



MINUTES

MISSISSAUGA CELEBRATION SQUARE EVENTS COMMITTEE

THE CORPORATION OF THE CITY OF MISSISSAUGA

MONDAY, NOVEMBER 14, 2011 – 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 Ron Starr (Ward 6) (Vice-Chair)
Councillor Nando Iannicca (Ward 7) (Arrived 4:38 p.m.)
Mario Carbone
Ron Duquette
Sonja Hidas
Janine Gliener (Arrived 4:48 pm)
Claire Santamaria (Arrived 4:35 pm)
Councillor Pat Saito (Ward 9) (Departed 5:43 pm)
Bruce Kerr
Margaret Jedlewska

Members Absent:

Councillor Frank Dale (Ward 4) (Vice-Chair)
Rafay Agha
Nazreen Mody

City/Living Arts Staff Present:

Paul Damaso, Manager, Celebration Square
Finola Pearson, Manager, Celebration Square Events
Lisa Abbott, Program Coordinator
Stu Taylor, Director, Recreation & Parks
Laurel Schut, Manager, Public Affairs
Susan Burt, Director, Culture Division
Rob Bowslaugh, Manager, Facilities Maintenance
Andy Wickens, Manager, Parks Operations
Alyssa Acorn, Youth Plan Assistant

CALL TO ORDER – 4:34 P.M.

DECLARATIONS OF DIRECT (OR INDIRECT) PECUNIARY INTEREST - Nil

APPROVAL OF THE AGENDA

Councillor Ron Starr moved approval of the agenda, as presented. This motion was voted on and carried.

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 October 17, 2011.

Approved (R. Duquette)

2. Approval of Community Festival Applications for Mississauga Celebration Square

Corporate Report dated November 10, 2011 from Paul Damaso, Manager, Mississauga Celebration Square with respect to the community festival applications for the 2012 schedule.

Lisa Abbott, Program Coordinator appeared before the committee to explain the process for community festival applications to use the Mississauga Celebration Square. She noted that the process includes a steering committee of City staff that review the applications against established criteria. She further noted that the goal was to accommodate as many festivals as possible and that 5 applications were declined.

Members of committee asked questions about the selection process. Sonja Hidas expressed concern with the selection process and suggested that it could be similar to the grants process where assessors are appointed. Frank Giannone, Chair noted that the committee should participate in the selection process. Discussion ensued with respect to the recommended festivals for 2012 on the Mississauga Celebration Square and the committee providing input prior to finalizing the recommendations.

RECOMMENDATION

That the Corporate Report dated November 10, 2011 from the Manager, Mississauga Celebration Square entitled, "Approval of Community Festival Applications for Mississauga Celebration Square Summer 2012 be received for information.

Approved (M. Carbone)

Recommendation MCSEC-0020-2011

RECOMMENDATION

That staff review amending Corporate Policy 05-03-03 "Outdoor Events in the Civic District" to include participation from the Mississauga Celebration Square Events Committee.

Approved (Councillor P. Saito)

Recommendation MCSEC-0021-2011

3. Committee Workshop

3.1 Draft Performance Matrix

Draft spreadsheet with performance measure options and success indicators for the committee's discussion.

Paul Damaso, Manager, Celebration Square explained the performance measure options and noted that 2011 would be used as a benchmark year. Discussion ensued with respect to measuring success and attendance by looking at the number of event dates by seasons or months, random counts for attendance on non-event days, number of Facebook followers and number of applications for festivals/events on the Square. It was also suggested that specific time periods could be used as a benchmark for comparison in future years. Mr. Damaso confirmed that staff would look at methodology on capturing attendance for non-event dates. Discussion ensued with the differences in attendance depending on the type of event such as a concert or festival. Members of committee further discussed the importance of people on the Square on non-event dates. It was suggested that the committee may need to do research, set goals and possible changes in events.

Direction

3.2 Results of Committee Planning Workshop Part 1

Spreadsheet with category results from the committee workshop on October 24, 2011.

Received

3.3 Committee Workshop Part 2

Committee to discuss a date for Part 2 of the Committee Planning Workshop.

The Chair noted that the committee needs to focus on where the committee can help with the Mississauga Celebration Square. Paul Damaso, Manager, Celebration Square noted that the outcome of the workshop should provide clear roles for the committee and City staff and also start an action list.

4. Draft Screen Policy Changes and Guidelines

Committee to discuss changes to the draft screen policy for the Mississauga Celebration Square with respect to content ratings, embedded advertising in television content and the hours of operation for sound. Also attached for this item is a request from Sonja Hidas, Citizen Member with respect to a review of the rating system for the viewing of films at the Mississauga Celebration Square.

Paul Damaso, Manager, Celebration Square advised that the current rating that is permitted on the Mississauga Celebration Square are G rated films which significantly limits the films that can be shown on the Square. Members of the committee discussed the film rating system and what would be appropriate for the Square.

RECOMMENDATION

That the Mississauga Celebration Square Events Committee is in support of PG rated films on the digital screens at the Mississauga Celebration Square.

Approved (R. Duquette)

Recommendation MCSEC-0022-2011

Mr. Damaso explained that the Screen Policy would need to address embedded advertising in television content. He further explained that it would affect a live broadcast of a program/sporting event that could be played in the Square that would contain commercials.

RECOMMENDATION

That the Mississauga Celebration Square Events Committee is in support of embedded television commercials on the digital screens at the Mississauga Celebration Square during live television broadcasts.

Approved (B. Kerr)

Recommendation MCSEC-0023-2011

Mr. Damaso explained the current hours of operation for the digital screens with sound for the Square. He explained the limitations with the current hours for sound on the digital screen. Members of Committee discussed the matter and came to a general consensus that the hours should be changed to give staff the flexibility with programming on the Square.

RECOMMENDATION

That the Mississauga Celebration Square Events Committee is in support of sound on the digital screens at the Mississauga Celebration Square between the hours of 8:00 a.m. – 11:00 p.m.

Approved (S. Hidas)

Recommendation MCSEC-0024-2011

5. New Year's Eve and Tree Lighting Programming

Finola Pearson, Manager, Celebration Square Events to provide a verbal update on the programming for New Year's Eve and the Tree Lighting.

Ms. Pearson advised the committee on the itinerary for the Tree Lighting event. She further advised that Global and RBC would be sponsors of the event. Ms. Pearson advised the committee on the entertainment line up for the New Year's Eve celebration at the Square.

6. Skate Rentals and Sharpening

Paul Damaso, Manager, Mississauga Celebration Square to provide a verbal update on the status of skate rentals and sharpening services on the Mississauga Celebration Square.

Mr. Damaso advised the committee that a tender would be issued in December 2011 for skate rentals and sharpening services on the weekends, during holiday periods and on an as needed basis during the week. Sonja Hidas enquired if the tender would include that the supplier provide benches and mats. Mr. Damaso advised that the benches and mats would be part of the infrastructure at the Square.

OTHER BUSINESS - Nil

DATE OF NEXT MEETING – December 5, 2011 (if required)

ADJOURNMENT – 6:32 P.M.