



MINUTES

MISSISSAUGA CELEBRATION SQUARE EVENTS COMMITTEE

THE CORPORATION OF THE CITY OF MISSISSAUGA

MONDAY, APRIL 2, 2012 – 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) (Arrived at 4:39 p.m.)
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 (Arrived at 4:45 pm)
Margaret Jedlewska
Joe Saundercook (Arrived at 4:50 pm)
Claire Santamaria
Ernest Chan

Members Absent:

Rafay Agha

City/Living Arts Staff:

Paul Mitcham, Commissioner, Community Services
Paul Damaso, Manager, Celebration Square
Melissa Agius, Manager, Celebration Square Events
Finola Pearson, Public Affairs Specialist
Anne Murphy, Area Manager, Library Services
Katie Brewda, Acting Manager, 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 – 4:34 P.M.

DECLARATIONS OF DIRECT (OR INDIRECT) PECUNIARY INTEREST - Nil

APPROVAL OF THE AGENDA

Frank Giannone, Chair advised that staff would like to add the 2011 Performance Measures to the agenda for discussion. Councillor Ron Starr moved approval of the agenda as amended.

Approved (Councillor R. Starr)

DEPUTATIONS - Nil

MATTERS CONSIDERED

1. Approval of Minutes of Previous Meeting

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

Approved (Councillor N. Iannicca)

2. Mississauga Celebration Square Digital Program Screens

Ben De Santis, Media Screens Coordinator to present on programming plans for the digital program screens at the Mississauga Celebration Square.

Mr. De Santis provided information on programming plans for the digital screens at the Mississauga Celebration Square which includes: interactive screen content, daily news feeds, movie nights, concert series and coverage of the 2012 summer Olympics.

Mr. De Santis spoke to a proposal for a phased approach for a speaker's corner at the Square. Paul Damaso, Manager, Mississauga Celebration Square explained that the speaker's corner could have a soft launch during the summer and staff could come back to the Committee in October with information for a temporary booth for New Year's Eve. Councillor Nando Iannicca expressed concern with the timelines and noted that there should be a temporary booth available more quickly. Mr. Damaso noted that the speaker's corner temporary booth could be launched for Canada Day. Discussion ensued with respect to resources and legal issues with implementing a speaker's corner.

RECOMMENDATION

That staff implement a phased approach for a Speaker's Corner on the Mississauga Celebration Square and that phase 2 for a temporary Speaker's Corner booth be launched on Canada Day.

Approved (Councillor N. Iannicca)
Recommendation MCSEC-0008-2012

3. Mississauga Celebration Square Working Groups

3.1 Evolving the Design of the Square

Report on the Evolving the design of the Square Working Group meeting on March 26, 2012.

Bruce Kerr spoke to the items discussed at the Evolving the Design of the Square working group. He noted that the Mississauga Celebration Square needs to evolve to a piazza where restaurants and cafes will attract people to the Square.

Councillor Pat Saito spoke to the barricades at City Centre Drive at the entrance to the Square. She suggested that there be messaging to invite and welcome people to walk through the Square, as the barricades may be a deterrent for pedestrians. Paul Damaso, Manager, Mississauga Celebration Square noted that Transportation and Works staff are reviewing the design of the road for the permanent road closure of City Centre Drive between Duke of York Boulevard and Living Arts Drive. Councillor Frank Dale spoke in support of a welcoming message for pedestrians to walk through the Square.

Councillor Saito noted that Council has requested staff to review the feasibility of implementing a lay-by for drop-off/pick-up at the Square and suggested that the Committee review any design proposals of the lay-by.

RECOMMENDATION

1. That Transportation and Works staff be directed to report to the Mississauga Celebration Square Events Committee on the design proposals for the permanent closure of City Centre Drive between Duke of York Boulevard and Living Arts Drive and a lay-by for drop-off/pick-up at the Mississauga Celebration Square.
2. That Mississauga Celebration Square staff be directed to review signage that provides a welcoming message to pedestrian traffic once City Centre Drive between Duke of York Boulevard and Living Arts Drive is closed to vehicular traffic and report back to the Mississauga Celebration Square Events Committee.

