



# Annual Report

2020

# Table of Contents

<u>A message from the Chair</u>	<u>2</u>
<u>Highlights</u>	<u>3</u>
<u>Who we are</u>	<u>5</u>
<u>Operations</u>	<u>7</u>
<u>Programs for children</u>	<u>8</u>
<u>Public programs</u>	<u>9</u>
<u>Special events</u>	<u>10</u>
<u>Funding</u>	<u>11</u>
<u>Governance</u>	<u>15</u>
<u>Human resources</u>	<u>16</u>



# A message from the Chair



As Chair of the Fraser River Discovery Centre Society (FRDCS) Board, it is my pleasure to welcome you to this year's Fraser River Discovery Centre (FRDC) Annual Report.

Reflecting on this past year, I can say that 2020 was a very challenging year for all, including FRDC. The COVID-19 pandemic had a severe impact on the FRDC's programming, operations and most importantly staff. Despite these challenges, I am proud of the many accomplishments we were able to achieve during the year and I am extremely proud of FRDC staff who successfully navigated very rough waters to get us into 2021.

A key milestone was the Memorandum of Understanding (MOU) signed by the FRDC and the Musqueam Indian Band (MIB), forming a partnership to develop a Place of Learning about the Indigenous heritage and teachings of the Fraser River. This long-term project will help governments, industry, and communities continue to meet commitments to Reconciliation and the United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP).

FRDC staff had to change direction quickly and develop more comprehensive on-line offerings due to the pandemic's impact. FRDC @Home was created and rolled out, Faces of the Fraser, Fraser River Dialogues and River Fest were moved online, and our education programming had to be shifted from in-house to a new outreach offering. Staff creativity and hard work led to three options for educational programs when the FRDC re-opened in late summer:

1. in-house at FRDC with health and safety protocols in place;
2. in class, where FRDC staff travel to schools and;
3. education kits that can be rented by educators to use in their classrooms.

On behalf of the Board, I want to acknowledge and thank the staff for their hard work and dedication through a challenging year.

We maintained our relationships with partners in the community, in government, and in industry, and we couldn't have done it without their financial support and involvement. We hope to work with you in 2021 so we can continue to be the **Voice of the Fraser**.



Mark Rizzo

# Highlights

FRDC Board of Directors developed a **Statement on Reconciliation and Commitment to Indigenous Communities** to guide FRDC towards a more equitable future.

A **Memorandum of Understanding** was signed with the Musqueam Indian Band which, in turn, lead to the announcement of a proposed **xʷtatəlləm ʔə kʷ šxwəlməxwəʔ syəθ ʔiʔ snəwəyət ʔi ʔə tə ʔi n'a staləw'** (Place Of Learning About the Indigenous Heritage And Teachings Of The Fraser River) at the FRDC.

The annual **Public Programming Plan** was revised to showcase the underrepresented pillars of environmental and socio-cultural content, building on the 5-year Strategic Plan.

FRDC updated the **Human Resources Policy** and added **staff benefits**, to take effect in 2021.

**Volunteers** are always a highlight, especially in these challenging times with COVID-19! The many long-standing and new volunteers at FRDC continue to inspire with their commitment and dedication. We could not do anything without them!

**342**  
participants  
**11**  
public programs

**30**  
participants  
**4**  
summer camps

**28**  
RiverSchool programs  
**605**  
students  
**10**  
school districts  
**20**  
schools

**4,378**  
online and in-person  
participants  
**4**  
special events

# The people who make this possible

## Presenting sponsors

City of New Westminster  
Global BC  
Loren Nanke, Chartered Professional  
Accountants  
Port of Vancouver  
Province of BC  
Real Estate Foundation of BC

## Annual Sponsors

Amix  
BNSF Railroad  
BOSA Development  
City of New Westminster  
FortisBC  
Fraser River Pile and Dredge  
Global Container Terminals  
Parkland Fuel Corporation  
Port of Vancouver  
SAAM Towage, Seaspan  
SRY Railway  
TransMountain  
Western Canada Marine Response Corporation

FRDC's funding partners allowed us to continue operating in 2020; we could not have done it without them!

**Annual sponsors** all returned to help provide us with financial stability.

**Presenting sponsors** also made sure we were able to offer events – in person and on-line – throughout the year.

Continued support from **public and private sector foundation grants** was also key, including from Direct Access Gaming, Maclean Foundation, Chris Spencer Foundation, the BC Museum Association, the Vancouver Foundation, TD Friends of the Environment Foundation, Seedlings Foundation, BC Hydro, the David Orchard Foundation.

