



MINUTES

MISSISSAUGA CELEBRATION SQUARE EVENTS COMMITTEE

THE CORPORATION OF THE CITY OF MISSISSAUGA

MONDAY, JUNE 18, 2012 – 4:31 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)
Councillor Ron Starr, Ward 6 (Vice-Chair)
Bruce Kerr
Mario Carbone
Ron Duquette
Sonja Hidas
Joe Saundercook
Zeeshan Mahmood

Members Absent:

Councillor Nando Iannicca, Ward 7
Councillor Pat Saito, Ward 9
Frank Giannone (Chair)
Claire Santamaria
Rafay Agha
Margaret Jedlewska

City/Living Arts Staff Present:

Paul Mitcham, Commissioner, Community Services

Paul Damaso, Manager, Celebration Square

Melissa Agius, Manager, Mississauga Celebration Square Events

Jennifer Burns, Event Programmer

Teressa Angod, Marketing Supervisor

Finola Pearson, Public Affairs Specialist

Katie Brewda, Acting Manager, Sponsorship Corporate Development

Andy Wickens, Manager, Parks Operations

Joanne Foote, Youth Coordinator

Ron Lenyk, Living Arts Centre

Steve Barrett, Manager, Transportation Asset Management

Sacha Smith, Legislative Coordinator

CALL TO ORDER – 4:31 PM

DECLARATIONS OF DIRECT (OR INDIRECT) PECUNIARY INTEREST - Nil

APPROVAL OF THE AGENDA

Frank Giannone advised that discussion on proposed amendments to the Outdoor Events in the Civic District should be added to the agenda. Councillor Frank Dale moved approval of the agenda as amended. This motion was voted on and carried.

Amended/Approved (Councillor F. Dale)

DEPUTATIONS - Nil

MATTERS CONSIDERED

(The order of the agenda was changed during discussion)

1. Approval of Minutes of Previous Meeting

Minutes of the Mississauga Celebration Square Events Committee meeting held on May 28, 2012.

Approved (Councillor R. Starr)

2. Naming of City Owned Food Service Outlets located at 300 City Centre Drive and 301 Burnhamthorpe Road West (Ward 4)

Corporate Report dated June 12, 2012 from the Commissioner of Community Services with respect to the naming of the City owned food service outlets located at 300 City Centre Drive and 301 Burnhamthorpe Road West.

Teresa Angod, Marketing Supervisor explained the report and noted that it provides information about the naming of the food service outlets in the Civic District. There was a general consensus from the committee for the name of the food service outlets.

RECOMMENDATION

1. That the City facilities located at 300 City Centre Drive and 301 Burnhamthorpe Road West be named as follows:

- 12th floor banquet food services at Civic Centre be renamed “C Banquets”,
- the new cafe space at the base of Civic Centre be called “C Café”,

- the mobile barbecue and vending cart on Mississauga Celebration Square be named “C On Wheels”,
 - the kiosk located at the Central Library be renamed “C Express”.
2. That the requirement for a 30 day consideration period, as outlined in the City’s “Property and Facility Naming and Dedications” corporate policy, be waived.
 3. That all necessary by-laws be enacted.

Approved (R. Duquette)
Recommendation MCSEC-0022-2012

Following approval of the recommendation, Sonja Hidas expressed concerns with the upper space in the new café and the possibility of limiting ideas for the café in the future, such as a hanging installation. Discussion ensued with respect to the flexibility of the lighting planned for the new café.

3. Update on Public Art in Mississauga

Corporate Report dated May 24, 2012 from the Commissioner of Community Services providing an update on public art in Mississauga.

RECOMMENDATION

That the report dated May 24, 2012 entitled, “Update on Public Art in Mississauga” from the Commissioner of Community Services, be received for information.

Received (Councillor R. Starr)
Recommendation MCSEC-0023-2012

5. 2012 Canada Day Celebrations at the Civic Centre

Melissa Agius, Manager, Mississauga Celebration Square Events and Jennifer Burns, Event Programmer to make a PowerPoint presentation on the 2012 Canada Day Celebrations at the Civic Centre.

