



# MINUTES

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## MISSISSAUGA CELEBRATION SQUARE EVENTS COMMITTEE

THE CORPORATION OF THE CITY OF MISSISSAUGA

**MONDAY, SEPTEMBER 12, 2011 – 4:33 PM**

COMMITTEE ROOM B, SECOND FLOOR  
300 CITY CENTRE DRIVE, MISSISSAUGA, ONTARIO L5B 3C1  
[www.mississauga.ca](http://www.mississauga.ca)

Members:

Councillor Frank Dale (Ward 4) (Vice-Chair)  
Councillor Ron Starr (Ward 6) (Vice-Chair)  
Councillor Pat Saito (Ward 9)  
Bruce Kerr  
Mario Carbone  
Rafay Agha  
Margaret Jedlewska  
Janine Gliener  
Claire Santamaria  
Nazreen Mody  
Barbara Tabuno

Members Absent:

Councillor Nando Iannicca (Ward 7)  
Frank Giannone (CHAIR)  
Ron Duquette  
Sonja Hidas

City/Living Arts Staff Present:

Paul Damaso, Manager, Celebration Square  
Finola Pearson, Manager, Celebration Square Events  
Stu Taylor, Director, Recreation & Parks  
Susan Burt, Director, Arts & Culture  
Laurel Schut, Manager, Public Affairs  
Rob Bowslaugh, Manager, Facilities Maintenance  
Joanne Foote, Youth Coordinator  
Gerry Townsend, Living Arts Centre  
Jamie Brown, Manager, Sponsorship Corporate Development  
Ron Lenyk, Living Arts Centre  
Paul Mitcham, Commissioner, Community Services

Contact: Sacha Smith, Legislative Coordinator  
Office of the Clerk 905-615-3200 ext. 4516 Fax 905-615-4181  
[sacha.smith@mississauga.ca](mailto:sacha.smith@mississauga.ca)



CALL TO ORDER – 4:33 P.M.

DECLARATIONS OF DIRECT (OR INDIRECT) PECUNIARY INTEREST - Nil

APPROVAL OF THE AGENDA

Approved (Councillor R. Starr)

DEPUTATIONS - Nil

MATTERS CONSIDERED

1. Approval of Minutes of Previous Meeting

Minutes of the Mississauga Celebration Square Events Committee meeting held on July 18, 2011.

Approved (Councillor R. Starr)

2. Summer 2011 Summary Report

PowerPoint presentation by Finola Pearson, Manager, Mississauga Celebration Square Events providing a summary report for the 2011 summer season.

Ms. Pearson presented a summary of the events that took place at the Mississauga Celebration Square throughout the summer of 2011. Ms. Pearson outlined upcoming events, detailed the challenges that arose prior to, during and following events, and made suggestions to eliminate these challenges. Ms. Pearson also circulated a calendar of events for the remainder of 2011.

Councillor Pat Saito enquired if the Mississauga Celebration Square staff investigated if people attending Mississauga Celebration Square events were coming from out of town. Staff informed the Committee that surveys had been completed and results were being compiled to determine if people from outside of Mississauga were attending events.

Discussion ensued with respect to limiting the number of vendors in the Square at one time, with respect to the amount of time the Square is in use and the cost to vendors for using the square.

A resident from the community raised concerns to the Committee with respect to the level of noise emanating from the Mississauga Celebration Square speaker system. Paul Demaso, Manager, Celebration Square, noted that noise complaints have been received and that the complaints are being addressed.

RECOMMENDATION

That the PowerPoint presentation by Finola Pearson, Manager, Mississauga Celebration Square providing a summary report for the 2011 summer season be received.

Received (B. Kerr)

Recommendation MCSEC-0014-2011

3. 2012 Season Rates Proposal

Memorandum from Paul Damaso regarding the proposed rates for the 2012 season.

Paul Damaso, Manager, Celebration Square, distributed a Memorandum, dated September 12, 2011, outlining proposed rate changes for Mississauga Celebration Square events and explained the memorandum to the Committee.