Finally, our **Giving Circle Campaign** closed out the year with marketing support from Postmedia.

# Who we are

## “The Voice of the Fraser”

### **Our Vision**

A living, working Fraser—with thriving peoples, ecosystems and livelihoods—from headwaters to the Salish Sea.

### **Our Mission**

To bring together the many voices of the Fraser, to discover, celebrate, and inspire passionate stewards of the River.

The Fraser River Discovery Centre Society (FRDC) is a not-for-profit organization that was established in 1989 with the vision to connect communities in the discovery and celebration of the living, working Fraser River. In 2001, a 5,000 square foot Preview Centre opened and in 2009, after extensive renovations, the Centre reopened and is now over 17,000 square feet. It is prominently situated on New Westminster’s riverfront boardwalk between the River Market and the City of New Westminster’s Pier Park.

## Three Pillars

### **Economic**

A vital economic engine driving the province.

### **Environmental**

A globally important combination of unique ecosystems.

### **Socio-cultural**

A place to live, work and thrive.

FRDC uses the powerful three pillars of sustainability—the economic, environmental and socio-cultural aspects of the Fraser River—to guide all planning and operations. Sustainability is often defined as meeting the needs of the present without compromising the ability for future generations to meet their needs. This provides the strategic context for our interpretive centre to help showcase one of the largest economic drivers in the province, a globally important, biodiverse Fraser River that is home to a multitude of Indigenous and culturally diverse people.



# Who we are



Promotion for Fraser River Dialogues

## Convener Role

Identified as a priority from the Society's inception in 1989, the convener role is still critical to fulfilling the FRDC's mission to bring together the many voices of the Fraser to discover, celebrate, and inspire passionate stewards of the River, from the headwaters to the Salish Sea.

Partnerships, collaboration and consultation with those throughout the Fraser Basin is the established norm in every aspect of the FRDC organization. From the resulting enhanced planning to the development and delivery of programs, events, exhibits, and funding opportunities, these relationships are invaluable to the fulfillment of the Fraser River Discovery Centre's vision.

The convener role focus has increased over time as Fraser River opportunities and issues have increased. It is also a way to support additional partnerships and fundraising and is therefore strongly supported by the current FRDC financial partners.

Operated by a not-for-profit society in a city-owned facility with a regional and provincial mandate, the FRDC is uniquely positioned to be able to play this important role!

# Operations

The FRDC 2020-2024 Strategic Plan was developed in late 2019 within the larger context of the City of New Westminster and a multi-year waterfront real-estate development adjacent to the Centre. Careful consideration was given to build upon the three pillars of sustainability, (economic, environmental, and socio-cultural), that guide FRDC operations within a changing world where several current issues dominate, most notably climate change and reconciliation with Indigenous communities.

## Administration

Following the 2019 major assessment and upgrade, FRDC administrative policies and procedures improvements are ongoing.

## Communications

With the increased emphasis on on-line information and programming, communications focused on efforts to raise awareness and involvement through social media and traditional media coverage.

## Discovery Shop

The new point of sale system, purchased in December 2019, allows for efficiencies in inventory, sales and reporting. Inventory continues to be updated, improved and increased with the introduction of FRDC branded products including magnets and t-shirts.



## Exhibitions

An Exhibit Upgrade Plan was completed to improve and coordinate a comprehensive exhibit program with changing exhibitions related to the three pillars; economic, environmental and socio-cultural. Plan was completed summer 2020 and will be implemented when resources permit.



# Programs for children

With the new 2020-2024 Strategic Plan, all FRDC programs and special events were assessed and rated for effectiveness in meeting the new vision and mission, as well as learning objectives. Upgrades to existing and plans for new programs and events are ongoing.

**RiverSchool** – 28 programs delivered, reaching **605** participants from **20** schools in **10** school districts.

**Birthday parties** – FRDC offered **6** parties for **64** participants in January and February. Birthday parties were suspended for the rest of 2020 due to COVID-19.

**Summer camps** – 4 summer camps, 4 weeks, **30** participants. In July and August, four summer staff funded by Canada Summer Jobs delivered 4 separate camps over 4 weeks with 30 participants from grades K to 5.



