



AGENDA

MISSISSAUGA CELEBRATION SQUARE EVENTS COMMITTEE

THE CORPORATION OF THE CITY OF MISSISSAUGA

MONDAY, FEBRUARY 25, 2013 – 4:30 P.M.

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

Members:

Councillor Frank Dale, Ward 4 (Vice-Chair)

Councillor Ron Starr, Ward 6 (Vice-Chair)

Councillor Nando Iannicca, Ward 7

Councillor Pat Saito, Ward 9

Frank Giannone (Chair)

Bruce Kerr

Mario Carbone

Rafay Agha

Ron Duquette

Sonja Hidas

Margaret Jedlewska

Joe Saundercook

Claire Santamaria

Zeeshan Mahmood

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

City/Living Arts Staff:

Paul Mitcham, Commissioner, Community Services

Susan Burt, Director, Arts & Culture

Paul Damaso, Manager, Celebration Square

Melissa Agius, Manager, Celebration Square Events

Finola Pearson, Public Affairs Specialist

Anne Murphy, Area Manager, Library Services

Katie Brewda, Accounts Representative, Sponsorship Corporate
Development

Rob Bowslaugh, Manager, Facilities Maintenance

Andy Wickens, Manager, Parks Operations

Joanne Foote, Youth Coordinator

Ron Lenyk, Living Arts Centre

CALL TO ORDER

DECLARATIONS OF DIRECT (OR INDIRECT) PECUNIARY INTEREST

APPROVAL OF THE AGENDA

DEPUTATIONS

Anatoliy Brodeskur, AquaShowLab Canada with respect to ideas on how to modify the existing fountain at the Mississauga Celebration Square.

MATTERS CONSIDERED

1. Approval of Minutes of Previous Meeting

Minutes of the Mississauga Celebration Square Events Committee meeting held on January 21, 2013.

2. Mississauga Celebration Square: 2013 Continuous Improvement Opportunities

Corporate Report dated February 6, 2013 from the Commissioner of Community Services with respect to 2013 continuous improvement opportunities at the Mississauga Celebration Square.

RECOMMENDATION

That the report from the Commissioner of Community Services dated February 6, 2013 entitled "Mississauga Celebration Square: 2013 Continuous Improvement Opportunities" be received for information.

3. Mississauga Celebration Square 2013 Spring/Summer Calendar

Corporate Report dated February 11, 2013 from the Commissioner of Community Services with respect to the 2013 Mississauga Celebration Square Spring/Summer Calendar.

RECOMMENDATION

That the Corporate Report dated February 11, 2013 from the Commissioner of Community Services entitled, "Mississauga Celebration Square 2013 Spring/Summer Calendar" be received for information.

4. Update on Key Terms and Conditions for a License Agreement with Mississauga Legends Row (Ward 4)

Corporate Report dated February 13, 2013 from the Commissioner of Community Services with respect to an update on key terms and conditions for a License Agreement with Mississauga Legends Row.

(4.)

RECOMMENDATION

That the following terms and conditions for the license agreement between Mississauga Legends Row and the City of Mississauga, for installation of recognition plaques on a portion of Mississauga Celebration Square, as outlined in the Report "Update on Key Terms and Conditions for a License Agreement with Mississauga Legends Row" dated February 13, 2013 from the Commissioner of Community Services, be received for information:

- i. Five year term with renewal for up to two additional 5 year terms, each term to be approved by Council;
- ii. 30 Day termination clause, with no liability against the City;
- iii. Locate Legends Row within the collonades outside the Jubilee Gardens on Mississauga Celebration Square;
- iv. Legends Row Board of Directors approve a new draft by-law regarding the nomination and selection process for inductees to Legends Row and recommended revisions to their governance by-law;
- v. Legends Row assumes full responsibility for the cost of fabricating, installing, removing and maintenance of all totems and plaques;
- vi. Installation, removal and repairs to the totem and plaques be managed by the City and charged back to Legends Row.; and
- vii The design of the totems and plaques be approved by both Legends Row and the City.

OTHER BUSINESS

ADJOURNMENT



Mississauga Celebration Square
Events Committee
FEB 25 2013

MINUTES

MISSISSAUGA CELEBRATION SQUARE EVENTS COMMITTEE

THE CORPORATION OF THE CITY OF MISSISSAUGA

MONDAY, JANUARY 21, 2013 – 4:33 P.M.

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 Nando Iannicca, Ward 7 (Arrived at 4:50 pm and
Departed at 5:30 pm)

Frank Giannone (Chair)

Mario Carbone

Ron Duquette

Sonja Hidas

Margaret Jedlewska

Claire Santamaria

Zeeshan Mahmood

Members Absent:

Councillor Ron Starr, Ward 6 (Vice-Chair)

Bruce Kerr

Rafay Agha

Councillor Pat Saito, Ward 9

Joe Saundercook

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City/Living Arts Staff:

Susan Burt, Director, Arts & Culture

Paul Damaso, Manager, Celebration Square

Melissa Agius, Manager, Celebration Square Events

Finola Pearson, Public Affairs Specialist

Rob Bowslaugh, Manager, Facilities Maintenance

Andy Wickens, Manager, Parks Operations

Joanne Foote, Youth Coordinator

Ron Lenyk, Living Arts Centre

Sacha Smith, Legislative Coordinator

Draft

CALL TO ORDER – 4:33 P.M.

DECLARATIONS OF DIRECT (OR INDIRECT) PECUNIARY INTEREST - Nil

APPROVAL OF THE AGENDA

Ron Duquette moved approval of the agenda, as presented. This motion was voted on and carried.

Approved (R. Duquette)

DEPUTATIONS - Nil

MATTERS CONSIDERED

1. Approval of Minutes of Previous Meeting

Minutes of the Mississauga Celebration Square Events Committee meeting held on December 10, 2012.

Approved (M. Carbone)

2. Downtown 21 Master Plan

Andrew McNeill, Strategic Leader, Downtown 21 Master Plan to provide a PowerPoint presentation to advise the Committee on the Downtown 21 Master Plan.

Mr. McNeill spoke to the Downtown 21 Master Plan. He explained the focus and the 6 principles of the Plan. He further explained the importance of smaller blocks to help create complete streets in the downtown area and creating synergies with Sheridan College Phase 2. Mr. McNeill explained the concept of a pedestrian friendly Main Street to provide an important link to the downtown area and the possibility to close it for significant events. He further spoke to the need to improve food offerings for people to eat at before and after events and the feasibility of a year round indoor public market that could host a seasonal outdoor market.

Councillor Dale spoke in support of the Plan and the desire to offer office space in the downtown area and address parking issues. He further noted that there could be a lot of synergies with Sheridan College Phase 2.

Sonja Hidas enquired about possible improvements to the Art Gallery at the Civic Centre. Mr. McNeill noted that it is being reviewed. Councillor Dale commented on his disappointment that the Art Gallery wasn't expanded to be more open to the Mississauga Celebration Square. Susan Burt, Director, Arts and Culture advised that the expansion of the Art Gallery was not forgotten and different options are being reviewed.

Zeeshan Mahmood commented on the accessibility of getting to the downtown area. Mr. McNeill noted that Transit is reviewing ways to improve service. Frank Giannone, Chair commented that the downtown core area needs to be the focus and then branch outwards to the rest of the City.

Councillor Iannicca spoke to the challenges of building a downtown area and noted that the mindset of people would have to change and the City would need help with funding from Provincial and Federal Governments.

Mario Carbone spoke to the matter and enquired about how the Committee could stay connected with the Plan to get progress reports and provide input. Paul Damaso, Manager, Mississauga Celebration Square advised that staff could identify key milestones with the Plan and provide updates to the Committee.

