



MINUTES

MISSISSAUGA CELEBRATION SQUARE EVENTS COMMITTEE

THE CORPORATION OF THE CITY OF MISSISSAUGA

MONDAY, OCTOBER 17, 2011 – 4:31 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)
Mario Carbone
Frank Giannone (Chair)
Rafay Agha
Ron Duquette
Sonja Hidas
Janine Gliener
Claire Santamaria

Members Absent:

Councillor Frank Dale (Ward 4) (Vice-Chair)
Councillor Pat Saito (Ward 9)
Bruce Kerr
Margaret Jedlewska
Nazreen Mody

City/Living Arts Staff Present:

Finola Pearson, Manager, Celebration Square Events
Stu Taylor, Director, Recreation & Parks
Laurel Schut, Manager, Public Affairs
Anne Murphy, Area Manager, Library Services
Ron Lenyk, Living Arts Centre
Stu Young, Manager, Parks Northeast
Emilio Palferro, Account Representative, Sponsorship and Business Development

CALL TO ORDER – 4:31 P.M.

DECLARATIONS OF DIRECT (OR INDIRECT) PECUNIARY INTEREST - Nil

APPROVAL OF THE AGENDA

Sonja Hidas requested that the matter of the rating system for films at the Mississauga Celebration Square be added to the agenda.

DEPUTATIONS - Nil

MATTERS CONSIDERED

1. Approval of Minutes of Previous Meeting

Minutes of the Mississauga Celebration Square Events Committee meeting held on September 12, 2011.

Approved (R. Duquette)

2. Upcoming Events Preview

PowerPoint presentation by Finola Pearson, Manager, Mississauga Celebration Square Events and Karen Westcott, Event Programmer, Mississauga Celebration Square providing a preview of upcoming events.

Ms. Westcott provided an update on the Harvest Market, Light up the Trees and the New Year's Eve celebrations. Members of committee enquired about contingency planning if the weather is not cold enough for the skating rink to open. Ms. Westcott spoke to the contingency planning and noted that there would be more focus on the stage instead of the skating rink should the weather not be ideal for ice. Ms. Pearson spoke to the communication and notification to neighbouring residents with respect to the events.

Members of committee enquired about the feasibility of skate rentals, Mississauga Transit service, refreshment and food service on New Year's Eve. Ms. Pearson advised that staff are in the process of looking into skate rentals service for the Square. Ms. Westcott noted that there would be improvements to Transit service following the New Year's Eve celebration. Discussion ensued with respect to ice sculptures and skating events on the Square.

3. 2012 Event Applications

PowerPoint presentation by Lisa Abbott, Program Coordinator, Mississauga Celebration Square to provide a review of the 2012 event applications.

Ms. Abbott advised that staff have received 35 applications from community groups to use the Mississauga Celebration Square between May to September 2012. She noted that the challenge is more requests were received than the number of weekends available. Ms. Abbott explained the process and criteria for approval of the applications.

Members of the committee enquired about possible alternatives to accommodate all of the festivals that applied to avoid turning down any applications. Ron Lenyk, Living Arts Centre advised that if there are scheduling issues, the Living Arts Centre should be taken into account as it may be available to host a festival. Discussion ensued with respect to ensuring that the Square remains open to the public during festivals and the process for reviewing the applications. Ms. Abbott advised that there would be a report listing the recommended festivals for the 2012 season at the next meeting.

4. Requested Follow-up Information on the 2012 Proposed Fees and Charges

Spreadsheet of sample impact of fee changes on current events for 2012.

Lisa Abbott, Program Coordinator, Mississauga Celebration Square explained the proposed fee increases and noted the impacts it would have on festivals that took place at the Mississauga Celebration Square in 2011. Stu Taylor, Acting Director, Recreation and Parks advised that the proposed fee increases are to recover costs to the City. Discussion ensued with respect to how the rate increases would affect the budgets of the festivals and the ability to control the number of vendors for festivals with the proposed vendor charges. Members of the committee expressed concern with the proposed fees for the Square.

Recommendation:

That the spreadsheet reviewed at the Mississauga Celebration Square Events Committee meeting on October 17, 2011 providing a sample impact of fee changes for events in 2012 be received.

Received (R. Duquette)

Recommendation MCSEC-0019-2011

5. Rating System on the Digital Screens at the Mississauga Celebration Square

At this time, quorum for the meeting was lost. The Legislative Coordinator confirmed that the matter would be listed on the agenda for the next meeting date.

OTHER BUSINESS - Nil

DATE OF NEXT MEETING – November 14, 2011

ADJOURNMENT – No adjournment as there was no quorum.