Top to bottom: Surrey School District Science Fair; Summer camp participants; RiverSchool introduction

# Public programs

Public programs and special events continued to grow. Additional programs and events were planned for 2020 as resources and circumstances permit, with adjustments made for the COVID-19 pandemic.

## **Fraser River Dialogues, 24** participants

The Dialogues moved seamlessly to a virtual format that allowed guests to participate in a virtual discussion of “Societies Changing Priorities for Use of the Fraser River”.

## **Faces of the Fraser, 77** participants

Originally established to increase programming for adults, with a specific focus on seniors, the Faces series covers topics from FRDC’s three pillars of our guiding principles. As part of the convener role, funding partners are also given the opportunity to share their information in this forum.

## **FRDC@HOME! – 113** downloads, **382** views

Hosted on the FRDC’s website and social media channels, this program was particularly effective at reaching the community when the Centre was temporarily closed. Due to its popularity it has continued to provide alternate means of engaging with the Fraser River remotely.

**Guided Tours** – The updated tour gives a 90-minute overview of the entire Centre. 4 bookings consisting of 135 people were cancelled due to temporary closure because of COVID-19.

## **River Basin Days – 1** program, **19** participants

In response to the pandemic, the FRDC developed River Basin Days, a monthly program which takes place at different locations in the Fraser River Basin.

## **Super Saturdays – 8** programs, **109** participants

This monthly public program series targets families with children aged 3-12. FRDC will continue to grow this public program to enhance hands-on activities at the Centre.

# Special events

With adaptations due to COVID-19, FRDC continued to build on solid successful events that helped celebrate the living, working Fraser River.

## Fraser River Hall of Fame

The Fraser River Hall of Fame and Gala was one of the first activities initiated by the FRDC Society in 1991, before the Centre was even built. It was recommended by the founding patrons and inaugural Board as a way to combine recognition for Fraser River-based support with a traditional gala fundraising approach. Unfortunately, the 2020 version had to be postponed due to the pandemic's limitations on in-person gatherings.

## Family Day – 1,732 participants

Support from the Government of B.C. and Loren Nancke, Chartered Professional Accountants allowed the FRDC to offer free admission for Family Day, which featured hands-on activities.

## River Fest – 74 in-person and 2,500 online participants

As an example of the convener role, FRDC continues to coordinate the event founded in 2003. River Fest returned for its 18<sup>th</sup> year in 2020 to celebrate and support the annual BC and World Rivers Day.

The first day of the festival featured family-friendly activities inside the Centre along with online presentations. Musical duo **Bobs & Lolo** returned to perform online and were particularly popular, especially for families with young children. Haida storyteller Kung Jaadee pre-recorded six videos for the event. On the second day, family workshops were held in Mundy Park.





Left to right: Visitors during Super Winter Saturday; Family Fun Zone during River Fest; Families participating in River Basin Days

# Funding

Funding for the FRDC continues to be a diverse mix of grants (government and foundation), sponsorships (both annual and for specific events and activities), donations (personal and corporate) and operations (gate admission, rentals and program fees).

## Fundraising Events

The FRDC's primary fundraising event is the annual Fraser River Hall of Fame Gala. In 2019, the induction of Pacific Custom Log Sorting Inc. and its associated companies raised over \$23,000.00 for the Centre through a combination of sponsorships and ticket sales.

## Self-Generated Revenue

Admissions

Public Programs

River School Programs

Facility Rentals

Discovery Shop

Tours

**Government** - Government of Canada, Province of British Columbia, City of New Westminster, Vancouver Fraser Port Authority, BC Hydro

**Business** – FortisBC, SAAM Towage, Amix, SRY Rail Link, BNSF Railroad, Western Canada Marine Response Corporation, Fraser River Pile and Dredge, TransMountain, Seaspan, Global Container Terminals, BOSA Development, Loren Nancke Chartered Professional Accountants

**Foundations** – TD Friends of the Environment, Real Estate Foundation of BC, Vancouver Foundation, Maclean Foundation, Chris Spencer Foundation, the BC Museum Association, the Vancouver Foundation, Seedlings Foundation, the David Orchard Foundation, GMR Foundation