Mr. Giannone commented on the proposed park that Mr. McNeill referred to in his presentation and spoke to the size and building edges around the park. He further suggested that development credits for commercial buildings in the downtown area could be reviewed and perhaps the development credits could be more for office space.

RECOMMENDATION

That the PowerPoint Presentation by Andrew McNeill, Strategic Leader with respect to the Downtown 21 Master Plan be received for information.

Received (Councillor Dale)

Recommendation MCSEC-0001-2013

3. Tree Lighting 2012 and New Year's Eve 2013 Debrief

Corporate Report dated January 14, 2013 from the Commissioner of Community Services with respect to a debrief on the Tree Lighting and New Year's Eve Events.

Melissa Agius, Manager, Mississauga Celebration Square Events advised that approximately 15,000 people attended the Tree Lighting event. She explained that 63 event attendees were randomly surveyed and highlighted the staff recommendations to improve the event.

Members of Committee noted that the light effects should be permanent in the Square and a skating show incorporated into the event program. It was noted that there are challenges with cleaning the ice and skaters have to stand around and wait.

Ms. Agius advised that there were approximately 30,000 people that attended the New Year's Eve celebration. There was a substantial increase in social media during the week of the event.

Ms. Agius noted that 34 attendees were surveyed and highlighted the staff recommendations to improve the event.

Sonja Hidas noted that the C Café should review their operating hours during the holidays. Councillor Dale agreed that the Café should be available during the holiday break.

RECOMMENDATION

That the Corporate Report dated January 14, 2013 from the Commissioner of Community Services entitled, "Tree Lighting 2012 and New Year's Eve 2013 Debrief" be received for information.

Received (Councillor Dale)
Recommendation MCSEC-0002-2013

4. South Asian Canada Day Event Extension Request

Corporate Report dated January 14, 2013 from the Commissioner of Community Services with respect to an extension request from the organizers of the South Asian Canada Day Event.

Paul Damaso, Manager, Mississauga Celebration Square explained that staff met with the organizers for the South Asian Canada Day Event and they have requested to extend their time to 8:00 pm. Councillor Dale requested that the extension be monitored for any feedback from residents.

RECOMMENDATION

That the 2013 South Asian Canada event's request for a one-hour extension to 8:00 p.m. on Sunday, June 23, 2013 be approved, subject to the event organizers meeting all other requirements and deadlines that are outlined within the Guidelines for Use of Mississauga Celebration Square.

Approved (R. Duquette)
Recommendation MCSEC-0003-2013

5. Mississauga Celebration Square Events Committee Working Groups

Committee to discuss work plan items and direction of the working groups for 2013.

Mario Carbone advised that the Enabling Growth Working Group is trying to set a 3 year plan to address revenue, awareness and sponsorship for the Mississauga Celebration Square. This would be discussed with the working group and brought to the Committee to review it.

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OTHER BUSINESS

Frank Giannone, Chair spoke to the advertising on the digital sign at the Mississauga Celebration Square. Paul Damaso, Manager, Mississauga Celebration Square and noted that advertising revenues for the digital sign have increased.

Mario Carbone enquired about the survey that was issued to attendees at the Square. Paul Damaso, Manager, Mississauga Celebration Square and Melissa Agius, Manager, Mississauga Celebration Square advised that the survey results would be shared with Michael Campbell, Manager, Sponsorship. Mr. Damaso advised that a report would be coming to the Committee in February that would address some of the recommendations from the survey.

ADJOURNMENT - 5:47 PM

Draft



Corporate Report

Clerk's Files

Originator's
Files

2.

DATE: February 6, 2013

TO: Chair and Members of the Mississauga Celebration Square Events Committee

Meeting Date: February 25, 2013

Mississauga Celebration Square
Events Committee

FEB 25 2013

FROM: Paul A. Mitcham, P.Eng., MBA
Commissioner of Community Services

SUBJECT: **Mississauga Celebration Square: 2013 Continuous Improvement Opportunities**

RECOMMENDATION: That the report from the Commissioner of Community Services dated February 6, 2013 entitled "Mississauga Celebration Square: 2013 Continuous Improvement Opportunities" be received for information.

**REPORT
HIGHLIGHTS:**

- Ongoing continuous improvement of Mississauga Celebration Square (MCS) is a priority for MCS staff and members of the Mississauga Celebration Square Events Committee.
- Regular feedback on programming and visitor experience at the Square is gathered from a variety of sources.
- The list of continuous improvement opportunities, outlined within this report, has been limited to those that are financially feasible within the Square's 2013 operating and program budget.
- The following continuous improvement opportunities are recommended for 2013: make main stage shows more intimate for smaller audiences; increase shade areas and provide more seating; improve venue lighting for event tear down and clean up; improve the exit/entrance system on City Centre drive; provide more visible on-site event/programming information; improve promotion of the AGM and Central Library on the Square; improve promotion of C

Café on the Square; implement an interactive exhibit on the Square; introduce 'Pop-up Events'; and enhance marketing and promotion efforts.

BACKGROUND:

Ongoing continuous improvement of Mississauga Celebration Square (MCS) is a priority for MCS staff and members of the Mississauga Celebration Square Events Committee. In order to identify the opportunities for continuous improvement of the Square, regular feedback is gathered from the public. This feedback comes from a variety of sources. These include: resident emails and phone calls to Members of Council; emails to public.info@mississauga.ca; phone calls to 311; e-mails to celebration.square@mississauga.ca; surveys that are conducted by MCS events staff; social media feedback from Facebook and Twitter; feedback from MCS, Parks, Facilities and Property Management, and Corporate Security staff; and feedback from the Mississauga Celebration Square Events Committee.

COMMENTS:

A number of themes emerged as part of the feedback gathered in 2012. These themes make up the list of continuous improvement opportunities outlined in this report. For financial reasons, the list of opportunities is limited to those that are feasible within the Square's 2013 operating and program budget.

Based on the feedback received the 2013 proposed improvements can be divided into four main categories:

- Facility/Physical Space Improvements;
- Customer Service Improvements;
- More Non-Event Activities; and
- Enhanced Marketing and Promotions.

Facility/Physical Space
Improvements

Make main stage shows more intimate for smaller audiences.

The enormous size of the great lawn and lower Square provides both opportunities and challenges for programming events at the main stage. While the size of the space enables the venue to successfully host large audiences for events like Canada Day and New Year's Eve, it can result in a less intimate feeling for smaller main stage shows,

with audiences of 2,000 visitors or less. MCS staff will explore opportunities to utilize mobile structures, such as temporary flag stands or 'pop-up tents' in order to shorten the length of the lawn and create a more intimate concert venue for smaller main stage shows. This will significantly improve the audience experience and the intimacy of the venue for these shows.

Increase Shade Areas and Provide More Seating

One of the most consistent areas of public feedback relates to the request for more shade and seating on the Square. Programming and Parks operations staff will meet during March 2013, to explore a revised furniture footprint that enhances shaded seating opportunities on the Square for the upcoming summer season. Staff will also explore opportunities for better utilizing the Market Trellis as a shaded area on non-event days in the Square.

Improve Venue Lighting For Event Tear Down and Clean Up

Staff identified a need to improve work lighting in the venue during post event clean-up and 'tear-down' following evening events. Additional lighting will assist with litter clean-up and the safe movement of equipment and materials off of the site following evening events. Staff will explore options that include the installation of low-cost work lights, mobile generator lighting, and the use of lighting from the Digital Program Screens.

Improve Exit/Entrance System on City Centre Drive

With the permanent closure of City Centre Drive, the roadway is restricted to non-event vehicles through the use of metal barricades. Staff within Community Services, are developing recommendations for a more attractive and functional alternative to the metal barricades. Option recommendations are expected within the coming months.

