

Richmond Olympic Oval Corporation
(the "Corporation")
Minutes of the Meeting of the Board of Directors
(the "Board")
Wednesday October 22, 2025
Oval, Meeting Room 1.055
5:00 pm PST

In Attendance:

Board:

Axel Hovbrender
Bob Jackson
Bob Ransford
Gina Fernandez
Helmut Pastrick
Serj Sangara
Traci Corr

Council Liaison:

Michael Wolfe *Arrived at 5.23pm*

Corporation:

Gerry De Cicco
Rick Dusanj (CFO)
Andrew Clark
Debbie Mcloughlin
Heidi Lyons

Absent:

GOT Liaison/Special Advisor: Glenn Kishi

City of Richmond:

Serena Lusk (CAO)

1. CALL TO ORDER

The Chair called the meeting to order at 5:02 pm.

2. APPROVAL OF AGENDA

Agenda was approved without additions.

3. APPROVAL OF PREVIOUS MINUTES

Moved, seconded

BE IT RESOLVED THAT the MINUTES OF THE Board meeting held on August 20, 2025 be hereby approved.

UNANIMOSLY CARRIED

4. FEES & CHARGES

The Board of Directors reviewed the 2026 Fees and Charges Report and received a presentation from staff as part of the in-camera agenda as the report included confidential market information. In the interest of transparency, the Board directed that the resolution and key highlights be recorded in the open meeting minutes. Key highlights of the 2026 Fees and Charges report included a nominal increase of 1.25% to memberships and moderate adjustments to programs and rentals. Also approved was free admission to the ROX for Richmond residents and no increases to Oval drop-in rates and the Forever Young Wednesdays Membership, which remain at \$55.

Moved, seconded

BE IT RESOLVED THAT the proposed fee and rate adjustments, as outlined in the staff report “2026 Fees and Charges” from the Director, Sport Business dated October 17, 2025, be received for information, and that fee adjustments greater than 10% be approved by the Board.

UNANIMOUSLY CARRIED

Moved, seconded

BE IT RESOLVED THAT the general admission to the Richmond Olympic Experience be free of charge for Richmond residents, effective December 1, 2025, be approved by the Board.

UNANIMOUSLY CARRIED

5. CHAIR UPDATE

Moved to the In-Camera Meeting

6. MANAGING DIRECTOR UPDATE

Marketing Plan

The Marketing Plan was presented to the Board. The department is currently operating with three staff members instead of four. While advertising has been reduced, storytelling remains a key focus. Digital engagement continues to be strong, with the 55+ climbing story receiving significant views and comments, and the feature on two HP athletes from Squamish training at the Oval achieving over 80,000 views.

To complement the digital marketing strategy, there will also be renewed emphasis on more traditional means, including media releases and paid ads in mainstream publications

A general discussion took place regarding the department’s focus areas and media strategy, with Directors providing meaningful feedback on various initiatives.

AIM

The AIM video is scheduled for November 26th and will be shared with the Board at the November 19th meeting.

City Contribution as a percentage of RAMP

As part of the Oval's quest for improved financial performance, the Managing Director shared a handout conveying the City's annual contribution as percentage of revenues earned from rentals, admissions, memberships and programs (RAMP), which showed a positive trajectory. Highlights include:

- Since 2016, RAMP has increased 60%
- City contribution % of RAMP projected 29%, down from 34% in 2024

7. COUNCIL LIAISON UPDATE

Councilor Wolfe provided a city update including Mayor Brodie's decision not to seek re-election in 2026, the Cowichan Land issue, and the recent Council approved program regarding reusable products.

8. OTHER BUSINESS

None

9. ADJOURNMENT

The meeting was adjourned at 6:11pm.



Axel Hovbrender
Board Chair

/hl

Distribution:

Board of Directors

- Axel Hovbrender
- Bob Jackson
- Bob Ransford
- Gina Fernandez
- Helmut Pastrick
- Serj Sangara
- Traci Corr

Council Liaison

- Cllr. Michael Wolfe

GOT Liaison/Special Advisor

- Glenn Kishi

Richmond Olympic Oval

- Gerry De Cicco
- Rick Dusanj (CFO)
- Andrew Clark
- Debbie Mcloughlin
- Heidi Lyons

City of Richmond

- Serena Lusk
- Jerry Chong