



MINUTES

MISSISSAUGA CELEBRATION SQUARE EVENTS COMMITTEE

THE CORPORATION OF THE CITY OF MISSISSAUGA

MONDAY, APRIL 30, 2012 – 4:36 PM

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

Members Present:

Frank Giannone (Chair)
Councillor Frank Dale, Ward 4 (Vice-Chair)
Councillor Ron Starr, Ward 6 (Vice-Chair)
Councillor Pat Saito, Ward 9 (Departed at 5:38 pm)
Mario Carbone
Rafay Agha
Ron Duquette
Sonja Hidas
Margaret Jedlewska
Joe Saundercook
Claire Santamaria
Zeeshan Mahmood

Members Absent:

Councillor Nando Iannicca, Ward 7
Bruce Kerr

City/Living Arts Staff Present:

Paul Damaso, Manager, Celebration Square
Melissa Agius, Manager, Celebration Square Events
Finola Pearson, Public Affairs Specialist
Susan Burt, Director, Arts & Culture
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 – 4:36 P.M.

DECLARATIONS OF DIRECT (OR INDIRECT) PECUNIARY INTEREST - Nil

APPROVAL OF THE AGENDA

The Chair advised that Joanne Foote, Youth Coordinator would speak to Youth Movement Initiatives as Item #8 on the agenda. Councillor Starr moved approval of the agenda as amended. 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 April 2, 2012.

Approved (Councillor R. Starr)

2. Civic Centre Café Naming

Albert Greaves, Business Advisor, Teresa Angod, Marketing Supervisor, Alex Lo-Basso, Graphic Designer and Tina MacKenzie, Manager, Creative Services to present on the naming of the Civic Centre Café, for the committee's information.

Ms. Angod spoke to the process for finding the new name for the Civic Centre Café. She explained how the new name, "C Café" would relate to the Mississauga Celebration Square.

Mr. Lo-Basso spoke to the design and branding of the Café logo. He further explained how the logo relates to the colours and design of the Mississauga Celebration Square logo.

Members of Committee asked for further clarification on how the Mississauga Celebration Square logo relates to the Café logo. Discussion ensued with respect to the café name and logo. During discussion, concerns were expressed that other logo options were not presented and that the name of the café is not easily identified by looking at the logo. It was also noted that the simplicity of the logo was good.

Recommendation

That the Mississauga Celebration Square Events Committee endorses the name of "C Café" and the design of the logo for the new Civic Centre Café.

Approved (Councillor F. Dale)

Recommendation MCSEC-0014-2012

3. Mississauga Celebration Square Sponsor Review

Katie Brewda, Acting Manager, Sponsorship to present on the 2011 Mississauga Celebration Square Sponsor Review.

Ms. Brewda presented on the sponsorship program for 2011 and 2012 Canada Day at the Mississauga Celebration Square and the summer/fall events at the Square.

Councillor Pat Saito enquired about the Jubilee Grant from Celebrate Ontario. Paul Damaso, Manager, Mississauga Celebration Square advised that the Jubilee Grant was a separate application for \$28,000 to coordinate diamond jubilee programming at the Square.

Mario Carbone enquired about the sales pitch by the Sponsorship Division to solicit sponsorship for the Mississauga Celebration Square. Ms. Brewda advised that staff approach prospective sponsors with a sales kit which includes information on different City facilities and events that need sponsorship.

Recommendation

That the PowerPoint presentation by Katie Brewda, Acting Manager, Sponsorship providing a review of sponsorship for the 2012 Canada Day celebrations at the Mississauga Celebration Square, be received for information.

Received (R. Duquette)

Recommendation MCSEC-0015-2012

4. Mississauga Legends Row

Ron Duquette, Citizen Member and Member of Mississauga Legends Row Collective Board to present plans for the First Annual Mississauga Legends Row.

Mr. Duquette explained the concept of Mississauga Legends Row where recipients from various fields would be honoured on the walls and pillars at the Civic Centre and Mississauga Celebration Square. He noted that the initiative was presented to Council, and the Mississauga Board of Trade, Mississauga Sports Council and Mississauga Arts Council were consulted.

