



MINUTES

MISSISSAUGA CELEBRATION SQUARE EVENTS COMMITTEE

THE CORPORATION OF THE CITY OF MISSISSAUGA

MONDAY, SEPTEMBER 17, 2012 – 4:36 P.M.

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

Members Present:

Councillor Ron Starr, Ward 6 (Vice-Chair)

Councillor Nando Iannicca, Ward 7

Councillor Pat Saito, Ward 9

Frank Giannone (Chair)

Bruce Kerr

Ron Duquette

Rafay Agha

Members Absent:

Councillor Frank Dale, Ward 4 (Vice-Chair)

Mario Carbone

Sonja Hidas

Margaret Jedlewska

Joe Saundercook

Claire Santamaria

City/Living Arts Staff:

Susan Burt, Director, Arts & Culture

Paul Damaso, Manager, Celebration Square

Finola Pearson, Public Affairs Specialist

Anne Murphy, Area Manager, Library Services

Andy Wickens, Manager, Parks Operations

Joanne Foote, Youth Coordinator

Diana Rusnov, Manager, Legislative Services and City Clerk

Sacha Smith, Legislative Coordinator

CALL TO ORDER – 4:36 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.

DEPUTATIONS - Nil

MATTERS CONSIDERED

1. Approval of Minutes of Previous Meeting

Minutes of the Mississauga Celebration Square Events Committee meeting held on August 27, 2012.

Approved (Councillor R. Starr)

2. City Committees of Council Structure Review

Karen Spencer, Project Lead to provide information about the City Committees of Council Structure Review.

Ms. Spencer provided an overview of the City Committees of Council Structure Review. She noted that the Review would involve analysis of the current structure and make recommendations regarding committees of Council. She further noted that the Review would require 6 to 8 months commitment. As part of the review process an online survey would be issued to citizen members to provide feedback on their experience with the current structure.

Frank Giannone, Chair enquired about the ability to provide comments on the survey. Ms. Spencer advised that the survey was designed to accept comments.

3. Canada Day 2013 Event Recommendations

Corporate Report dated September 7, 2012 from the Commissioner of Community Services with respect to the Canada Day Event recommendations for 2013.

Paul Damaso, Manager, Mississauga Celebration Square noted that the recommendations in the report were discussed during the Canada Day debrief at the August Committee meeting. Councillor Ron Starr enquired about the attendance numbers at the Canada Day Event. Mr. Damaso advised that it was estimated at 130, 000 visitors throughout the day and the numbers were determined by time captions on the security cameras and estimates from the Peel Regional Police. Councillor Pat Saito noted that Canada Day attendance numbers were down in other municipalities because Canada Day was on a Sunday and people had the day off on the

following day. Mr. Damaso further noted that it was also the finals for the Euro Cup on Canada Day.

RECOMMENDATION

That the following recommendations outlined in the Corporate Report dated September 7, 2012 from the Commissioner of Community Services entitled Canada Day 2013 Event Recommendations be approved:

1. That the start time for the Canada Day Celebration be changed to 4:00 p.m. and schedule the Official Ceremony for between 4:00 p.m. and 7:00 p.m.
2. That the quantity of event surveys collected be increased.
3. That the garbage and recycling bin availability be increased.
4. That the Vendor Application and selection process be updated.
5. That the amount of directional and information signage be increased throughout the site.
6. That a partnership with a radio broadcast partner to simulcast the fireworks music be explored.
7. That secondary audio be placed in the Sponsor/V.I.P. area.

Approved (Councillor R. Starr)
Recommendation MCSEC-0032-2012

4. Outdoor Events in the Civic District Policy Revisions

Corporate Report dated September 7, 2012 from the Commissioner of Community Services with respect to the revisions to the Outdoor Events in the Civic District Policy.

Paul Damaso, Manager, Mississauga Celebration Square noted that the draft version of the Policy revisions were presented at the June Committee meeting for discussion and feedback. He explained that the rationale of the revisions are due to changes in the organizational reporting structure and administrative changes after the first year of operation. He reviewed the proposed changes and noted the restriction of mechanical amusement rides in the Civic District. The Mosaic Festival and Ribfest usually include mechanical amusement rides as part of their events. Mr. Damaso noted that staff would review a one year exemption for these festivals to have the rides to give them the opportunity to find alternative activities to replace the revenue.