Customer Service Improvements

Provide More Visible On-site Event/Programming Information

Visitors to the Square have identified that they would like to see more information on programming and the schedule of events throughout the site venue. Staff will address this as a priority for 2013 MCS events and will work with Community Festival organizers to improve



program information and way-finding signage at all events in 2013.

Offer More Non-Event
Activities

Improve Promotion of the AGM and Central Library on the Square

To improve the visitor experience and the public's awareness of non-event activities that are available around the Square, MCS event staff will enhance cross-promotional efforts with the Art Gallery of Mississauga (AGM) and the Central Library. MCS event staff will also work with AGM staff to explore opportunities for more effectively "bringing the Gallery out on to the Square" through temporary exhibits and activities.

Improve Promotion of C Café on the Square

To date, MCS staff have worked closely with C Café to integrate and promote the restaurant in the Square's program and event promotions. MCS staff will enhance these efforts, where possible, over 2013 and will explore ways to ensure that Square visitors are aware of the Café's location and its benefits as a key amenity on the Square.

Implement an Interactive Exhibit on the Square

The success of the Thanks a Million Chalkboard in the fall of 2012, and International initiatives such as the "Play Me, I'm Yours" project, where people were invited to play piano's that were set out in public spaces throughout major cities such as London, New York, Los Angeles and Toronto, presents an interesting opportunity for the Square. MCS event staff will investigate options for interactive initiatives that could be delivered within the Square's 2013 budget. Staff will present their recommendation to the MCS Committee later this year.

Introduce 'Pop-up Events'

One of the programming goals for 2013 is to make the Square a place where people can "expect anything to happen". Building on that theme, staff will organize a series of surprise activities ('pop-up events') throughout the 2013 summer season. These events will be short, unique and memorable activities that are promoted last minute

via Social Media.

**Enhance Marketing and
Promotion**

The 2013 Marketing Strategy will provide a stronger Public Relations Focus on engaging GTA-wide Media and event/entertainment reporters. Anecdotal feedback has also suggested that despite the popularity of the Square, some Mississauga residents are still not aware of Mississauga Celebration Square. As a result, the 2013 marketing strategy will expand general promotion of the Square by leveraging exposure in all City facilities and through the City's various communication channels.

In order to continue expanding the variety and quality of new event applications for 2014, staff will also develop and launch a targeted marketing and communication campaign to attract new and exciting event applications. These efforts will focus on Mississauga-based cultural and community groups, and experienced Mississauga and GTA-wide event organizers and entertainment promoters.

FINANCIAL IMPACT:

The recommendations in this report have been limited to those that are financially feasible within the Square's 2013 approved operating and program budget.

CONCLUSION:

Ongoing continuous improvement is a priority for Mississauga Celebration Square. By utilizing feedback and recommendations from a variety of sources, the Square can continue to be one of Mississauga's most popular public spaces and the City's premier outdoor event and concert venue.



Paul A. Mitcham, P.Eng., MBA
Commissioner of Community Services

*Prepared By: Paul Damaso, Manager, Mississauga Celebration
Square*



Corporate Report

Clerk's Files

Originator's
Files

3.

DATE: February 11, 2013

TO: Chair and Members of the Mississauga Celebration Square Events Committee
Meeting Date: February 25, 2013

FROM: Paul A. Mitcham, P. Eng., MBA
Commissioner of Community Services

SUBJECT: **Mississauga Celebration Square 2013 Spring/Summer Calendar**

Mississauga Celebration Square
Events Committee
FEB 25 2013

RECOMMENDATION: That the Corporate Report dated February 11, 2013 from the Commissioner of Community Services entitled, "Mississauga Celebration Square 2013 Spring/Summer Calendar" be received for information.

**REPORT
HIGHLIGHTS:**

- The complete schedule of events for the 2013 spring/summer season on the Square is attached as Appendix 1.
- There are seven new Celebration Square and City produced events in 2013.
- There are five new community events for 2013.

BACKGROUND:

As in previous years, staff continue to expand the program offerings at Mississauga Celebration Square to ensure a wide variety of events and activities to attract residents and visitors alike. This year's schedule consists of successful returning events and several new events for 2013. The complete schedule of events for the 2013 spring/summer season on the Square is attached as Appendix 1.

COMMENTS:

New Celebration Square and City Produced Events in 2013

Spring Training

From April 18 to May 21 the Square will be transformed into an obstacle course using temporary, removable decals on the turf and walkways to promote getting fit for the summer. The Spring Training program consists of four, free “Boot Camp” classes on April 20, 27, May 4 and 11.

Music Monday

On Monday, May 6 from 12:30 p.m. to 1:30 p.m. students from across Peel Region, in unison with young people from across Canada, will fill the Square with music. Live web streaming from the International Space Station will mark this historic event.

Summer on the Square – Pep Rally

On Saturday, May 18, from noon to 2 p.m. Celebration Square will kick-off its summer calendar with a pep rally featuring food trucks and activities for the whole family. In addition to engaging residents, this event will also provide an opportunity to generate media attention for the up-coming summer season.

UEFA Champion’s League Final Game

Based on the success of the Eurocup 2012 public viewings, on Saturday, May 25, 2013 from 1 p.m. to 4 p.m. Celebration Square will be home to the public viewing of the UEFA Champion’s League final game. The event will take place as part of the Transportation and Works Family Fun Day.

Pan Am Games Countdown

In celebration of the Toronto Pan Am 2015 Games, Celebration Square, in partnership with Recreation Division, will host a 2-year ‘countdown to the games’ event on Wednesday, July 10, 2013.

Interactive Movie Night

On Saturday, August 3 at 8 p.m. Celebration Square will take movie night to a new level. Visitors will be treated to an ‘interactive movie experience’. The evening will feature 3D content, audience participation and an opportunity for a select number of visitors to play on the largest video game screen in the GTA.

Play in the Park Days

Resident feedback has consistently identified a desire for more non-event days within the busy summer schedule. "Play in the Park Days", will provide a greater number of residents with an opportunity to enjoy the Square and its non-event facilities (the fountain, turf and reading room) during the peak summer months on the Square.

New Community Festivals in 2013

MS Walk

On May 26, from 9:30 a.m. to 3 p.m. over one thousand walk-a-thon participants will unite on the Square to help fund MS research and services.

From Khyber to Mehran (A Journey through Pakistan)

On June 8, from noon to 11 p.m. this event will take you through a journey of culture, food and entertainment exploring the passion of the four provinces of Pakistan.

Mighty Mississauga Bed Race

On June 9, from 1 to 4 p.m. the volunteers of Trillium Health Centre and the Trillium Health Centre Foundation have teamed up for its inaugural day of races, entertainment and activities on wheels.

Hungama! (Celebrate!)

On June 22 from 6 p.m. to 10 p.m. this concert, produced by desiFEST, will provide audiences of all ages and cultural backgrounds, the chance to enjoy and participate in a showcase of South Asian music, arts and traditions.

Italfest Mississauga

On August 10, from noon to 11 p.m. this event will celebrate Italian culture, art, history, landscape, food, music and traditions.

The summer 2013 schedule is now closed for weekend and major festival requests. As per policy 05-03-03, staff will continue to entertain requests for smaller, non-weekend events (500 people or less) up to a maximum of 16 weeks prior to the event date.

FINANCIAL IMPACT: The events produced by Mississauga Celebration Square are funded through sponsorship, vendor revenue, and the Square's budget for annual programming. Events produced by Community groups are funded through their own organizations. They are required to pay the established rental and services fees for the use of the Square.

CONCLUSION: The 2013 spring/summer events schedule for Mississauga Celebration Square provides a wide variety of exciting cultural events and activities for residents of all ages and backgrounds. The schedule addresses feedback from the public and builds on advice and direction from the Celebration Square Events Committee.

