



# MINUTES

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## MISSISSAUGA CELEBRATION SQUARE EVENTS COMMITTEE

THE CORPORATION OF THE CITY OF MISSISSAUGA

**MONDAY, AUGUST 27, 2012 – 4:50 PM**

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

Members Present:

Councillor Frank Dale, Ward 4 (Vice-Chair)  
Frank Giannone (Chair)  
Mario Carbone  
Ron Duquette  
Sonja Hidas  
Joe Saundercook  
Zeeshan Mahmood  
Claire Santamaria (Arrived at 4:50 p.m.)

Members Absent:

Councillor Ron Starr, Ward 6 (Vice-Chair)  
Councillor Nando Iannicca, Ward 7  
Councillor Pat Saito, Ward 9  
Rafay Agha  
Margaret Jedlewska  
Bruce Kerr



City/Living Arts Staff Present:

Paul Mitcham, Commissioner, Community Services

Paul Damaso, Manager, Celebration Square

Melissa Agius, Manager, Mississauga Celebration Square Events

Jennifer Burns, Event Programmer

Finola Pearson, Public Affairs Specialist

Andy Wickens, Manager, Parks Operations

Sacha Smith, Legislative Coordinator

CALL TO ORDER – 4:50 P.M.

DECLARATIONS OF DIRECT (OR INDIRECT) PECUNIARY INTEREST - Nil

APPROVAL OF THE AGENDA

Councillor Frank Dale moved approval of the agenda, as presented. This motion was voted on and carried.

Approved (Councillor F. Dale)

DEPUTATIONS - Nil

MATTERS CONSIDERED

1. Approval of Minutes of Previous Meeting

Minutes of the Mississauga Celebration Square Events Committee meeting held on June 18, 2012.

Approved (M. Carbone)

2. Thanks a Million Marketing Campaign

Lindsay Litzenberger, Public Affairs Consultant to provide a verbal update on the Thanks a Million campaign to recognize a million visitors at the Mississauga Celebration Square.

Ms. Litzenberger explained that the Thanks a Million campaign would be officially launched on October 3, 2012, accompanied with a presentation from staff and the Chair to General Committee. She further explained that the campaign would recognize one million visitors at the Square and regenerate buzz about the Square through feedback, event photos, social media and the Square's website.

Councillor Frank Dale suggested that a video of the Square be played in City facilities to attract people to the Square.

3. 2012 Canada Day Debrief

Jennifer Burns, Event Programmer and Melissa Agius, Manager, Mississauga Celebration Square Events to present a PowerPoint Presentation on the 2012 Canada Day celebration at the Civic Centre and debrief of the event.

Ms. Burns and Ms. Agius presented a PowerPoint presentation with photos and statistics from the Canada Day event at the Square. Ms. Burns noted that the attendance this year was approximately 130,000 throughout the day and further noted increases in social media followers, media impressions and website hits leading up to the event.

Ms. Burns and Ms. Agius noted the following changes and improvements needed for next year:

- Change the event start time to 4:00 – 10:30 p.m.
- Improve event evaluation
- Streamline maintenance
- Update vendor application and selection process
- More directional signage
- Explore a radio partner for fireworks music
- Place secondary audio in the V.I.P. reception

Members of Committee spoke in support of the change in the official event time to 4:00 p.m. It was suggested that the portable toilets could be placed in different areas instead of one area and that there be maintenance of the toilets at the midpoint of the event. It was noted that it was difficult to see the video at the event because of where it was projected and there were issues with remnants of the fireworks falling down. Paul Damaso, Manager, Mississauga Celebration Square noted that he would speak to the vendor regarding the fallout zones for the fireworks.

4. 2013 Mississauga Celebration Square Event Application Process

Melissa Agius, Manager, Mississauga Celebration Square to provide an update to the committee on the 2013 Mississauga Celebration Square Event Application Process.

Ms. Agius explained the application review process and criteria. She advised that the application review meeting would take place on October 15, 2012 and that 3 members of the Mississauga Celebration Square Events Committee would now be part of the selection committee. She further noted that recommendations for approved applications would come forward at the October meeting date for the Mississauga Celebration Square Events Committee.

5. Mississauga Celebration Square – Rink Closures and Winter Maintenance

Corporate Report dated August 20, 2012 from the Commissioner of Community Services with respect to rink closures and winter maintenance at the Mississauga Celebration Square.

Andy Wickens, Manager, Parks spoke to the report and explained the winter maintenance operations and priorities in the Civic District including the Square. He noted that there are weight restrictions on the upper Square that affect the snow clearing vehicles and the lack of storage space for snow due to the large ice surface.

Councillor Frank Dale noted that this report should be shown to Council. He further noted that the closure of City Centre Drive may create more snow storage.

RECOMMENDATION

That the report dated August 20, 2012 entitled Mississauga Celebration Square - Rink Closures and Winter Maintenance be received for information.

Received (Councillor F. Dale)

Recommendation MCSEC-0029-2012

6. 2013 Fees & Charges – Mississauga Celebration Square

Paul Damaso, Manager, Mississauga Celebration Square to provide a PowerPoint presentation regarding the 2013 Fees & Charges for the Mississauga Celebration Square.

Mr. Damaso presented a PowerPoint presentation on the fees that have been paid from festivals utilizing the Square. He noted that it would be recommended that there be an increase in 2013 fees of 2.5% due to inflation. This would increase the revenue and allow groups utilizing the Square to catch up on their revenues.

7. Summer Events on the Mississauga Celebration Square

Paul Damaso, Manager, Mississauga Celebration Square and Melissa Agius, Manager, Mississauga Celebration Square Events to provide a verbal update regarding the summer events on the Square.

Ms. Agius advised that there would be a full recap of all events during the summer season at the October meeting date. Mr. Damaso spoke to the success in passive programming on the Square and the new artificial turf has improved the Square. Ms. Agius noted that community groups are learning and becoming more experienced and the quality of the events are evolving.

8. Enabling Growth Working Group

Report on the Enabling Growth Working Group meeting on July 23, 2012.

Mario Carbone noted that the working group met prior to the meeting today and discussed the following priorities for the Committee: Sponsorship, revenue generation and awareness. He advised that Michael Campbell, Manager, Sponsorship and Corporate Development attended the meeting and is currently working on a sponsorship strategy. It was discussed that staff from the Downtown 21 Plan should attend a meeting so the Committee is aware of the Plan and vision. In addition, it was also discussed that it is important to get in contact with promoters to get concerts and public relations events at the Square.

9. Information Item

- 9.1 Email dated July 15, 2012 from Jacqueline Guishard, Resident providing feedback on events at the Mississauga Celebration Square.

RECOMMENDATION

That the email dated July 16, 2012 from Jacqueline Guishard, resident providing feedback on events at the Mississauga Celebration Square.

Received (Councillor F. Dale)  
Recommendation MCSEC-0030-2012

OTHER BUSINESS

Melissa Agius, Manager, Mississauga Celebration Square Events spoke to the possibility of activities on the Square during October to generate interest in the Square. She noted that it would be called Imagination Park at the Mississauga Celebration Square.

Councillor Frank Dale spoke in support of the initiative and moved that staff be directed to implement it for October 2012.

RECOMMENDATION

That staff be directed to implement the “Imagination Park at the Mississauga Celebration Square” on weekends throughout October 2012.

Approved (Councillor F. Dale)  
Recommendation MCSEC-0031-2012

DATE OF NEXT MEETING – September 17, 2012

ADJOURNMENT – 6:15 P.M.