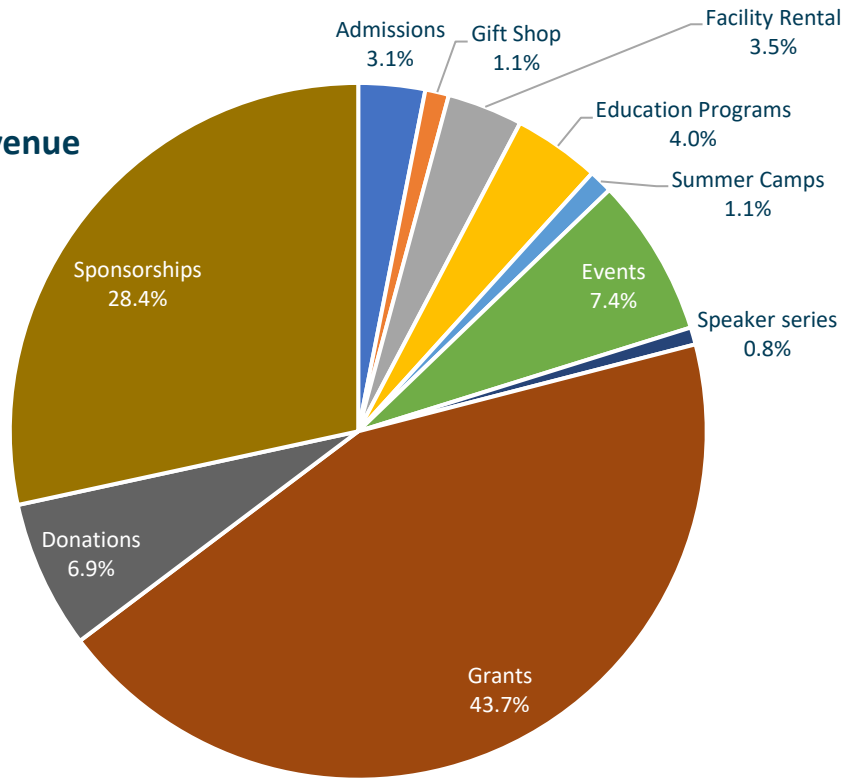
**Corporate Donations** – Parkland Fuel Corporation, Fraser River Pilots Association, Forrest Marine Ltd., the Lohn Foundation

**Personal Donations** – Allen Domaas, Mark Rizzo, Michael Forrest, Lyle Viereck, Jack Kowarsky, Mike Hoyer, Stephen Bruyneel, Russel Cooper, Margaret Mason, Digitally Hip, The McLauchlans, Victoria Fuller, Chris Dumfries, Centre Cares Foundation, Kathleen Higgins, Audrey Barnes, New Westminster District River Pilots Association, Connie Baxter

