit as possible for the local tourism industry by leveraging opportunities presented by the 2010 Winter Olympics:

- (1) a community/international postcard contest to: (i) build pride in the community by encouraging local participation in the 2010 Winter Olympics, (ii) ensure that Richmond is promoted around the world and wins as much visibility and exposure as possible; and (iii) build the Richmond tourism brand overseas; and
- (2) a Business-to-Business program to enable its business members to purchase tickets to be used to assist in hosting Canadian businesses, as well as international businesses.

Jeff Day, General Manager, Olympic Business & Major Projects, and Gary Young, Director, Legacy and Integration were available to answer questions.

A discussion ensued regarding the following topics:

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- whether charitable organizations could submit requests for tickets;
- if other programs, besides the Working Poor Fund program could be chosen to be the recipients of allocated tickets;
- if schools that operate privately could submit requests for tickets;
- what prevents the allocated tickets provided to such partners as the Chamber of Commerce, Tourism Richmond and the Richmond School Board for being used for purposes not supported by the City or VANOC;
- the intention to have a partner forum in the Fall, 2009, to exchange extra speed skating tickets and figure skating tickets;
- if working solely with Volunteer Richmond Information Services and its database is the way to identify all volunteers who should be considered to receive tickets;
- how to identify individuals who receive Legacy Lounge tickets; and
- allocation of tickets cannot be completely determined at this time as allocation will be impacted by (i) the responses of the various community partners and (ii) decisions closer to the commencement of the 2010 Winter Olympics regarding hosting opportunities for accredited and unaccredited dignitaries.

The Mayor remarked that a decision regarding the distribution and use of tickets was required about groups other than the Chamber of Commerce, Tourism Richmond, and the Richmond School Board.

Further discussion ensued and general support was expressed for staff to report back with more information regarding the following aspects of ticket allocation:

- The type and size of private schools that could receive tickets;
- Allocation of Speed skating tickets versus Legacy Lounge passes distribution;
- VANOC Oval volunteers who are not Richmond residents and other VANOC Oval volunteers who reside outside Richmond;
- The total number of tickets to be allocated; and
- The need to regulate access by volunteers to the Legacy Lounge.

It was noted that the City strives to create accessibility for people with disabilities, and in response to a query regarding Tourism Richmond's endeavours in this regard, Ms. Lakeman advised that accessibility marketing is a major market focus and is done by Tourism Richmond on a regular basis. She added that at present Tourism Richmond is not involved with the 2010 Paralympic Games, but is undertaking discussions on how it can leverage that component of the 2010 Winter Games.

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It was moved and seconded

*That:*

- (1) *the General Manager, Olympic Business and Major Projects, be authorized to enter into a contract to sell 2010 Games tickets for a value of up to \$56,000 to the Richmond Chamber of Commerce for the purpose of supporting a Business to Business program as described in section 4(a) of the staff report dated June 20, 2009 from the Director, Legacy and Integration, Richmond Olympic Business Office entitled 'Ticket Allocation for 2010 Olympic Games';*
- (2) *the General Manager, Olympic Business and Major Projects, be authorized to enter into a contract to sell 2010 Games tickets for a value of up to \$35,000 to Tourism Richmond for the purposes of supporting a Business to Business and a Richmond marketing program as described in section 4(b) of the staff report dated June 20, 2009 from the Director, Legacy and Integration, Richmond Olympic Business Office entitled 'Ticket Allocation for 2010 Olympic Games'; and*
- (3) *the General Manager, Olympic Business and Major Projects, be authorized to enter into a contract to sell 2010 Games tickets for a value of up to \$14,000 to the Richmond School Board or parent associations for the purposes described in section 5 of the staff report dated June 20, 2009 from the Director, Legacy and Integration, Richmond Olympic Business Office entitled 'Ticket Allocation for 2010 Olympic Games'.*

**CARRIED**

Discussion continued regarding the type of additional information required from staff. As a result of the discussion the following **referral** motion was introduced:

It was moved and seconded

*That, with regard to the allocation of 2010 Olympic Games tickets remaining after:*

- (i) *contracting with the Richmond Chamber of Commerce for tickets for a value of up to \$56,000;*
- (ii) *contracting with Tourism Richmond for tickets for a value of up to \$35,000; and*
- (iii) *contracting with the Richmond School Board or parent associations for a value of up to \$14,000,*

*the matter of the allocation of tickets be referred back to staff for further information, analysis, review, and expansion on the staff report dated June 20, 2009, from the Director, Legacy and Integration, entitled "Ticket Allocation for 2010 Olympic Games", and including:*