Approved (R. Duquette)
Recommendation MCSEC-0009-2012

3.2 Revenue Generation and Sustainability & Attracting Large Scale Events

Report on the Revenue Generation and Sustainability & Attracting Large Scale Events Working Group meeting on March 26, 2012.

Ron Duquette spoke to the items discussed at the working group meeting. He noted that the complexities of advertising on the digital screens, approaching public relations agencies for the Square and more communication with Council to keep them apprised of any barriers was discussed.

Discussion ensued with respect to the Chair presenting to Council. It was suggested that the Chair attend a Council meeting in May to present to Council about the Square along with Mississauga Celebration Square staff.

Mario Carbone suggested that the name of the working group could be changed to the Enabling Growth working group. There was a general consensus that the new name for the working group was acceptable.

4. Digital Program Screens in Celebration Square Policy

Corporate Report dated March 21, 2012 from the Commissioner of Community Services with respect to a policy for the digital program screens at the Mississauga Celebration Square.

RECOMMENDATION

That the report dated March 21, 2012, from the Commissioner of Community Services, entitled Digital Program Screens in Mississauga Celebration Square policy be endorsed.

Approved (Councillor R. Starr)

Recommendation MCSEC-0010-2012

5. Policy Exemption to Allow a Paid Entrance Concert on Mississauga Celebration Square by the Living Arts Centre

Corporate Report dated March 27, 2012 from the Commissioner of Community Services with respect to a policy exemption to allow a paid entrance concert by the Living Arts Centre on the Mississauga Celebration Square.

Paul Damaso, Manager, Mississauga Celebration Square explained that the Living Arts Centre are requesting an exemption to the Outdoor Events in the Civic District Policy to have a paid admission concert on the Mississauga Celebration Square to celebrate their 15th anniversary.

Councillor Frank Dale spoke in support of the paid event on the Square. Councillor Pat Saito suggested that a webcam could be used for live streaming of the event for a fee. Ron Lenyk noted that a company to provide a live streaming could be investigated. He further noted that the plan is to provide Canadian talent at a reasonable cost and get as many people as possible on the Square.

RECOMMENDATION

That the Mississauga Celebration Square Events Committee approve an exception to the Outdoor Events in the Civic District policy by endorsing a paid admission concert/event on the Square in 2012, hosted by the Living Arts Centre in recognition of the 15th Anniversary of the Centre.

Approved (Councillor F. Dale)

Recommendation MCSEC-0011-2012

6. Performers at City-run Events on Mississauga Celebration Square

Memorandum dated March 28, 2012 from the Manager, Mississauga Celebration Square Events with respect to performers at City-run events on Mississauga Celebration Square.

Melissa Agius, Manager, Mississauga Celebration Square Events explained that the matter of local artists performing on the Square came up at a Council meeting. She further explained the approach on booking performance artists on the Square. Councillor Pat Saito and Councillor Ron Starr spoke to the matter and noted that they are pleased with staff's approach to booking performance artists.

RECOMMENDATION

That the memorandum dated March 28, 2012 from Melissa Agius, Manager, Mississauga Celebration Square Events with respect to performers at City-run events on Mississauga Celebration Square, be received.

Received (B. Kerr)

Recommendation MCSEC-0012-2012

7. 2011 Performance Measures – Mississauga Celebration Square

Melissa Agius, Manager, Mississauga Celebration Square Events explained the performance measures for the Mississauga Celebration Square in 2011. She spoke to the partnerships and community festival programming, attendance, social media followers, marquee events and feedback.

Councillor Pat Saito enquired if there could be a way to celebrate the one millionth visitor on the Square. Discussion ensued with respect to the matter and Paul Damaso, Manager, Mississauga Celebration Square noted that staff could come back to the committee with a concept.

OTHER BUSINESS

Frank Giannone, Chair enquired about the opening date for the new café at the Civic Centre. Paul Mitcham, Commissioner, Community Services advised that the café is tentatively scheduled to open for August 8, 2012 pending the contract award for the renovations.

DATE OF NEXT MEETING – April 30, 2012

ADJOURNMENT – 5:55 PM