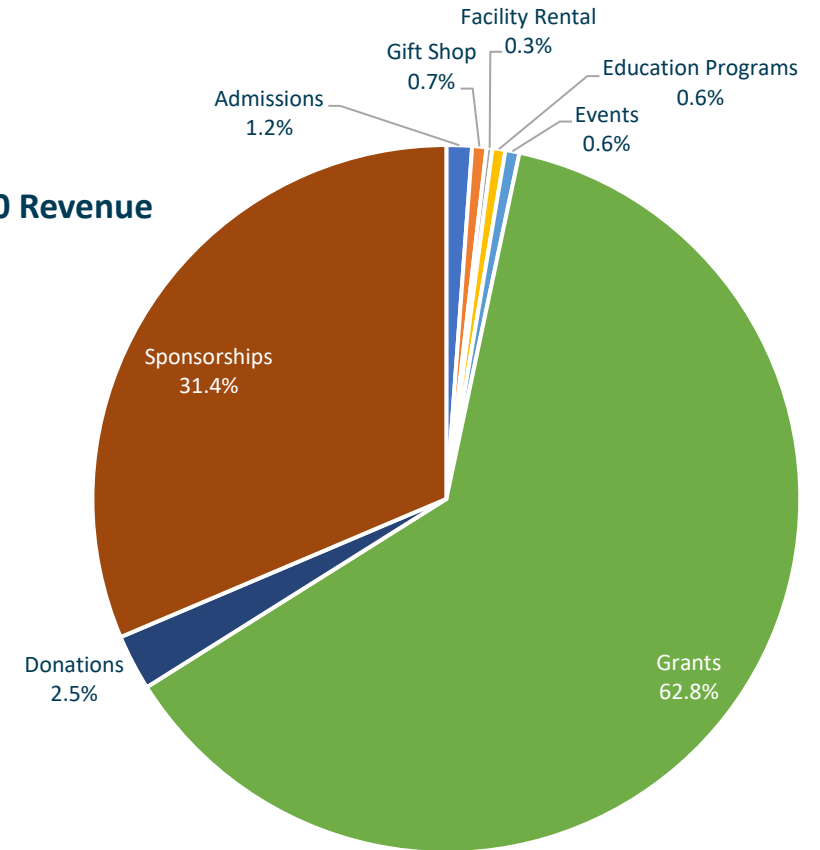


# Revenue

2019 Revenue

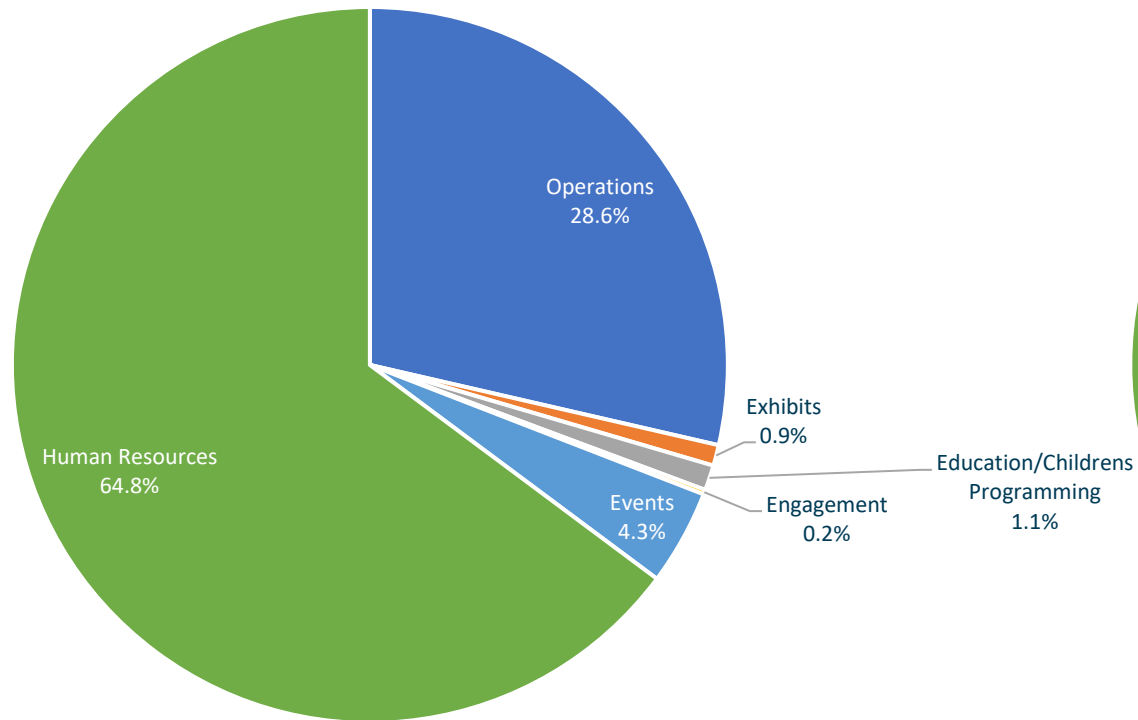


2020 Revenue

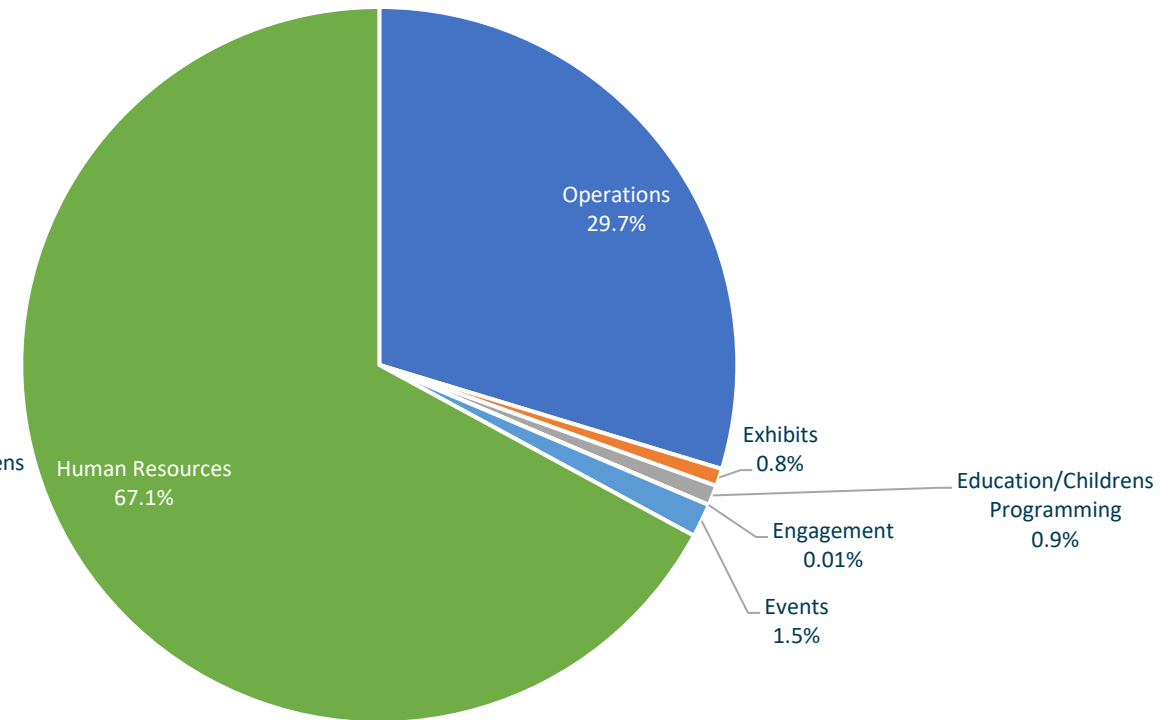


# Expenses

2019 Expenses



2020 Expenses



# Governance

The Fraser River Discovery Centre Society is a registered not-for-profit society and charity governed by a Board of Directors. The FRDC Board is authorized by the FRDC constitution and bylaws to manage or supervise the managing of the affairs of the FRDC. The FRDC Board aims to be representative of the geographical, economic, cultural and social diversity of the Fraser River.

The 2020-2024 Strategic Plan sets the direction for the FRDC by identifying goals and supporting initiatives. It is the basis for the operational strength needed to ensure the FRDC develops and sustains a prominent and valued role in the Fraser River Basin. The FRDC Board conducts a yearly review of the strategic plan and updates strategic directions as necessary, providing staff and contractors direction to develop annual plans that are current and relevant.

The Directors of the Fraser River Discovery Centre Society for the year 2019-2020 were:

**Ms. Kathleen Higgins**, Chair (Jan-June), Past Chair (June-Dec), Partner, Young Anderson

**Mr. Mark Rizzo**, Vice-Chair (Jan-June), Chair (June-Dec), Retired General Manager, Commercial Pacific, Parkland Fuel Corporation

**Mr. Lyle Viereck**, Director, (January- June), Vice Chair (June-Dec), Chair, Indigenous Committee, Principal, Viereck Consulting Ltd.