ATTACHMENTS: Appendix 1: Celebration Square 2013 Spring/Summer Calendar



Paul A. Mitcham, P. Eng., MBA
Commissioner of Community Services

Prepared By: Melissa Agius, Manager, Celebration Square Events

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						APRIL 2013	
03/31	04/01	2	3	4	5	6	
7	8	9	10	11	12	13	
14	15	16	17	18	19	20	
						11 am - noon Spring Training MCS Event *NEW	
21	22	23	24	25	26	27	
						11 am - noon Spring Training MCS Event *NEW	
28	29	30	05/01	2	3	4	

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							MAY 2013
04/28	29	30	05/01	2	3	4	
						11 am – noon Spring Training MCS Event *NEW 1 pm – 3:30 pm Legends Row *NEW 4 pm – 6 pm Youth Week Youth Plan Event	
			4 pm – 6 pm Youth Week Youth Plan Event	4 pm – 6 pm Youth Week Youth Plan Event	4 pm – 6 pm Youth Week Youth Plan Event	4 pm – 6 pm Youth Week Youth Plan Event	
5	6	7	8	9	10	11	
<i>Mississauga Marathon via City Centre Drive</i> 4pm – 6pm Youth Week Youth Plan Event	1pm – 2pm Music Monday MCS Event *NEW 4pm – 6pm Youth Week Youth Plan Event	4pm – 6pm Youth Week Youth Plan Event				11 am – noon Spring Training MSC Event *NEW	
12	13	14	15	16	17	18	
<i>Play in the Park Days</i>						Noon – 2 pm Summer Pep Rally & Food Trucks (Media launch) MCS Event *NEW	
19	20	21	22	23	24	25	
<i>Play in the Park Days</i>	Victoria Day			8pm – 10pm Movie Night Presented by Tim Hortons MCS Event		8am – 5pm National Public Works Family Fun Day T&W Event 1pm – 4 pm UEFA Champions League Game MCS Event *NEW	
26	27	28	29	30	31	06/01	
10am – 2pm MS Walk Community Event *NEW	7am – 10am Bike to Work Day T&W Cycling Event			8pm – 10pm Movie Night Presented by Tim Hortons MCS Event			

JUNE 2013						
06/02	3	4	5	6	7	8
			7pm - 8pm Fresh Air Fitness MCS Event	8pm – 10pm Movie Night Presented by Tim Hortons MCS Event	12pm – 3pm Library Book Event Central Library Event *NEW	3pm – 11pm From Khyber to Mehran Community Event *NEW
9	10	11	12	13	14	15
Noon – 4pm Mighty Mississauga Bed Race Community Event *NEW			7pm - 8pm Fresh Air Fitness MCS Event	8pm – 10pm Movie Night Presented by Tim Hortons MCS Event	7am – 8pm United Way Spin City of Mississauga, Corporate Event	Play in the Park Days
16	17	18	19	20	21	22
Play in the Park Days	1pm – 3:30pm National Access Awareness Week City of Mississauga, Accessibility Committee Event *NEW		7pm - 8pm Fresh Air Fitness MCS Event	8pm – 10pm Movie Night Presented by Tim Hortons MCS Event	12pm – 7pm Youth Connect Youth Plan Event 8pm – 11pm LIVE ON Stage MCS Event	6pm – 10am Hungama (celebrate!) Community Event *NEW
23	24	25	26	27	28	29
Noon – 8pm South Asian Canada Day Community Event			7pm - 8pm Fresh Air Fitness MCS Event	8pm – 10pm Movie Night Presented by Tim Hortons MCS Event		Play in the Park Days (Canada Day set up)
30	07/01	2	3	4	5	6
Play in the Park Days (Canada Day set up)						

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JULY 2013

06/30	07/01	2	3	4	5	6
	4pm – 10:30pm Canada Day Presented by RBC and Fireworks by Tim Hortons MCS Event		7pm – 8pm Fresh Air Fitness MCS Event 7pm – 10pm Amphitheatre Unplugged MCS and Miss. Arts Council (MAC)	8pm – 10pm “Choose Your Own Adventure” Movie Marathon MCS Event	8pm – 10pm “Choose Your Own Adventure” Movie Marathon MCS Event	6pm – 10pm “Choose Your Own Adventure” Movie Marathon MCS Event
7	8	9	10	11	12	13
4pm – 8pm “Choose Your Own Adventure” Movie Marathon MCS Event			Pan Am Countdown MCS and Rec. *NEW 7pm – 8pm Fresh Air Fitness MCS Event 7pm – 10pm Amphitheatre Unplugged MCS and MAC	8pm – 10pm Movie Night Presented by Tim Hortons MCS Event		Noon – 11pm Irie Mississauga Community Event
14	15	16	17	18	19	20
Noon – 7pm Irie Mississauga Community Event				11am – 11pm Mississauga Rotary Ribfest Community Event	11am – 11pm Mississauga Rotary Ribfest Community Event	11am – 11pm Mississauga Rotary Ribfest Community Event
21	22	23	24	25	26	27
11am – 7pm Mississauga Rotary Ribfest Community Event			7pm – 8pm Fresh Air Fitness MCS Event 7pm – 10pm Amphitheatre Unplugged MCS and MAC	Noon – 2pm Abandon Your Building MCS Event 8pm – 10pm Movie Night Presented by Tim Hortons MCS Event	8pm – 11pm LIVE ON Stage MCS Event	2pm – 10pm Fiesta Ng Kalayaan Community Event
28	29	30	31	08/01	2	3
1pm – 5pm Pride Week in Peel March & Community Fair Community Event			7pm – 8pm Fresh Air Fitness MCS Event 7pm – 10pm Amphitheatre Unplugged MCS and MAC			

AUGUST 2013						
07/28	29	30	31	08/01	2	3
				8pm – 10pm Movie Night Presented by Tim Hortons MCS Event		8pm – 10pm Interactive Movie Night MCS Event *NEW
4	5	6	7	8	9	10
4pm – 9pm Viet SummerFest Community Event	Civic Holiday		7pm – 8pm Fresh Air Fitness MCS Event 7pm – 10pm Amphitheatre Unplugged MCS and MAC	8pm – 10pm Movie Night Presented by Tim Hortons MCS Event		3pm – 11pm ItalFest Community Event *NEW
11	12	13	14	15	16	17
Play in the Park Days			7pm – 8pm Fresh Air Fitness MCS Event 7pm – 10pm Amphitheatre Unplugged MCS and MAC	8pm – 10pm Movie Night Presented by Tim Hortons MCS Event	5pm – 11pm Mosaic South Asian Heritage Festival Community Event	Noon – 11pm Mosaic South Asian Heritage Festival Community Event
18	19	20	21	22	23	24
Play in the Park Days			7pm – 8pm Fresh Air Fitness MCS Event 7pm – 10pm Amphitheatre Unplugged MCS and MAC	8pm – 10pm Movie Night Presented by Tim Hortons MCS Event	8pm – 11pm LIVE ON Stage MCS Event	2pm – 11pm Bollywood Monster Mash Up Community Event
25	26	27	28	29	30	31
Play in the Park Days			7pm – 8pm Fresh Air Fitness MCS Event 7pm – 10pm Amphitheatre Unplugged MCS and MAC	8pm – 10pm Movie Night Presented by Tim Hortons MCS Event		Noon – 11pm MuslimFest 2013 Community Event

