



MINUTES

MISSISSAUGA CELEBRATION SQUARE EVENTS COMMITTEE

THE CORPORATION OF THE CITY OF MISSISSAUGA

MONDAY, FEBRUARY 27, 2012 – 4:34 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 Nando Iannicca (Ward 7)
Councillor Pat Saito (Ward 9)
Mario Carbone
Ron Duquette
Sonja Hidas
Joe Saundercook
Bruce Kerr (Arrived at 4:36 pm)
Margaret Jedlewska

Members Absent:

Claire Santamaria
Rafay Agha
Councillor Ron Starr (Ward 6) (Vice-Chair)

City/Living Arts Staff Present:

Paul Mitcham, Commissioner, Community Services
Paul Damaso, Manager, Mississauga Celebration Square
Melissa Agius, Manager, Mississauga Celebration Square Events
Finola Pearson, Public Affairs Specialist
Susan Burt, Director, Culture Division
Katie Brewda, Acting Manager, Sponsorship Corporate Development
Andy Wickens, Manager, Parks Operations
Susan Burt, Director, Culture Division
Andy Wickens, Manager, Parks Operations
Alyssa Acorn, Youth Plan Assistant
Sacha Smith, Legislative Coordinator

CALL TO ORDER – 4:34 P.M.

DECLARATIONS OF DIRECT (OR INDIRECT) PECUNIARY INTEREST - Nil

APPROVAL OF THE AGENDA

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

Approved (S. Hidas)

DEPUTATIONS - Nil

MATTERS CONSIDERED

1. Approval of Minutes of Previous Meeting

Minutes of the Mississauga Celebration Square Events Committee meeting held on January 30, 2012.

Councillor Pat Saito advised that her name was listed as present more than once on the front cover of the Minutes.

Amended/Approved (Councillor P. Saito)

2. Civic Centre Food Service Update

Mark Skinner, Manager, Golf Operations & Food Services and David Manias, Café Manager to provide a verbal update on the food services operations at the Civic Centre.

Mr. Skinner explained that the City are now the food service providers at the Civic Centre as of January 1, 2012. He further explained that the plans are to have the kitchen remain on the 12th floor for food preparation and a new café will be opened on the ground floor at the Civic Centre. He referred to a conceptual design of the new café for the committee's information. The new café would offer indoor and outdoor seating, as well as a take out window for skaters or summer participants on the Square. The process to have the café licensed for alcohol consumption would commence once the designs for the café are approved. Mr. Skinner noted that there would be a moveable food cart at the Central Library and on the Square. Paul Damaso, Manager, Mississauga Celebration Square commented that staff are working on a schedule to have food service available in the café to coincide with the events on the Square. Discussion ensued with respect to the timeline for licensing the new café for alcohol.

Paul Mitcham, Commissioner, Community Services explained that the success of the café would be reviewed and spoke to a schedule for the café that supports events on the Square. Members of Committee spoke to the importance of the patio for the new café and attracting people to the Square.

It was suggested that the new name of the café come back to the Committee to review for its endorsement. Mr. Mitcham agreed that the Committee could be involved in the naming of the new café.

RECOMMENDATION

That the verbal update provided by Marc Skinner, Manager, Golf Operations & Food Services and David Manias, Café Manager with respect to the Civic Centre food service, be received.

Received

Recommendation MCSEC-0004-2012

3. Tree Lighting & New Year's Eve Celebration Debrief and Preliminary Outline for 2012 Summer Events

Melissa Agius, Manager, Mississauga Celebration Square Events provided a debrief on the Tree Lighting and New Year's Eve events on the Mississauga Celebration Square. Discussion ensued with respect to capturing the attendance at events on the Square and the importance of quantifiable information and photos in obtaining sponsorship for the Square. Ms. Agius noted that members could provide feedback on the Tree Lighting and New Year's Eve events by sending her an email. Members of Committee commented that the fireworks show on New Year's Eve could have been better and noted there was mud on the field.

Discussion ensued with respect to security at the events on the Square. Paul Damaso, Manager, Mississauga Celebration Square advised that there are no major issues and that the audiences are well behaved.

Ms. Agius presented the preliminary outline for 2012 summer events on the Square. She reviewed the programming principles, supporting local talent and collaborating events with the food services unit. She spoke to programming for Canada Day on the Square. Members of Committee noted that there was a lack of kid's activities and the fountain was turned off at the 2011 Canada Day event. Mr. Damaso noted that staff should speak with the Living Arts Centre to discuss activities for 2012 Canada Day. Discussion ensued with respect to entertainment acts and music genre. It was suggested that staff look at a way to support the United Way on Canada Day and have a mini soccer tournament on the Square. It was further suggested there should be some entertainment right before the featured movie begins on movie night such as a busker.

RECOMMENDATION

That the Mississauga Celebration Square Events Committee endorses the framework for the 2012 summer events program for the Mississauga Celebration Square.

Approved (Councillor F. Dale)

Recommendation MCSEC-0005-2012

4. Reducing or Waiving of Fees for Mississauga Celebration Square

Corporate Report dated February 13, 2012 from the Commissioner of Community Services with respect to reducing or waiving of fees for the Mississauga Celebration Square.

Susan Burt, Director, Culture Division explained the Culture Division grants programs and the purpose. She noted that the challenge with waiving fees is that it would have to be done for other groups. Members of committee spoke in support of the report.

RECOMMENDATION

That the report dated February 13, 2012 from the Commissioner of Community Services with respect to the “Reducing or Waiving of Fees for Mississauga Celebration Square” be received for information.

Received (B. Kerr)

Recommendation MCSEC-0006-2012

5. Celebration Square Speakers’ Corner

Councillor Nando Iannicca spoke to the idea of a speaker’s corner in the Square, preferably in the amphitheatre. He noted that it would provide people with the opportunity to give their ideas about various things in the City and some of the clips could appear on the digital screen in the Square. Discussion ensued with respect to the matter.

RECOMMENDATION

That the matter regarding a Speaker’s Corner at the Mississauga Celebration Square be referred to staff to review and report back to the Mississauga Celebration Square Events Committee with a proposal.

Referred (Councillor N. Iannicca)

Recommendation MCSEC-0007-2012

6. Mississauga Celebration Square Events Committee: Working Group Preferences

The Committee discussed the working groups and came to a general consensus that the Revenue Generation and Sustainability and Attracting Large Scale Events should be merged into one group.

7. Neighbourhood Watch Signs: Mississauga Celebration Square

Paul Damaso, Manager, Mississauga Celebration Square to provide a verbal update on Neighbourhood Watch signs for the Mississauga Celebration Square.

Mr. Damaso referred to a map of the Civic Centre area and advised that key areas have been identified for the Parks Watch and Neighbourhood Watch signs. He noted that one Neighbourhood Watch sign would be placed facing Living Arts Drive. He advised that the signs would have a contact number on it to report any suspicious behaviour and the signs could be installed next month. Mr. Damaso explained that the Neighbourhood Watch sign needs to be close to the residential area for it to be effective.

The committee came to a general consensus that staff could proceed with the proposed sign locations for the Parks Watch and Neighbourhood Watch signs at the Square as distributed at the meeting.

OTHER BUSINESS

It was noted that there may be issues with quorum at the next meeting date as members of Council would be attending another event. The committee came to a general consensus that the next meeting date would be April 2, 2012, if a meeting was required prior to the April 30, 2012 meeting date. It was also noted that the working groups would meet on March 26, 2012 between 4-6 pm.

ADJOURNMENT – 6:15 P.M.