



MINUTES

MISSISSAUGA CELEBRATION SQUARE EVENTS COMMITTEE

THE CORPORATION OF THE CITY OF MISSISSAUGA

MONDAY, MAY 16, 2011 – 4:33 PM

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

Members Present:

Councillor Frank Dale (Ward 4)
Councillor Ron Starr (Ward 6)
Bruce Kerr
Mario Carbone
Rafay Agha
Ron Duquette
Sonja Hidas
Margaret Jedlewska
Mayor Hazel McCallion (ex-officio) (Departed at 4:45 pm)

Members Absent:

Councillor Nando Iannicca (Ward 7)
Councillor Pat Saito
Frank Giannone
Janine Gliener (Sheridan College)
Linda Keen-Lausberg (Square One Shopping Centre)

City Staff Present:

Paul Damaso, Manager, Celebration Square
Finola Pearson, Acting Manager, Celebration Square Events
John Lohuis, Director, Recreation & Parks
Susan Burt, Director, Arts & Culture
Sandra Desrochers, Public Affairs Specialist
Anne Murphy, Area Manager, Library Services
Jamie Brown, Manager, Sponsorship Corporate Development
Rob Bowslaugh, Manager, Facilities Maintenance
Andy Wickens, Manager, Parks Operations
Gerry Townsend, Living Arts Centre

CALL TO ORDER – 4:33 PM

DECLARATIONS OF DIRECT (OR INDIRECT) PECUNIARY INTEREST – Nil

MATTERS CONSIDERED

Mayor Hazel McCallion spoke to the committee to provide words of support, the opportunity to provide year round programming and attract international events at the Mississauga Celebration Square.

1. Administrative Matters

1.1 Appointment of Chair and Vice Chair

Councillor Frank Dale advised that Frank Giannone has expressed interest in becoming Chair for the Mississauga Celebration Square Events Committee. Councillor Dale nominated Mr. Giannone as Chair.

Councillor Ron Starr nominated Councillor Dale as Vice Chair for the Mississauga Celebration Square Events Committee. Councillor Dale accepted the nomination.

Councillor Dale noted that the committee should have 2 Vice Chairs and nominated Councillor Starr as co-Vice Chair. Councillor Starr accepted the nomination.

Recommendation

1. That Frank Giannone be appointed as Chair of the Mississauga Celebration Square Events Committee for a term of office to November 30, 2014, or until a successor is appointed.

Approved (Councillor F. Dale)

Recommendation MCSEC-0001-2011

2. That Councillor Frank Dale and Councillor Ron Starr be appointed as Vice-Chairs of the Mississauga Celebration Square Events Committee for a term of office to November 30, 2014, or until a successor is appointed.

Approved (Councillor R. Starr and Councillor F. Dale)

Recommendation MCSEC-0001-2011

1.2. Introduction of Committee Members

Members of the committee and City staff introduced themselves.

Ron Duquette requested that any visual information about the Mississauga Celebration Square be forwarded to the committee for information. Paul Damaso, Manager, Celebration Square confirmed that information would be sent to the Legislative Coordinator to forward to the committee.

1.3 Confirmation / Additions to the Agenda

Councillor Frank Dale advised that a corporate report from the January 19, 2011 Council agenda regarding the Mississauga Celebration Square Events Committee be added to the agenda for discussion about the terms of reference for item #2 on the agenda.

Approved (R. Duquette)

2. Terms of Reference – Mississauga Celebration Square Events Committee

Committee discussed the development of the Terms of Reference for the Mississauga Celebration Square Events Committee.

John Lohuis, Director, Recreation and Parks provided a general overview of the mandate and suggested that the committee form a working group to fine tune the mandate and to bring ideas forward. Paul Damaso, Manager, Celebration Square spoke to the committee reviewing the opportunities to bring signature events to the Square.

Gerry Townsend, Living Arts Centre enquired about the statement in the corporate report related to the financial impact of the committee. Mr. Damaso explained that the statement was related to establishing a committee for the Mississauga Celebration Square.

Recommendation

That a working group be formed to develop the Terms of Reference for the Mississauga Celebration Square Events Committee with the following members: Mario Carbone, Sonja Hidas and Ron Duquette.