Members of Committee asked questions about maintenance, space on the Square and vandalism. Mr. Duquette advised that private funding would be provided and it would not cost the City money for the initiative. He further advised that it was calculated that there would be enough room for approximately 40-50 years.

A concern was expressed that plaques on a pillar or wall may look like a moratorium instead of a walk of fame.

Councillor Frank Dale suggested that there be a separate area for the founders of the villages in Mississauga. Councillor Ron Starr suggested that there be a plaque with a short history of Mississauga on it.

Recommendation

That the Mississauga Celebration Square Events Committee supports the concept of Mississauga Legends Row at the Mississauga Celebration Square and that staff report back to the Committee.

Approved (Councillor R. Starr)

Recommendation MCSEC-0016-2012

5. Staff Presentation to Council

Melissa Agius, Manager, Mississauga Celebration Square Events Committee to review presentation regarding programming and 2012 marketing for the Mississauga Celebration Square at the May 9, 2012 Council meeting.

Ms. Agius presented the 2012 festival and event schedule for May to September. Paul Damaso, Manager, Mississauga Celebration Square noted that the value of festivals in 2011 was over \$1 million. He further noted that the City secured the rights to TSN coverage of the 2012 Euro Cup Tournament. Ms. Agius noted that games would be shown everyday on the digital program screens at the Square. Zeeshan Mahmood noted that if the coverage is advertised well a lot of young people would be interested in watching these games.

Ms. Agius explained the event to celebrate the Queen's Diamond Jubilee. She noted that the Diamond Jubilee grant of \$28,000 would be used to fund this event.

Recommendation

That the PowerPoint presentation by Melissa Agius, Manager, Mississauga Celebration Square Events regarding programming and 2012 marketing for the Mississauga Celebration Square to be presented at Council on May 23, 2012, be received for information.

Received (Councillor F. Dale)

Recommendation MCSEC-0017-2012

Councillor Pat Saito departed the meeting at 5:38 p.m. during discussion of Item #5.

6. Correspondence

Letter dated April 3, 2012 from Jackie Chan, resident with respect to the viewing of the 2012 summer Olympics on the digital screens in the Mississauga Celebration Square.

Recommendation

That the letter dated April 3, 2012 from Jackie Chan, resident with respect to the viewing of the 2012 summer Olympics on the digital screens in the Mississauga Celebration Square be received and that the Legislative Coordinator be directed to forward a response letter to Ms. Chan.

Received (R. Duquette)

Recommendation MCSEC-0018-2012

7. Role of Public Art on the Mississauga Celebration Square

Committee to discuss the role of public art on the Mississauga Celebration Square.

This matter was deferred to the next meeting date.

Recommendation

That the matter of the role of public art on the Mississauga Celebration Square be deferred to the May 28, 2012 Mississauga Celebration Square Events Committee meeting.

Deferred (S. Hidas)

Recommendation MCSEC-0019-2012

8. Youth Movement Initiatives

Joanne Foote, Youth Coordinator advised that starting May 18, 2012, there would be students from the Police Foundations program at Sheridan College that would patrol the Mississauga Celebration Square and act as public safety volunteers. Corporate Security staff would mentor the volunteers and the volunteers would report any concerns to Corporate Security. She noted that there would be skateboard patrollers in the skateboard park at the Civic Centre. The skateboard patrollers would work with the public safety volunteers and Corporate Security. Ms. Foote further spoke to the areas around the Civic Centre that have been damaged by skateboarding and how it would be addressed.

Melissa Agius, Manager, Mississauga Celebration Square Events advised that the Public Safety Volunteers would be provided with pamphlets for the Square so that they are aware of what is happening on the Square.

OTHER BUSINESS

Councillor Ron Starr asked for an update about the new café and the renovations. Paul Damaso, Manager, Mississauga Celebration Square suggested there could be an update regarding the matter at a future meeting date.

Margaret Jedlewska noted that different cultural groups should have a platform where they can provide information on cultural history and public art. It was suggested that there could be a partnership with Carassauga to present different cultural groups on the Square.

DATE OF NEXT MEETING – May 28, 2012

ADJOURNMENT – 6:15 P.M.