Ms. Agius advised that there would be a presentation to Council regarding the Canada Day Celebrations and spoke to the programming partner’s involvement in the event. Ms. Burns spoke to the entertainment acts, fireworks show and road closures for the event.

Paul Damaso, Manager, Mississauga Celebration Square noted that there would be more security than previous years and detailed security plans to handle the crowd due to the popularity of one of the entertainment acts.

Committee discussed the V.I.P. reception for the Canada Day celebrations and the possibility of inviting potential sponsors. Mr. Damaso advised that he could work with Katie Brewda, Acting Manager, Sponsorship Corporate Development on the matter.

RECOMMENDATION

That the PowerPoint presentation by Melissa Agius, Manager, Mississauga Celebration Square and Jennifer Burns, Event Programmer regarding the 2012 Canada Day Celebrations at the Civic Centre, be received.

Received (Councillor F. Dale)

Recommendation MCSEC-0026-2012

4. Mississauga Legends Row Collective – License Agreement (Ward 4)

Corporate Report dated May 30, 2012 from the Commissioner of Community Services with respect to the Mississauga Legends Row Collective.

Paul Damaso, Manager, Mississauga Celebration Square noted that staff have reviewed the matter and are pleased with the proposal, and a report would be going forward to General Committee for their consideration.

RECOMMENDATION

That the report entitled Mississauga Legends Row Collective – License Agreement, dated May 30, 2012 from the Commissioner of Community Services be received for information.

Received (B. Kerr)

Recommendation MCSEC-0024-2012

8. Proposed Amendments to the Outdoor Events in the Civic District Policy

Paul Damaso, Manager, Mississauga Celebration Square explained that changes are required to the Policy for housekeeping changes, event booking process and conditions for approval.

The committee made the following comments regarding changes to the policy:

- There should be a minimum of 3 members plus an alternate from the Mississauga Celebration Square Events Committee on the approval committee for events on the Square.
- Support that carnival/amusement rides be restricted.
- Suggested that animal acts could be restricted.
- The use of Scholar's Green Park should be monitored.

Paul Mitcham, Commissioner, Community Services suggested that the Mississauga Rotary Ribfest and Mosaic Festival organizers be aware of the amendments and that there be a strong rationale as to why carnival/amusement rides would be prohibited.

RECOMMENDATION

That staff be directed to incorporate the comments from the Mississauga Celebration Square Events Committee for proposed revisions to the Outdoor Events in the Civic District Policy.

Approved (Councillor F. Dale)
Recommendation MCSEC-0025-2012

6. Sound and Video Streaming from the Mississauga Celebration Square

Email dated June 8, 2012 from Councillor Ron Starr enquiring about the feasibility of streaming sound and video for official events and ceremonies from the Mississauga Celebration Square.

Councillor Starr explained that he was enquiring if online streaming of events and ceremonies on the Square online would be available.

RECOMMENDATION

That staff be directed to review the feasibility of streaming events at the Mississauga Celebration Square to Inside Mississauga and the new Civic Centre Café.

Approved (Councillor R. Starr)
Recommendation MCSEC-0027-2012

7. Mississauga Celebration Square Events Committee Protocol

Memorandum dated June 14, 2012 from Sacha Smith, Legislative Coordinator with respect to protocol for the Mississauga Celebration Square Events Committee.

Ms. Smith spoke to the memorandum and explained the protocol for advisory committees of Council.

RECOMMENDATION

That the memorandum dated June 14, 2012 from the Sacha Smith, Legislative Coordinator with respect to Mississauga Celebration Square Events Committee Protocol, be received.

Received (Councillor R. Starr)
Recommendation MCSEC-0028-2012

OTHER BUSINESS - Nil

DATE OF NEXT MEETING – August 27, 2012

ADJOURNMENT – 5:50 P.M.