SEPTEMBER 2013						
09/01	2	3	4	5	6	7
Noon – 7pm MuslimFest 2013 Community Event					7pm – 10pm Movie Night Presented by Tim Hortons MCS Event	8pm – 11pm LIVE ON Stage Frosh Week MCS Event
8	9	10	11	12	13	14
Play in the Park Days					7pm – 10pm Movie Night Presented by Tim Hortons MCS Event	<i>Hold for Living Arts Centre</i>
15	16	17	18	19	20	21
7am – 2pm Tour de Mississauga MCAC Event					7pm – 10pm Movie Night Presented by Tim Hortons MCS Event	Noon – 4pm Community Crime Awareness Day Community Event
22	23	24	25	26	27	28
Play in the Park Days					Culture Days	Culture Days
29	30	10/01	2	3	4	5
Culture Days						



Corporate Report

Clerk's Files

Originator's
Files

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DATE: February 13, 2013

TO: Chair and Members of the Mississauga Celebration Square Events Committee
Meeting Date: February 25, 2013

FROM: Paul A. Mitcham, P.Eng., MBA
Commissioner of Community Services

SUBJECT: **Update on Key Terms and Conditions for a License Agreement with Mississauga Legends Row (Ward 4)**

Mississauga Celebration Square
Events Committee
FEB 25 2013

- RECOMMENDATION:**
1. That the following terms and conditions for the license agreement between Mississauga Legends Row and the City of Mississauga, for installation of recognition plaques on a portion of Mississauga Celebration Square, as outlined in the Report "Update on Key Terms and Conditions for a License Agreement with Mississauga Legends Row" dated February 13, 2013 from the Commissioner of Community Services, be received for information:
 - i. Five year term with renewal for up to two additional 5 year terms, each term to be approved by Council;
 - ii. 30 Day termination clause, with no liability against the City;
 - iii. Locate Legends Row within the collonades outside the Jubilee Gardens on Mississauga Celebration Square;
 - iv. Legends Row Board of Directors approve a new draft by-law regarding the nomination and selection process for inductees to Legends Row and recommended revisions to their governance by-law;

- v. Legends Row assumes full responsibility for the cost of fabricating, installing, removing and maintenance of all totems and plaques;
- vi. Installation, removal and repairs to the totem and plaques be managed by the City and charged back to Legends Row.; and
- vii. The design of the totems and plaques be approved by both Legends Row and the City.

**REPORT
HIGHLIGHTS:**

- Mississauga Legends Row is a volunteer, not-for profit, incorporated organization established to annually recognize and celebrate the achievements of current and former Mississauga residents in a variety of fields.
- Staff and representatives of Legends Row are working to address the conditions required to enact a license agreement for the use of a portion of Mississauga Celebration Square to install recognition plaques.
- Seven terms and conditions for inclusion in the license agreement are outlined in the Recommendation section of this report.

BACKGROUND:

Mississauga Legends Row is a newly formed volunteer, not-for profit organization established to annually recognize and celebrate the achievements of current and former Mississauga residents in the fields of athletics, arts and culture, entertainment and media, public service, business, innovation and science, community building/leadership and philanthropy. Public recognition of inductees to Legends Row is planned in the form of individual plaques installed at a prominent public location and a celebratory gala following the induction.

At the meeting of July 4, 2012, Council approved recommendation GC-0498-2012 authorizing staff to develop a license agreement with Mississauga Legends Row to install recognition plaques on a portion of Mississauga Celebration Square. The Commissioner of Community Services has been authorized to execute the agreement subject to a number of conditions outlined in the original Report, in a form satisfactory to the City Solicitor. Discussions between staff and representatives of Legends Row are on-going regarding the terms and conditions of the license agreement.

COMMENTS:

The following topics formulate the key terms and conditions recommended for inclusion in the proposed license agreement:

- Duration of the Agreement
- Early Termination Option
- Location of Legends Row
- Alternate Location of Legends Row
- Legends Selection Committee
- Selection Criteria and Decision Making Model
- Board Governance
- Responsibility for Costs
- Responsibility for Installation, Removal and Repairs
- Totem and Plaque Design

Duration of the Agreement

The license agreement is proposed to be for five years. At the end of this first five year period, Legends Row may request Council approve renewal for an additional five years. At the conclusion of this extension, Legends Row may request Council approve a final five year term.

Early Termination Option

Notwithstanding the above proposed term of the agreement, both parties will have the right to terminate with thirty (30) days prior written notice for any reason whatsoever. In the event the City requests early termination, Legends Row will not have a liability or legal claim against the City for damages.

Location of Legends Row

Legends Row originally requested access to the exterior walls and columns of the southeast side of the Civic Centre to affix the inductee plaques. However, as this concept developed a number of concerns were raised about the appropriateness of this location. Staff believe the proposed design and the manner of displaying the plaques was too informal. It was not fitting for the entrance to the seat of municipal government of Canada's sixth largest city or to the architecture of this award winning building. To address these concerns, staff consulted with CS&P Architects who designed Mississauga Celebration Square. CS&P advise the architectural principles of the Civic Centre building are of a classical design on a grand scale with strong lines, restrained decor and unembellished brick columns. They believe this initial location and design for Legends Row undermines the integrity of the

Civic Centre's architecture and strongly recommended against it. Staff concur with this assessment.

Although this was a disappointment to Legend Row they agreed to work with staff to find an acceptable location within Mississauga Celebration Square. Representatives of CS&P Architects and staff from Park Development, Mississauga Celebration Square, Facility and Property Management and Culture, along with the ward councillor and members of Legends Row reviewed a number of options. It was also recognized that in the absence of walls to install inductee plaques, a system of pillars or totems was designed to display the plaques. Accommodating totems along with the necessary clearance to view them influenced the options available on the Square.

Staff recommend Legends Row be located within the collonades at the northwest side of the Raised Gardens immediately outside the Jubilee Gardens. This area is large enough to accommodate the proposed totems and allow for adequate room for people to wander at their leisure to view them. The collonnade is covered and provides protection from the elements with improved viewing. The area is fully accessible. Staff believe this proposal is complementary to the quiet space of Jubilee Gardens and will add another activity for people to engage in on the Square. A conceptual rendering is attached as Appendix 1.

The draft agreement provides Legends Row with a license for the non-exclusive use of this area.

Alternate Location of Legends Row

Although Legends Row is satisfied with the recommended location outside of the Jubilee Gardens, their preferred location is the north end of the Forested Garden. This is larger location, visible from all areas of the Square and Duke of Your Boulevard. However, the ground cover in this area is crushed granite, and not fully accessible. As a result it requires the installation of a pathway for viewing the plaques. The cost of hard surfacing was not anticipated in the original proposal from Legends Row. Although a full cost estimate is yet to be completed, it is understood a significant investment is required to meet this obligation. Staff from Facilities and Property Management will develop a cost estimate in the coming weeks. In order for Legends Row to relocate to this area, they will seek grants and alternate sources of funding for a walkway to address this issue. In the event Legends

Row is successful in this, the totems bolted into the concrete on the collonade can be easily removed. Legends Row will be responsible for returning the concrete on the collonade to its original state.

The draft agreement will require Council's approval for use of this alternate location. Further discussion on this item is expected following completion of cost estimates for the pathway/ hard surface.

The recommended and alternate locations for Legends Row are shown on Appendix 2.

Legends Selection Committee

A selection committee will be formed to oversee the nomination and selection of each year's inductees into Legends Row. Membership of the committee will rotate every three years. Members of the committee will be:

- Representatives from 10 different Mississauga organizations with expertise in the various nomination categories such as the Mississauga Board of Trade, Mississauga Sports Council, Mississauga Arts Council etc.;
- 10 members of the Legends Row Board of Directors; and
- A member of the Culture Division staff as ex-officio.

In addition, Legends Row requests a member of Mississauga City Council be appointed to the selection committee.