Discussion ensued with respect to the rates charged for the use of City of Mississauga facilities. Councillor Frank Dale suggested that staff provide the Committee with a comparison chart outlining the difference between the rates charged for use of the Mississauga Celebration Square in 2011 and the rates proposed for the 2012 season. It was also suggested that the Committee review the proposed permit costs for the 2012 season.

RECOMMENDATION

That the matter regarding a proposed rate increase for the Mississauga Celebration Square during the 2012 season, as outlined in the Memorandum dated September 12, 2011, from Paul Demaso, Manager, Mississauga Celebration Square, be referred to staff to provide further information back to the Mississauga Celebration Square Events Committee with respect to the comparison between rates charged in 2011 and the new rates proposed for the 2012 season and review the proposed permit costs for the 2012 season.

Referred (M. Jedlewska)

Recommendation MCSEC-0015-2011

4. Fall Schedule of Events

2011 Fall schedule of events on the Mississauga Celebration Square

Finola Pearson, Manager, Celebration Square Events, distributed a Calendar of events being held at the Mississauga Celebration Square throughout the remainder of 2011 during her presentation providing a summary report for the 2011 summer season (see discussion under item 2).

RECEIVED (M. Jedlewska)  
Recommendation MCSEC-0016-2011

5. Sponsorship Update

Corporate Report dated August 30, 2011 from the Commissioner of Community Services providing an update on sponsorship for the Mississauga Celebration Square.

Jamie Brown, Manager, Sponsorship, Corporate Development, outlined the sponsorship goals that were set for 2011. He noted that sponsorship was lower than expected and detailed the possible reasons for this. Mr. Brown also explained that it is possible for sponsorship to be on target by the end of the year. Paul Demaso, Manager, Celebration Square, explained that spending had been adjusted appropriately based on sponsorships. Councillor Pat Saito suggested that linking with the Tourism Board might generate sponsorships.

RECOMMENDATION

That the report entitled "Event Sponsorship Update: Mississauga Celebration Square from the Commissioner of Community Services be received for information.

RECEIVED (Janine Gliener)  
Recommendation MCSEC-0017-2011

6. Update on Tourism Signs and Costs

Laurel Schut, Manager, Public Affairs to provide a verbal update with respect to the process to implement tourism signs and costs for the Mississauga Celebration Square.

Laurel Schut, Manager, Public Affairs provided a verbal update outlining the process and criteria for installing tourist signs. Discussion ensued with respect to the cost of sign installation and it was suggested that staff look into the matter further and make a recommendation to the Committee.

7. Update on Criteria to Waive Fees for Events on the Mississauga Celebration Square

Susan Burt, Director, Culture Division to provide a verbal update regarding the criteria to waive fees for events on the Mississauga Celebration Square.

Susan Burt, Director, Culture Division provided a verbal update regarding the criteria to waive fees for events held at the Mississauga Celebration Square. Discussion ensued regarding grants available to vendors and national events which the City of Mississauga may consider hosting.

8. October Planning Session

Committee to discuss the planning session to take place at the October meeting date.

Mario Carbone, Citizen Member, suggested that a planning session be scheduled for the Committee to discuss future plans. Discussion ensued regarding details of the proposed meeting. Councillor Frank Dale suggested that the Legislative Coordinator be requested to survey committee members to determine an appropriate date and time for the meeting. Councillor Pat Saito suggested that a facilitator be utilized during the meeting.

9. Information Items

9.1 Emails dated August 15, 2011 from Cathy Saturno, resident and Elizabeth Jay, resident with respect to comments about the Mississauga Celebration Square.

9.2 Memorandum dated August 30, 2011 from Paul Damaso, Manager, Mississauga Celebration Square with respect to the Celebrate the Square: Film Call Winners

9.3 Article in Professional Sound entitled, "Mississauga's Celebration Square: A Community Network"

Received (M. Carbone)  
Recommendation MCSEC-0018-2011

OTHER BUSINESS - Nil

DATE OF NEXT MEETING – October 17, 2011

ADJOURNMENT – 5:47 P.M.