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- (1)
  - (a) *the use of tickets for fundraising purposes and what limitations there are for tickets used for fundraising purposes;*
  - (b) *the means by which the City receives permission for the use of the tickets for fundraising purposes;*
  - (c) *the types of organizations and the criteria through which fundraising organizations are chosen as recipients for tickets;*
  - (d) *the process for distribution of fundraising tickets; and*
  - (e) *the requirements associated with using tickets for fundraising purposes;*
- (2)
  - (a) *the allotment of tickets for volunteers and the process for distribution of tickets for volunteers;*
  - (b) *whether it is effective to use other resources, in addition to Volunteer Richmond, for tickets for volunteers;*
  - (c) *the criteria through which volunteers are chosen as recipients for tickets;*
  - (d) *the process for distribution of tickets to volunteers; and*
  - (e) *the use of the Legacy Lounge for volunteers;*
- (3)
  - (a) *in addition to the Working Poor Fund, the choice of other groups as potential ticket recipients; and*
  - (b) *the criteria through which the Working Poor Fund ticket recipients are chosen;*
- (4)
  - (a) *the disbursement of tickets to Richmond private schools;*
  - (b) *the criteria, including the size of the student body, to discern which private schools may be recipients of tickets; and*
  - (c) *the process for distribution of tickets to Richmond private schools;*
- (5)
  - (a) *the process for distribution of tickets for use in the Legacy Lounge; and*
  - (b) *a list of guidelines for Council regarding how Councillors are to be involved in Legacy Lounge activities and the responsibilities associated with that involvement.*

The question on the **referral** motion was not called as discussion continued regarding: (i) the need to review the number of tickets proposed for distribution by venue, and (ii) further details regarding the unaccredited dignitaries the City can expect to host.

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

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It was moved and seconded

*That whereas the City of Richmond has the ability to donate tickets to Olympic events to a registered charity; and*

*That whereas the Richmond Centre for Disability is a registered charity and has expressed a desire to receive tickets; and*

*That whereas they would like to use those tickets for fundraising purposes; and*

*That whereas those tickets can only be used for fundraising purposes with VANOC's express permission on a case-by-case basis, it is recommended that:*

- (1) two tickets to a main/major Olympic event be donated to the Richmond Centre for Disability to be used for fundraising purposes;*
- (2) staff be directed to contact VANOC as soon as possible to obtain VANOC's permission for the Richmond Centre for Disability to use the donated tickets as an auction or raffle item at their fundraising dinner on October 3, 2009;*
- (3) staff work with the Richmond Centre on Disability to make any necessary presentations to VANOC in support of the above request.*
- (4) staff report back to Council by mid-September, 2009 on the outcome of the request to VANOC.*
- (5) staff clarify with VANOC how donated tickets may be utilized by registered charities.*
- (6) staff consider assisting other groups in a similar manner.*

The question on the motion was not called as discussion ensued and advice was given that the Richmond Centre for Disability's (RCD) fundraising campaign has to commence in September, 2009 for the October 3, 2009 dinner. A comment was made that staff should investigate whether Legacy Lounge passes, instead of tickets, would satisfy RCD's fundraising needs.

In response to a query staff clarified that City staff has to consult VANOC on the question of whether tickets can be used for fundraising endeavours.

It was moved and seconded

*That Part (1) of the motion be amended to insert the words "or two passes to the Legacy Lounge at the 2010 Olympic Oval" after the words 'Olympic event'.*

The question on the amendment was not called as further discussion ensued and as a result, the amendment was **WITHDRAWN**.

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

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3. **2010 GAMES CITY OLYMPIC HOSTING AND PROTOCOL PROGRAM**

(File Ref. No.: 03-0985-01/2009-Vol 01) (REDMS No. 2670909)

Denise Tambellini, Manager, Community Relations and Protocol and Mr. Day were available to answer queries. Discussion ensued among staff, Committee and the Chief Administrative Officer and in particular on:

- the type and frequency of events Council will be expected to host in the Legacy Lounge at the Oval during the 2010 Winter Olympics;
- the timing of the opening of the accredited centre; and
- whether the 2010 Winter Olympics will impact the City's schedule of Standing Committee and Council meetings.

(Cllr. Derek Dang left the meeting at 6:04 p.m. and did not return.)

- the need for the City to establish a theme for its business, tourism and sports sectors;
- details regarding sharing the Legacy Lounge with VANOC representatives;
- the schedule for hosting opportunities during daytime and evening hours at the Oval; and
- the importance of a 'look', or a consistent 'brand' for the City.

It was moved and seconded

*That the 2010 Games City Olympic Hosting and Protocol Program as outlined in the staff report dated June 23, 2009 from the Manager, Community Relations and Protocol be endorsed.*

**CARRIED**

Discussion ensued with regard to the status of the Richmond Olympic Business Office budget. Mr. Day advised that a comprehensive review of the 2010 Strategic Operational Plan program has been completed, and there is sufficient funding in the budget, approved by Council, to proceed without \$250,000 funding from the 2008 Surplus Budget.

Discussion ensued between Committee and staff regarding Mr. Day's comments and as a result the following motion was introduced:

It was moved and seconded

*That the \$250,000, considered for appropriation from the City's 2008 Surplus Account for the City Olympic Hosting and Protocol Program, be retained in the City's 2008 Surplus Account.*

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The question on the motion was not called as further discussion ensued. At the conclusion of the discussion the question was called and it was **CARRIED**, with Cllrs. Linda Barnes, Evelina Halsey-Brandt and Sue Halsey-Brandt **OPPOSED**.

## 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 Special General Purposes Committee of the Council of the City of Richmond held on Thursday, July 23, 2009.

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Mayor Malcolm D. Brodie  
Chair

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Sheila Johnston  
Committee Clerk