



MINUTES

FESTIVAL FUNDING REVIEW COMMITTEE

THE CORPORATION OF THE CITY OF MISSISSAUGA

MONDAY, JANUARY 11, 2010 – 12:30 P.M.

COMMITTEE ROOM A, SECOND FLOOR
300 CITY CENTRE DRIVE, MISSISSAUGA, ONTARIO L5B 3C1
www.mississauga.ca

Members Present:

Councillor Carolyn Parrish (Ward 6) (CHAIR)
Councillor George Carlson (Ward 11)
Councillor Carmen Corbasson (Ward 1)
Councillor Frank Dale (Ward 4)
Terence Butt
Bruce Kerr
Christopher Brown

Members Absent:

Armando Tallarico
Councillor Sue McFadden (Ward 10)
Nance MacDonald
Sebastion Patrizio (Vice-Chair)

City Staff:

Paul Mitcham, Commissioner, Community Services
Susan Burt, Director, Culture Division
John Rydzewski, Director, Hershey Group
Jamie Brown, Manager, Sponsorship and Corporate Development
Melissa Agius, My Mississauga Manager

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JANUARY 11, 2010

CALL TO ORDER

MATTERS CONSIDERED:

1. Administrative Matters
 - 1.1 Approval of Minutes of Previous Meeting
 - 1.2. Confirmation / Additions to the Agenda
2. Sponsorship and Corporate Development Update
3. Economic Impact of Festivals
4. Summary of Interviews with Mississauga Festival Organizers
5. Recommendations for Final Report

OTHER BUSINESS

DATE OF NEXT MEETING – February 16, 2010

ADJOURNMENT

CALL TO ORDER – 12:30 PMMATTERS CONSIDERED:1. Administrative Matters1.1 Approval of Minutes of Previous Meeting

Minutes of the Festival Funding Review Committee meeting held on November 16, 2009.

Bruce Kerr moved approval of the minutes for the meeting on November 16, 2009, as presented.

Approved (B. Kerr)
MG.11

1.2. Confirmation / Additions to the Agenda

Confirmation of the Agenda prepared for this meeting is requested. Members may request the addition of item(s) for Committee's approval to be added under "Other Business".

Councillor Carolyn Parrish, Chair requested that a binder with a summary of the festival interviews be added to the agenda for review under Item #4. She further requested that an outline for discussion on the final report recommendations for Item #5 be added to the agenda. Councillor George Carlson moved that the items requested be added to the agenda. This motion was voted on and carried.

Approved (Councillor G. Carlson)
MG.11

2. Sponsorship and Corporate Development Update

Corporate Report dated December 16, 2009 from the Commissioner of Community Services providing an update on sponsorship and corporate development.

Jamie Brown, Manager, Sponsorship and Corporate Development referred to page 8 in the report and noted that it would be challenging to determine the sponsorship potential of bundled events as there is no basis to determine it. He further noted that with the current structure, there was no funding available from the Sponsorship section to allocate to festivals. Paul Mitcham, Commissioner of Community Services commented that there would be some uncertainty with one sponsor for city wide festivals and the value of the sponsorship package. He noted that it is not known how a city wide sponsor would conflict with other festival sponsors. The committee discussed the possibility of dissolving the Grants Committee if festivals were provided with funding to cover their hard services.

Councillor Frank Dale moved the following motion, which was voted on and carried:

Recommendation:

1. That the Festival Funding Review Committee receives the report titled Sponsorship and Corporate Development Update from the Commissioner of Community Services dated December 16, 2009 for information.
2. That staff be directed to develop a business plan with recommendations to address driving sponsorship revenues for festivals and events including My Mississauga.

Approved (Councillor F. Dale)
Recommendation FFRC-0001-2010
MG.11.Fes

3. Economic Impact of Festivals

Corporate Report dated January 5, 2010 from the Commissioner of Community Services with respect to the economic impact of festivals.

Susan Burt, Director, Culture Division advised that there is not a lot of information available on the economic impact of festivals. However, she would continue to monitor the data and provide it to Mississauga festivals as the information would be beneficial. Melissa Agius, My Mississauga Manager suggested that volunteers could survey a sample size of 2000-3000 people on Canada Day with questions such as: what did you purchase and are you going out to eat. Councillor Carolyn Parrish, Chair agreed and suggested that Sheridan College could be approached to have their business students create and analyze a survey.

Councillor George Carlson moved the following motion, which was voted on and carried:

Recommendation:

That the report dated January 5, 2010 from the Commissioner of Community Services entitled "Economic Impact of Festivals" be received for information.

Received (Councillor G. Carlson)
Recommendation FFRC-0002-2010
MG.11.Fes

4. Summary of Interviews with Mississauga Festival Organizers

Committee reviewed information resulting from the Committee interviews with festival organizers for Mississauga festivals.

The Committee reviewed each section of the binder which contained a summary of the festival interviews. Councillor Carolyn Parrish, Chair suggested that the City could provide workshops for the festival fundraisers. She noted the importance of being informed about the needs of each festival, such as port-o-potties or park benches.

Paul Mitcham, Commissioner of Community Services explained that the Grant Committee process determines the municipal role in the event. Councillor Parrish noted that groups would need to justify their needs using statistical information from previous years. She further noted that festival organizers require assistance from City staff on the event date.

MG.11.Fes

5. Recommendations for Final Report

Committee discussed general recommendations for the final report on festivals to Council.

Councillor Carolyn Parrish, Chair suggested that one of the recommendations for the report to Council could include that the City of Mississauga pay for all City events i.e. Canada Day and the Santa Claus Parade, with the exception of fireworks. She further suggested that Communications staff review the feasibility of a media communication package available for Mississauga festivals.

Councillor Carmen Corbasson enquired if the funding replacing grants would include police costs. Councillor Parrish suggested that the Peel Regional Police could be requested to distribute free services evenly for all of the festivals and these festivals can pay the difference in costs. Paul Mitcham, Commissioner of Community Services expressed concern with the possibility of dissolving the Grants Committee.

Councillor Parrish explained that festivals would have to provide audited financial statements from the previous 2 years for projections to be made. The festivals would have to become an affiliated group with the City. Hard services would be covered and no funds would be exchanged. She explained that this could simplify the grant approval process and encourage groups to be prepared for their evaluations. Mr. Mitcham agreed with maintaining consistency in terms of hard services. He noted that a new policy would be required for City affiliated groups outlining how to help events artistically and to review the festival's audience base.

Terence Butt and Susan Burt, Director, Culture Division noted the difficulties during the granting process and the lack of preparedness by some of the festival groups. Councillor Parrish noted that with a new process festival groups would be requested to establish certain standards and obligated to follow the rules in order to receive funding.

Received (C. Brown)
MG.11.Fes

OTHER BUSINESS

DATE OF NEXT MEETING – February 16, 2010

ADJOURNMENT – 1:00 PM