Selection Criteria and Decision Making Model

Legends Row have committed to adhering to the process outlined below for the nomination and selection of inductees:

- Nominations will be advertised to the public via local media outlets well in advance of the submission deadline;
- Selection criteria include demonstrated examples of the nominees contributions to Mississauga, how they have been a Mississauga booster and concrete examples of how they have inspired and been a leader in the community;
- The selection committee oversees the nomination process including verifying the information received regarding selected nominees;
- No member of the Legends Row Board or selection committee or those directly related to members of the Board or the selection committee are eligible for induction into Legends Row;

- All nominees put forward by the selection committee must be approved unanimously by the Legends Row Board of Directors; and
- Legends Row must notify the City of any changes to the criteria or selection process.

This process will form a new by-law which the Legends Row Board of Directors expects to ratify at a meeting prior to the end of February, 2013. The Legends Row Board of Directors must pass this new by-law prior to the execution of the licence agreement, as it forms one of the appendices to the agreement.

Notwithstanding the above process, for 2013 only, the Board of Legends Row alone determined the inductees for their inaugural awards. This allows them to kick start the program and ensures its initial success in order to attract volunteers to the selection committee and garner public and corporate support for the program.

Board Governance

Legends Row is now incorporated as a not-for-profit organization and has a five year business and financial plan as required. As such they developed a by-law outlining how the organization proposes to govern itself. Staff reviewed this by-law and recommend a number of changes and additional sections. These changes include:

- Statement of the minimum and maximum number of Board members;
- Annual minimum number of Board meetings required;
- A rotating term for the Board of Directors to ensure a reasonable level of continuity while allowing for new members to join the Board and bring new ideas and insights;
- A commitment to promote the opportunity to join the Board through the use of various local media;
- Commitment to notify the City of changes to the Board;
- A clause to allow for the removal of Directors; and
- Dissolution clause which states how the organization's assets will be dealt with in the event Legends Row disbands.

Legends Row is including these in a revised by-law scheduled for Board approval by the end of February, 2013. The Legends Row Board of Directors must pass this revised by-law prior to the execution of the licence agreement, as it forms one of the appendices to the

agreement.

Responsibility for Costs

As previously stated by Legends Row, they will assume all costs associated with the fabrication, installation and maintenance of the totems and plaques. This includes the cost of insurance as recommended by Risk Management staff and the annual \$2.00 license fee.

Responsibility for Installation, Removal and Repairs

The installation, removal and maintenance of the totems and plaques will be contracted and managed by the City and charged back to Legends Row to ensure City standards and timelines are adhered to at all times. Legends Row is supportive of this approach.

Totem and Plaque Design

A series of four-sided totems, with the plaques of inductees displayed on each side is proposed for installation on the collonade. CS&P Architects will develop designs for these with final approval required from both the City and Legends Row. Initial conceptual drawings were approved by both parties.

The design of the totems, plaques and display locations will be appended to the agreement.

STRATEGIC PLAN: This proposal supports a number of the City's strategic goals in the Belong pillar including Build Vibrant Communities, Create Great Public Spaces and Celebrate our Community.

FINANCIAL IMPACT: There is no impact on the approved City budget as all costs associated with the fabrication, installation and maintenance of the Legend Row totems and plaques will be funded by Legends Row.

CONCLUSION: Mississauga Legends Row proposes to establish a program to celebrate the achievements of Mississauga residents in a variety of fields. Staff and representatives of Legends Row are working to develop a license agreement to install recognition plaques on the collonade outside the Jubilee Gardens of Mississauga Celebration Square.

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Key terms and conditions of the license agreement include:

- Renewable five year term upon Council's approval;
- 30 day termination clause;
- Locating Legends Row on the collonade outside the Jubilee Gardens;
- Legends Row Board of Directors to approve a new draft by-law regarding the nomination and selection process for inductees to Legends Row and recommended revisions to their governance by-law;
- Legends Row assumes full responsibility for the cost of fabricating, installing, removing and maintenance of the all totems and plaques;
- Installation, removal and repairs to the totem and plaques will be managed by the City and charged back to Legends Row; and
- The design of the totems and plaques must be approved by both Legends Row and the City.

ATTACHMENTS

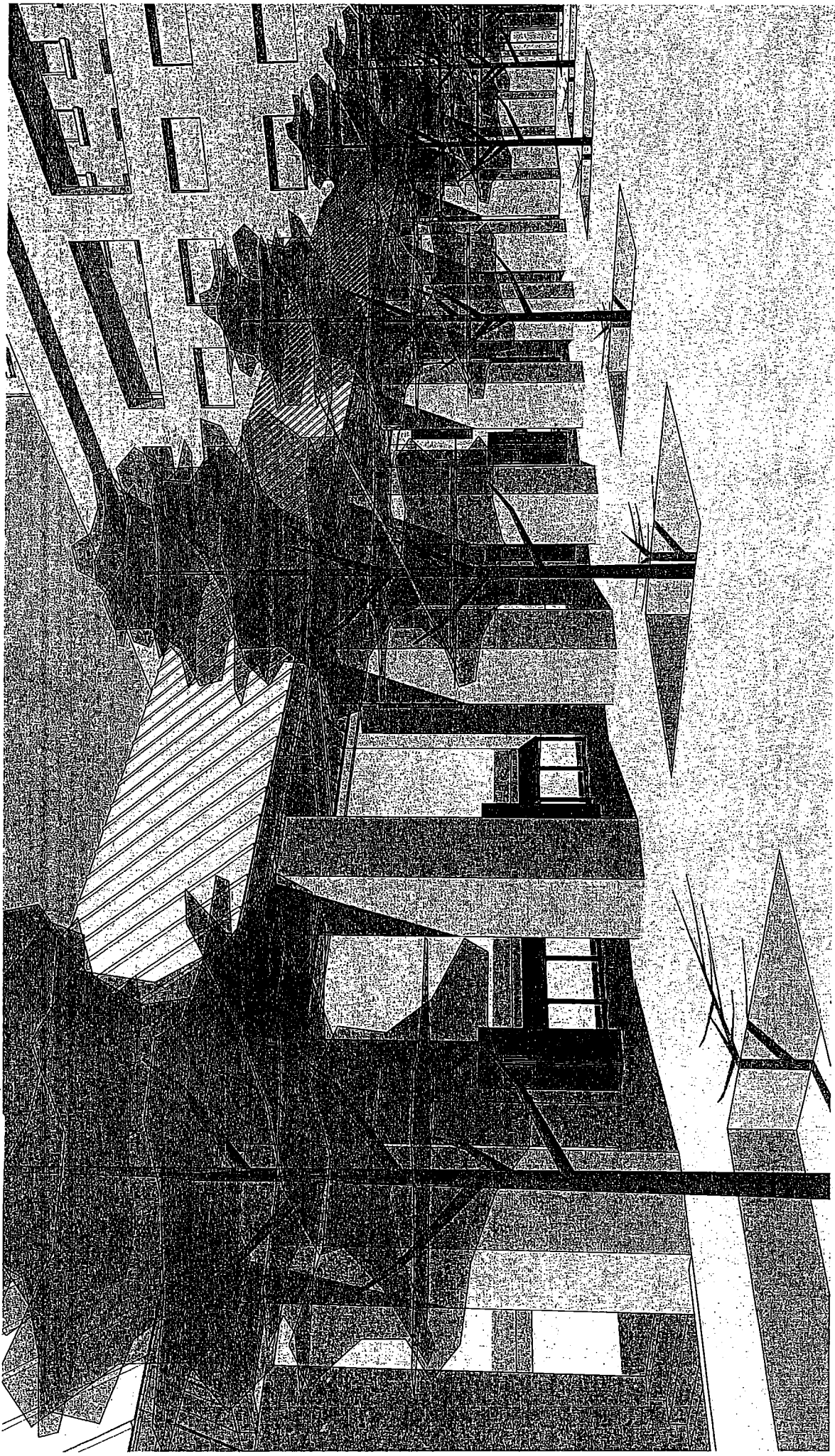
Appendix 1: Concept for Legends Rows on the Collonade outside Jubilee Gardens