RECOMMENDATION

That the report from the Commissioner of Community Services dated September 7, 2012 with the revised draft Corporate Policy and Procedure – *Outdoor Events In The Civic District Policy* (Appendix 1) be approved.

Approved (Councillor N. Iannicca)
Recommendation MCSEC-0033-2012

5. Mississauga Celebration Square Events Committee Representation to Review Event Applications

Mississauga Celebration Square Events Committee discussed representation to review and evaluate event applications for the Square.

Frank Giannone, Chair advised that Claire Santamaria indicated via email that she would be interested in reviewing the event applications on behalf of the Committee. Ron Duquette and Rafay Agha indicated that they would represent the Committee to review the applications.

RECOMMENDATION

That Claire Santamaria, Ron Duquette and Rafay Agha from the Mississauga Celebration Square Events Committee represent the committee to review and evaluate event applications for the Mississauga Celebration Square.

Approved (Councillor R. Starr)

Recommendation MCSEC-0034-2012

6. Issues/Complaints at the Mississauga Celebration Square

Corporate Report dated September 14, 2012 from the Commissioner of Community Services with respect to issues/complaints at the Mississauga Celebration Square.
(This item was distributed at the meeting)

Paul Damaso, Manager, Mississauga Celebration Square spoke to the report and noted that most of the issues were noise related. Councillor Pat Saito thanked staff for the report and suggested that an annual report providing an overview of the issues/complaints at the Square come forward to the Committee. If there are concerns or issues identified the Committee can look into it. Councillor Ron Starr spoke to the matter and noted the quality of sound in the Square.

RECOMMENDATION

1. That the report from the Commissioner of Community Services dated September 14, 2012 entitled "Mississauga Celebration Square Resident Complaints: May 24, 2011 to September 11, 2012" be received for information.
2. That staff provide an annual overview report regarding issues at the Mississauga Celebration Square to the Mississauga Celebration Square Events Committee.

Received/Direction (Councillor P. Saito)

Recommendation MCSEC-0035-2012

7. Mississauga Legends Row

Ron Duquette to provide a verbal update on Mississauga Legends Row at the Mississauga Celebration Square.

Mr. Duquette presented the official logo for the Mississauga Legends Row and advised that it was the result of a design competition. He advised that the Board is in the process of developing marketing materials for Mississauga Legends Row. Paul Damaso, Manager, Mississauga Celebration Square advised that staff could share photos of the Square if needed.

Mr. Duquette spoke to the design and location of the plaques. He noted that there would be plaques that would recognize the villages in Mississauga. An event would be planned to celebrate the 10 inductees on May 4, 2013. Mr. Duquette explained that there would be more public involvement for future inductees and the number may be decreased to 5 or 6 per year.

Joanne Foote, Youth Coordinator suggested that there be opportunities in the event for youth involvement. Mr. Duquette commented that he would be happy to hear about performers for the event and noted that performers would be Mississauga based. Councillor Ron Starr spoke to the matter and noted the changes in technology that would allow the plaques to be interactive.

OTHER BUSINESS

Paul Damaso, Manager, Mississauga Celebration Square advised that on October 15, 2012 the applications for the events on the Square would be reviewed. He requested that the meeting date be changed to October 29, 2012. There was general consensus from the Committee that the meeting date should be changed.

Mr. Damaso advised that Legal Services would provide advice at the next meeting date pertaining to religious ceremonies on the Square.

Councillor Ron Starr enquired about the marketing of the C Café at the Civic Centre. Mr. Damaso advised that advertising of the Café would begin in October. Frank Giannone, Chair suggested that there be some advertising messaging on the display screens about the Café. Finola Pearson, Public Affairs Specialist advised that Sheridan College would be approached to include messaging on their display screens about the Square.

There were questions about mats and seating at the ice rink. Mr. Damaso advised that staff would review mats and flat benches for the area around the ice rink

DATE OF NEXT MEETING – October 29, 2012

ADJOURNMENT – 5:43 P.M.