Approved (B. Kerr)

Recommendation MCSEC-0002-2011

3. Mississauga Celebration Square 2011 Programming Update

Corporate Report dated April 21, 2011 from the Commissioner of Community Services was presented to General Committee on May 4, 2011 and is forwarded to the Mississauga Celebration Square Events Committee for information as per recommendation GC-0227-2011.

Finola Pearson, Manager, Celebration Square Events provided a PowerPoint presentation on the activities and festivals that will take place at the Mississauga Celebration Square for 2011.

Recommendation

1. That the Corporate Report dated April 21, 2011 from the Commissioner of Community Services presented to General Committee on May 4, 2011 and referred to the Mississauga Celebration Square Events Committee for information as per recommendation GC-0227-2011, be received for information.
2. That the PowerPoint presentation by Finola Pearson, Manager, Mississauga Celebration Square Events regarding the programming and events on the square, be received for information.

Received (Councillor R. Starr)

Recommendation MCSEC-0003-2011

4. Summer Road Closure of City Centre Drive between Duke of York Boulevard and Living Arts Drive (Mississauga Celebration Square) (Ward 4)

Corporate Report dated April 21, 2011 from the Commissioner of Community Services was presented to General Committee on May 4, 2011 regarding the closure of City Centre Drive between Duke of York Boulevard and Living Arts Drive during the peak summer event season.

Councillor Ron Starr enquired why City Centre Drive between Duke of York Boulevard and Living Arts Drive was not closed permanently. Councillor Frank Dale noted that closing City Centre Drive now may be premature as staff will need to review the traffic patterns, also emergency services may have concerns. He further noted that when Light Rail Transit (LRT) is in place it will help to get people moving around the City Centre area.

Recommendation

That the Corporate Report dated April 21, 2011 from the Commissioner of Community Services presented to General Committee on May 4, 2011 entitled "Summer Road Closure of City Centre Drive between Duke of York Boulevard and Living Arts Drive", be received for information.

Received (B. Kerr)

Recommendation MCSEC-0004-2011

5. Road Closures in City Centre on Canada Day

Jennifer Burns, Event Programmer, Mississauga Celebration Square provided an update on the planned road closures in the City Centre area on Canada Day for the celebrations planned at the Mississauga Celebration Square. Ms. Burns advised that staff from Traffic, Transit and Peel Regional Police were consulted. The map of road closures was distributed to members of the committee. Ms. Burns noted that the map has the traditional road closures from previous years; the only difference is the addition of Rathburn Road to provide better access for the Transit vehicles.

Councillor Frank Dale suggested proper directional signage be in place for the road closures. Ms. Burns confirmed that staff are working on proper directional signage. She advised that merchants affected by the road closures would be notified. She further advised that the VIP parking would be located at 201 City Centre Drive.

6. Transit Service on Canada Day

Geoff Marinoff, Director, Transit provided a verbal update on transit service for Canada Day. He advised that Transit would operate on a Sunday/Holiday service and that route times would be extended to midnight. He noted that in the last two years there has been free transit service on Canada Day and spoke to the loss in revenue and the experience for riders due to the high demand following the fireworks show.

Councillor Frank Dale suggested that Mr. Marinoff bring forward a report to Council for Council to make a decision if Transit should provide free service on Canada Day. Discussion ensued with respect to other options that would provide an incentive for people to take Transit on Canada Day but also not impact the experience of the riders.

Direction

7. Official Opening of the Mississauga Celebration Square – June 22, 2011

Sandra Desrochers, Public Affairs Specialist provided a verbal update on the official opening of the Mississauga Celebration Square on June 22, 2011. She referred to the schedule for the event and noted that there would be a ceremonial Council meeting, media tours of the Square, free lunch and entertainment

8. Information Item

Email dated March 1, 2011 from Councillor Chris Fonseca forwarding information regarding “Creating 8-80 Cities” to the Mississauga Celebration Square Events Committee for information.

Received (Councillor R. Starr)
Recommendation MCSEC-0005-2011

9. 2011 Meeting Dates

Memorandum dated May 10, 2011 from Sacha Smith, Legislative Coordinator regarding the 2011 schedule of meeting dates for the Mississauga Celebration Square Events Committee.

Received (M. Carbone)
Recommendation MCSEC-0006-2011

OTHER BUSINESS - Nil

DATE OF NEXT MEETING – June 27, 2011

ADJOURNMENT – 5:45 P.M.