Appendix 2: Locations for Legends Row at Mississauga Celebration Square



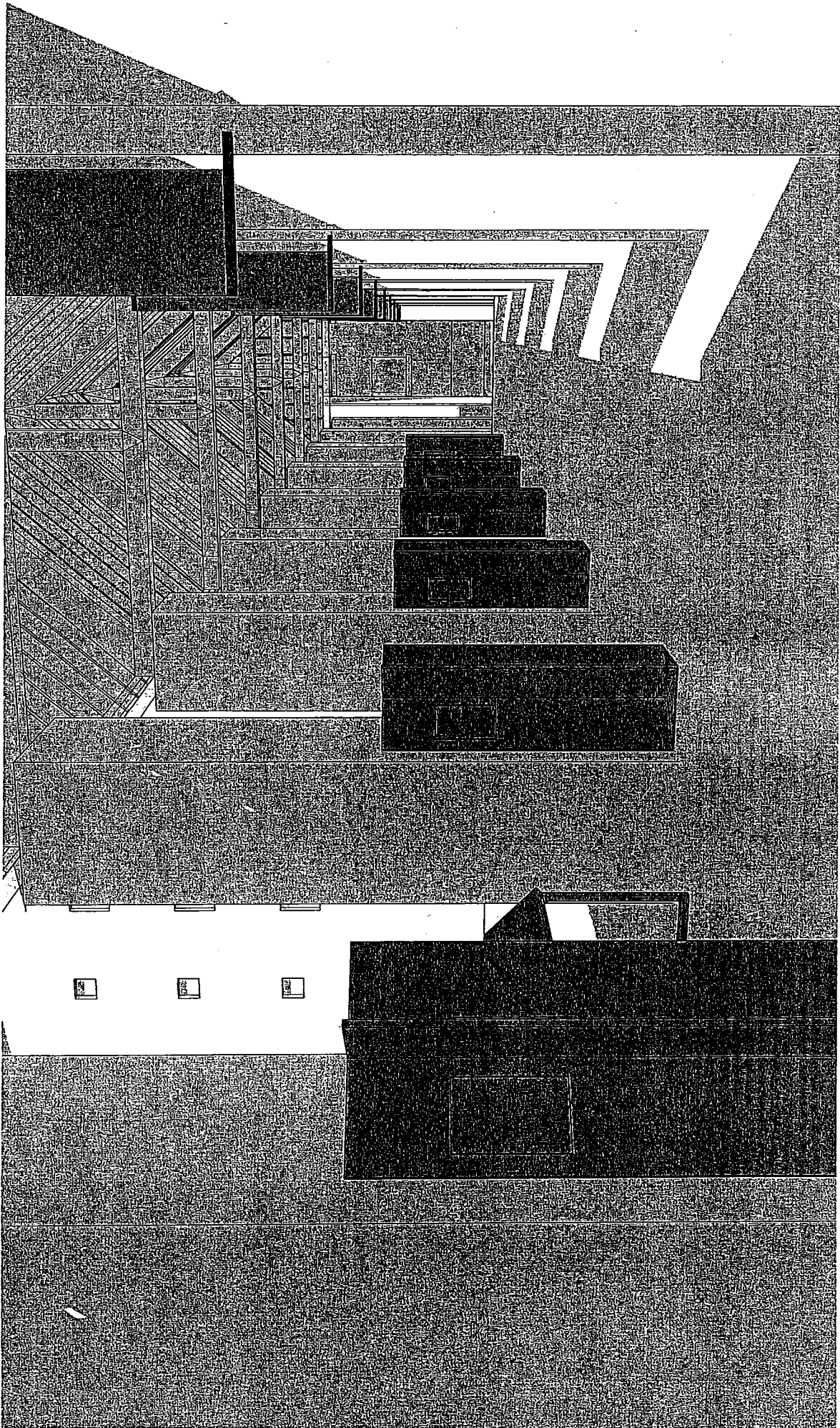
Paul A. Mitcham, P.Eng., MBA
Commissioner of Community Services