**Capt. Allen Domaas**, Secretary, Nordic Star Services Ltd. & Retired CEO Fraser Port Authority

**Mr. Brett Pavan**, Treasurer, Partner, Loren Nancke Chartered Professional Accountants

**Capt. Michael Forrest**, Director, President, Forrest Marine Ltd.

**Mr. Nolan Charles**, Director, Councillor, Musqueam Band

**Ms. Catherine Ouellet-Martin**, Director, Senior Operations Manager, Beaty Biodiversity Museum

# Human resources

## Staff

Connie Baxter, Director of Operations (retired December 2020)  
Karen Lee, Director of Operations  
Danika Didur-Tate, Education Programs Manager  
Michael Goodchild, Museum Coordinator  
Pam Ratcliff, Administration Coordinator  
Ricardo Coppola, Programs Assistant

## Summer Staff

Alyssah Pointon (temporary Program Assistant), Alexis Kahlert,  
Colby Payne, Veronica Greven, Julianne Li

## Contractors

Stephen Bruyneel, Director, External Relations and Development  
Susan Jury, Bookkeeper  
digitally hip, Information Technology support

**Volunteers:** 45 active individuals donated 851.25 hours!

The FRDC volunteer program provides meaningful roles that offer varied opportunities. From the formidable roles taken by the board of directors to the diverse and multi-disciplinary skills needed to assist with programs and special events, volunteers continue to be vital to the success of the FRDC!

