



MINUTES

MISSISSAUGA CELEBRATION SQUARE EVENTS COMMITTEE

THE CORPORATION OF THE CITY OF MISSISSAUGA

MONDAY, JUNE 27, 2011 – 4:30 PM

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

Members Present:

Councillor Frank Dale (Ward 4) (Vice-Chair)
Councillor Ron Starr (Ward 6) (Vice-Chair)
Frank Giannone (Chair)
Mario Carbone
Rafay Agha
Ron Duquette
Sonja Hidas
Margaret Jedlewska
Janine Gliener (Sheridan College)

Members Absent:

Councillor Nando Iannicca (Ward 7)
Councillor Pat Saito (Ward 9)
Bruce Kerr
Linda Keen-Lausberg (Square One Shopping Centre)

City /Living Arts Staff Present:

Paul Damaso, Manager, Celebration Square
Finola Pearson, Manager, Celebration Square Events
Paul Mitcham, Commissioner, Community Services
Susan Burt, Director, Culture Division
Laurel Schut, Public Affairs Consultant
Anne Murphy, Area Manager, Library Services
Jamie Brown, Manager, Sponsorship Corporate Development
Emilio Palferro, Account Representative, Sponsorship and Business Development
Rob Bowslaugh, Manager, Facilities Maintenance
Gerry Townsend, Living Arts Centre
Sacha Smith, Legislative Coordinator

CALL TO ORDER – 4:30 P.M.

DECLARATIONS OF DIRECT (OR INDIRECT) PECUNIARY INTEREST - Nil

APPROVAL OF THE AGENDA

Frank Giannone, Chair advised that a verbal update on the International Indian Film Academy was requested to be added to the agenda. Councillor Frank Dale moved approval of the agenda, as amended. This motion was voted on and carried.

DEPUTATIONS

Mike Russell, teacher, and Amna Ansari, student, Rick Hansen Secondary School with respect to the end of day celebration at the Mississauga Celebration Square Events Committee for the 25th Anniversary of the Rick Hansen Relay.

Mr. Russell and Ms. Ansari spoke to the 25th anniversary of the Rick Hansen Relay and requested that the fees to utilize the Mississauga Celebration Square be waived.

Members of the committee discussed the feasibility of sponsorship opportunities and the City to co-produce an event with the Rick Hansen Relay. Susan Burt, Director, Culture Division noted that staff should review the event to understand the commitment and the actual costs to the City. Discussion ensued.

Recommendation:

That the Mississauga Celebration Square Events Committee supports in principal the end of day celebration for the 25th anniversary of the Rick Hansen Relay at the Mississauga Celebration Square and that the matter be referred to staff to review the level of City support and report back to the Mississauga Celebration Square Events Committee.

APPROVED (Councillor F. Dale)

Recommendation MCSEC-0007-2011

MATTERS CONSIDERED

1. Approval of Minutes of Previous Meeting

Minutes of the Mississauga Celebration Square Events Committee meeting held on May 16, 2011.

APPROVED (M. Carbone)

Recommendation MCSEC-0008-2011

2. Youth Plan Initiative – Youth representation on the Mississauga Celebration Square Events Committee

Committee to discuss youth representation on the Mississauga Celebration Square Events Committee.

Joanne Foote, Youth Coordinator explained that it would be beneficial to have youth representation on the committee. She further explained that it was included in the recommendations from the Youth Plan to encourage the involvement of youth in committees. Councillor Frank Dale suggested that 1 youth member from the Mayor's Youth Advisory Committee be appointed with an alternate. Discussion ensued.

Recommendation:

That one (1) member and a designate from the Mayor's Youth Advisory Committee be appointed to the Mississauga Celebration Square Events Committee as a voting member in the efforts to provide a youth perspective in leadership and guidance with regard to programming, attracting new signature events and contributing to being an ambassador for the Square and to provide youth the opportunity to participate in Council appointed groups that relate to youth, as recommended in the Youth Plan.

APPROVED (Councillor F. Dale)
Recommendation MCSEC-0008-2011

3. Draft Terms of Reference – Mississauga Celebration Square Events Committee

Draft Terms of Reference for the Committee's review.

Mario Carbone and Paul Damaso explained the discussion at the Terms of Reference Working Group meeting for the mandate, which includes four pillars. Discussion ensued with respect to including reference to the City's strategic plan and wording to explain how the four pillars relate to the Mississauga Celebration Square. Further discussion ensued with respect to the committee functioning as an appeal body for content on the digital screens at the Square. It was noted that the number of 5 residents to trigger an appeal may be too low. Paul Damaso, Manager, Mississauga Celebration Square advised that 5 residents is the standard when compared with other committees and municipalities.

The Legislative Coordinator advised that the suggested changes would be made to the Terms of Reference and forwarded to the working group for comments prior to the next meeting date.

Direction

4. Criteria to Waive Fees for Use of the Mississauga Celebration Square

Memorandum dated June 22, 2011 from Sacha Smith, Legislative Coordinator with respect to a working group to prepare criteria to waive fees for the use of the Mississauga Celebration Square for external organizations/groups, if a request is received.

Paul Damaso, Manager, Mississauga Celebration Square and Susan Burt, Director, Culture Division spoke to the possible budget impacts to the City when waiving fees, and the cultural grants program. Discussion ensued with respect to funding for entertainment on the Square and opportunities to attract signature events on the Square.

Members of committee noted that background information on the financial operation of the Square would be helpful in understanding the effects of waiving fees to utilize the Square. Mr. Damaso advised that he could provide the additional information at the next meeting. Ms. Burt noted that a presentation on the process of what happens when a request to waive fees is received may be helpful.

Direction

5. Transit Service on Canada Day

Resolution 0158-2011 from the June 8, 2011 Council meeting with respect to transit service on Canada Day.

RECOMMENDATION:

That resolution 0158-2011 regarding Transit Service on Canada Day adopted at the June 8, 2011 Council meeting and presented to the Mississauga Celebration Square Events Committee at its meeting on June 27, 2011, be received for information.

RECEIVED (Councillor F. Dale)
Recommendation MCSEC-0009-2011

6. International Indian Film Academy (IIFA)

Susan Burt, Director, Culture Division spoke to the 3-day IIFA event that took place at the Mississauga Celebration Square. She noted the success of the event and the positive comments from performers about the Square. Discussion ensued with respect to building on the success of the event.

OTHER BUSINESS

Mario Carbone commented on the committee moving forward to attract signature events and what the process would be. Paul Mitcham, Commissioner, Community Services suggested that reviewing the events starting in 2012 would be a good starting point. Paul Damaso, Manager, Mississauga Celebration Square suggested that once the Terms of Reference is approved for the committee there could be a meeting to create a work plan for the committee to start focusing on specific items.

DATE OF NEXT MEETING - July 18, 2011

ADJOURNMENT – 6:15 P.M.