



MINUTES

MISSISSAUGA CELEBRATION SQUARE EVENTS COMMITTEE

THE CORPORATION OF THE CITY OF MISSISSAUGA

MONDAY, JULY 18, 2011 – 4:35 PM

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)
Frank Giannone (Chair)
Mario Carbone
Rafay Agha
Ron Duquette
Sonja Hidas
Margaret Jedlewska
Janine Gliener (Sheridan College)
Bruce Kerr
Nazreen Mody
Barbara Tabuno

Members Absent:

Councillor Frank Dale (Ward 4) (Vice-Chair)
Councillor Pat Saito (Ward 9)

City /Living Arts Staff Present:

Paul Damaso, Manager, Celebration Square
John Lohuis, Director, Recreation and Parks
Andy Wickens, Manager, Parks Operations
Laurel Schut, Public Affairs Consultant
Anne Murphy, Area Manager, Library Services
Jamie Brown, Manager, Sponsorship Corporate Development
Emilio Palferro, Account Representative, Sponsorship and Business Development
Joanne Foote, Youth Coordinator
Sacha Smith, Legislative Coordinator

CALL TO ORDER – 4:35 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 June 27, 2011.

APPROVED (Councillor R. Starr)

2. Overview of Mississauga Celebration Square Operations 2011-2012

Paul Damaso, Manager, Mississauga Celebrations Square to provide a PowerPoint presentation on the Mississauga Celebration Square Operations for 2011-2012.

Mr. Damaso explained the background in the creation of the Mississauga Celebration Square, the vision and short term goals. He noted that the committee was put in place to advise on policies to protect the facility and community interests. He reviewed the current operational matters such as staffing, programming costs and budget. John Lohuis, Director, Recreation and Parks noted that the operational costs for the Mississauga Celebration Square are similar to that of a community centre. He noted that expenses for the fall/winter programming may need to be expanded.

Margaret Jedlewska expressed concern with the Polish translation on the Mississauga Celebration Square website. Laurel Schut, Manager, Public Affairs advised that staff could review the matter. Discussion ensued with respect to the capacity of the Square. Mr. Damaso noted that the capacity depends on the site plan and fencing for events and that aerial shots would assist with attendance at events. Discussion ensued with respect to food service on the Square.

RECOMMENDATION:

That the PowerPoint presentation by Paul Damaso, Manager, Mississauga Celebration Square regarding the Mississauga Celebration Square Operations for 2011-2012 be received.

Received (Councillor N. Iannicca)
Recommendation MCSEC-0010-2011

3. Draft Terms of Reference – Mississauga Celebration Square Events Committee

Draft Terms of Reference for the Committee's review.

Mario Carbone spoke to the matter and advised that he made suggestions as part of the working group for the Terms of Reference, as discussed at the June 27, 2011. The Legislative Coordinator explained the changes to the draft document. Discussion ensued.

Frank Giannone, Chair suggested that members of the committee review Mississauga's Strategic Plan, in particular the Connect and Belong pillars.

RECOMMENDATION

That the Terms of Reference for the Mississauga Celebration Square Events Committee be approved as presented at the July 18, 2011 meeting date.

APPROVED (M. Carbone)

Recommendation MCSEC-0011-2011

4. Rick Hansen Relay End of Day Celebration

Paul Damaso, Manager, Mississauga Celebration Square to advise on the outcome of the meeting regarding a proposal for an end of day celebration at the Mississauga Celebration Square to celebrate the 25th anniversary of the Rick Hansen Relay.

Mr. Damaso advised that he spoke with the organizers for the end of day celebration for the 25th anniversary of the Rick Hansen Relay. He noted that the celebration could cost approximately \$4800 based on the discussion. He explained that the sponsors for the Rick Hansen Relay are for the logistics of the event and not for the end of day celebration. Discussion ensued with respect to the opportunity to highlight the Square with this event and the possibility of the Sponsorship unit assisting the organizers in finding sponsorship to offset some of the costs. It was also suggested that other community groups with similar interests could be invited to make the event bigger.

RECOMMENDATION

1. That the proposal for the City of Mississauga to host the end of day celebration for the 25th anniversary of the Rick Hansen Relay at the Mississauga Celebration Square be approved, and that the Sponsorship Unit work with the organizing group to review sponsorship opportunities to offset the cost of the event.
2. That the organizers of the end of day celebration for the Rick Hansen Relay be requested to invite other organizations and community groups that may have interest in participating in the event.

APPROVED (R. Duquette)

Recommendation MCSEC-0012-2011

5. Neighbourhood Ambassadors for the Mississauga Celebration Square

Paul Damaso, Manager, Mississauga Celebration Square to speak to a proposal for a Neighbourhood Ambassador Program for the Mississauga Celebration Square.

Mr. Damaso explained that volunteers are needed to be ambassadors for the Square. Joanne Foote, Youth Coordinator noted that a lot of students may be interested in becoming ambassadors for the Square. Discussion ensued.

Bruce Kerr suggested that Chris Brown who was a former member of the Canada Day Committee and volunteer for Canada Day be approached as an ambassador for the Square to reach out to other volunteers.

RECOMMENDATION

That staff prepare a plan with respect to a Neighbourhood Ambassador Program for the Mississauga Celebration Square and report back to the Mississauga Celebration Square Events Committee.

APPROVED (M. Carbone)

Recommendation MCSEC-0013-2011

6. Feedback on Events at the Mississauga Celebration Square

Rafay Agha, Citizen Member to provide feedback on events that have taken place on the Mississauga Celebration Square.

Mr. Agha commented on his observations of the Square such as: more bike racks, one point of entrance for Canada Day, more signage for washrooms, rules about what is permitted/not permitted in the fountain. Councillor Ron Starr suggested portable bleachers for the Square. Andy Wickens, Manager, Parks Operations advised that portable bleachers are available. Councillor Starr further noted that more signage is needed in the parking lot to direct people to the Square. Margaret Jedlewska suggested that the Square have music to establish an upbeat mood for the Square. Discussion ensued with respect to music playing in the Square and the importance of the fountain.

Sonja Hidas noted that there is no signage on Highway 403 for the Mississauga Celebration Square. She further noted that more umbrellas are needed for shade and kids activities for Canada Day. Mr. Damaso confirmed that staff could look into the tourism signs.

The committee referred to Councillor Pat Saito's email dated July 14, 2011 providing comments about the Canada Day celebrations on the Mississauga Celebration Square.

OTHER BUSINESS

Frank Giannone, Chair suggested that there could be a Carassauga event on the Square. He further spoke to the Canada Day parades in Streetsville and Port Credit and possibly finishing at the Square. He requested that a summary of costs of each event, where it provides revenue for the Square be presented to the committee.

Sonja Hidas enquired about the rating of movies played on the Square. Paul Damaso, Manager, Mississauga Celebration Square advised that the movies are G rated.

The committee came to a general consensus that the August 15, 2011 meeting should be cancelled due to the lack of quorum. The Legislative Coordinator advised that the next scheduled meeting would be on September 19, 2011 which is the same date as the Ward 5 by-election. The committee came to a general consensus that the next scheduled meeting would be September 12, 2011.

Mario Carbone enquired how the committee could go about attracting large events to the Square and engaging the public, Sheridan College and University of Toronto at Mississauga. Mr. Giannone suggested a working session to review the matter. Mr. Damaso advised that a facilitated planning session could take place in October following a debrief report on the 2011 season at the September meeting date.

DATE OF NEXT MEETING – September 12, 2011

ADJOURNMENT – 6:51 P.M.