Prepared By: Susan Burt, Director, Culture Division

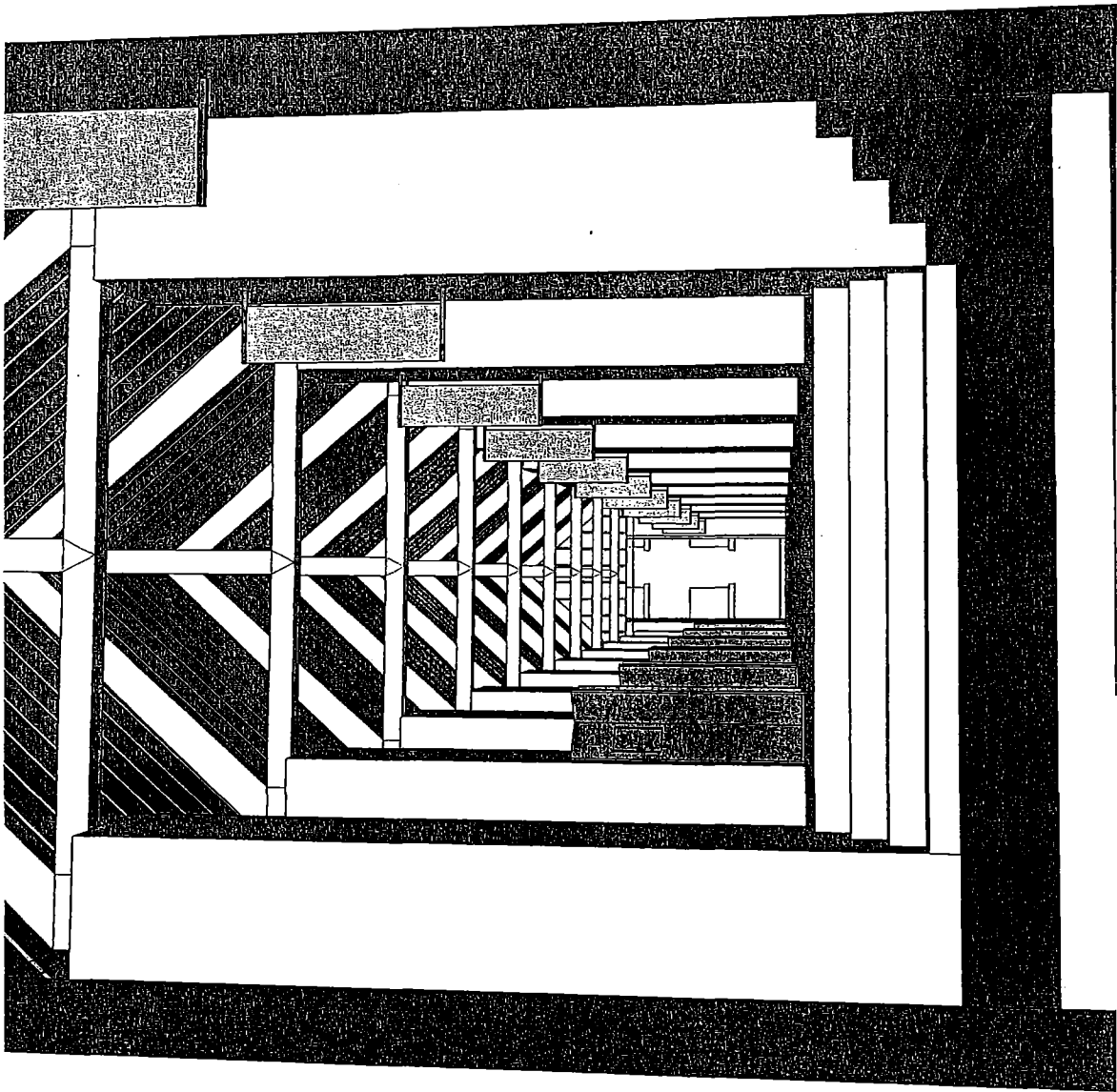


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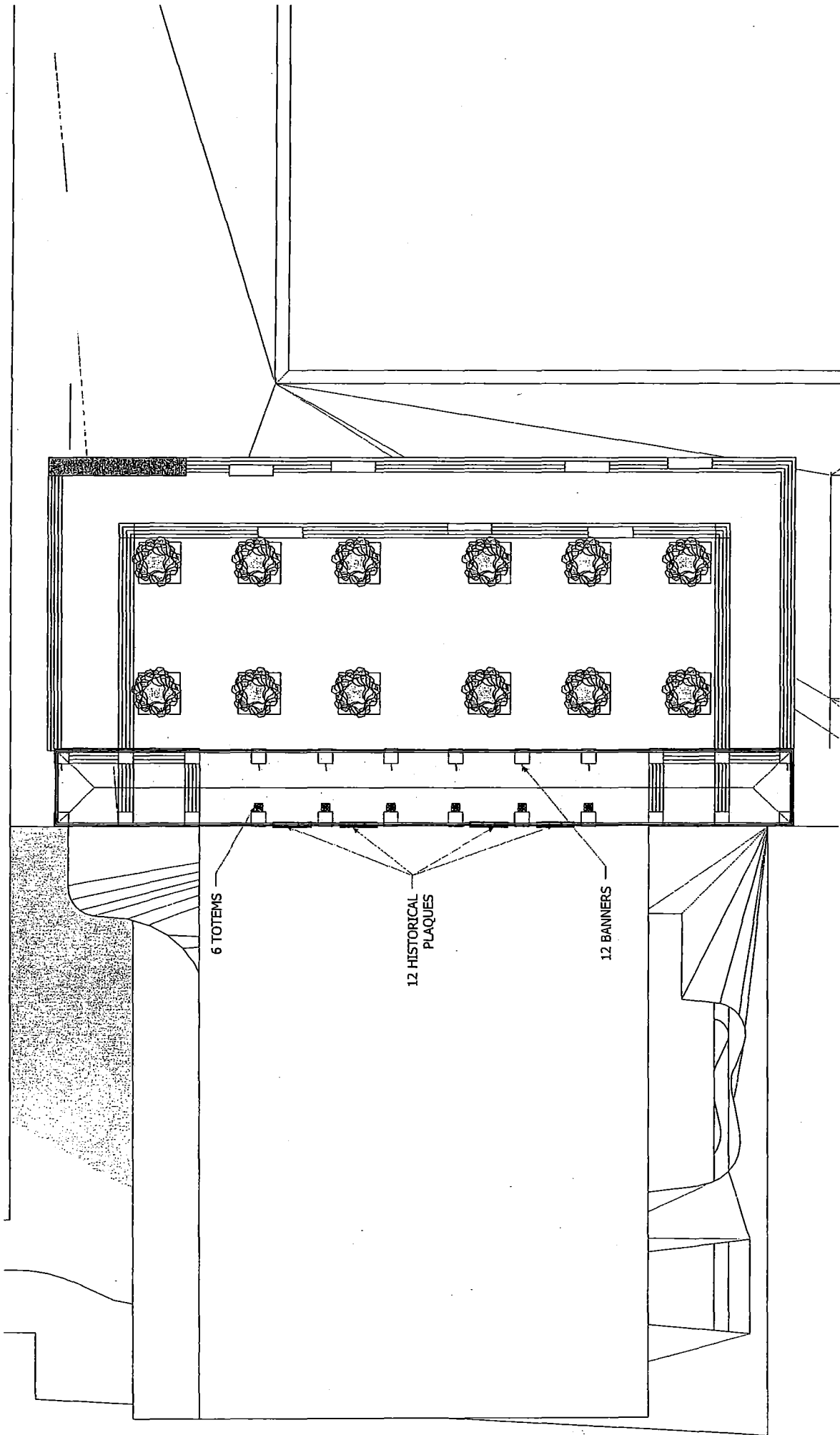
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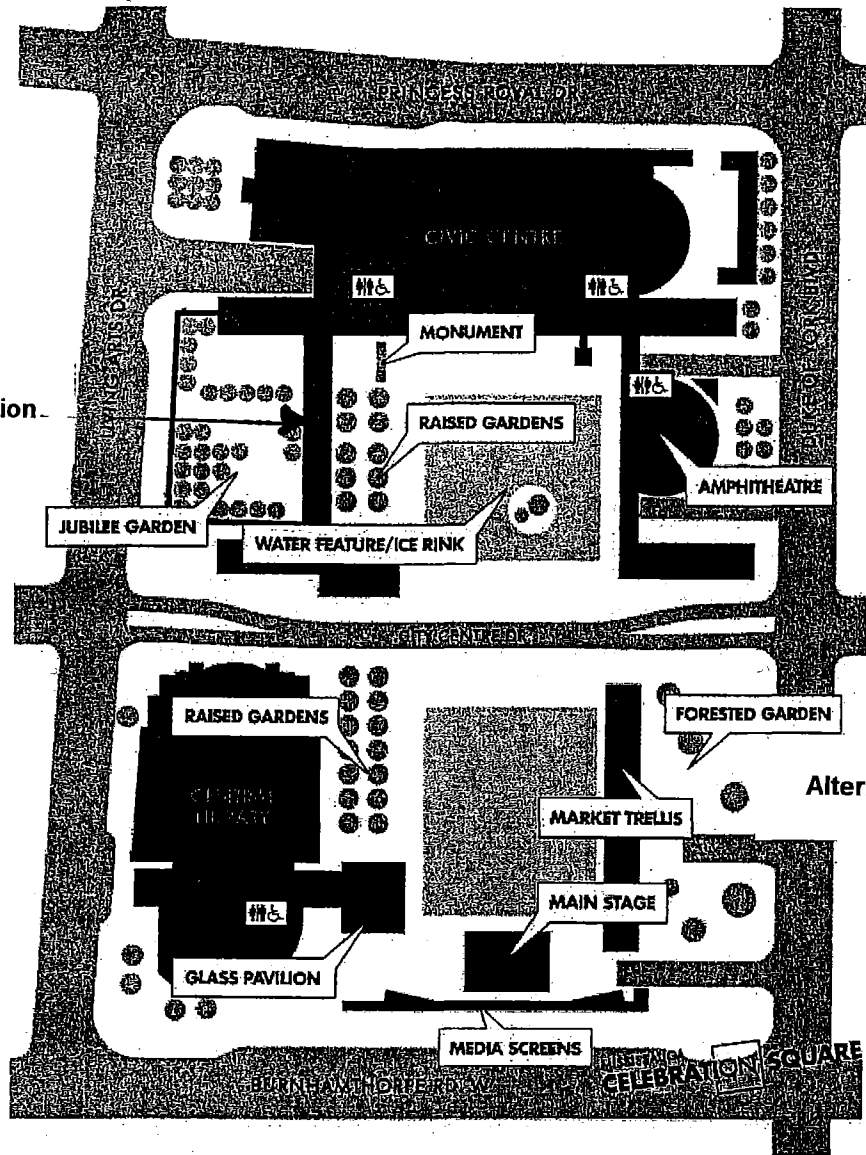
6 TOTEMS

12 HISTORICAL
PLAQUES

12 BANNERS

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Proposed Location



Alternate Location