

MINUTES



GENERAL COMMITTEE

GRANT PROGRAMS

THE CORPORATION OF THE CITY OF MISSISSAUGA

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WEDNESDAY, JANUARY 23, 2008 - 9:18 AM

COUNCIL CHAMBER – 2nd FLOOR – CIVIC CENTRE
300 CITY CENTRE DRIVE, MISSISSAUGA, ONTARIO L5B 3C1

MEMBERS PRESENT: Mayor Hazel McCallion
Councillor Carmen Corbasson Ward 1
Councillor Pat Mullin Ward 2
Councillor Maja Prentice Ward 3
Councillor Carolyn Parrish Ward 6
Councillor Nando Iannicca Ward 7
Councillor Katie Mahoney Ward 8
Councillor Pat Saito Ward 9
Councillor George Carlson Ward 11 (Chair)

MEMBERS ABSENT: Councillor Frank Dale Ward 4
Councillor Eve Adams Ward 5
Councillor Sue McFadden Ward 10

STAFF PRESENT: Janice Baker, City Manager & Chief Administrative Officer
Paul Mitcham, Commissioner, Community Services
Sheila Wilson, Manager, Program Development,
Recreation & Parks Division, Community Services Department
Zainub Verjee, Director, Office of the Arts and Culture
Jennifer Kaye, Manager of Arts & Culture Initiatives,
Office of Arts and Culture
Karin Ann Brent, Legislative Coordinator, Office of the City Clerk

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SPECIAL GENERAL COMMITTEE – CORPORATE GRANTS - JANUARY 23, 2008

CALL TO ORDER

DECLARATIONS OF DIRECT (OR INDIRECT) PECUNIARY INTEREST

DEPUTATIONS

- A Review of the New Corporate Grant Programs
 by Zainub Verjee –Director, Office of the Arts and Culture
- B Item 2 Selwyn Roberts - President of the Peel Fountain of Wisdom Senior Services

MATTERS CONSIDERED

1. Framework for a New Granting Program for Community Cultural Festivals and Celebrations
2. Corporate Grants Program 2008
3. Recommendations of the Arts and Culture Grant Assessment Committee
4. Recommendations Regarding Applications to the Capacity-Building Grant Program

CLOSED SESSION (Pursuant to Subsection 239(3.1) of the *Ontario Municipal Act, 2001*, as amended)

- Educational Session re: negotiations of a streetlighting contract
- Educational Session re: the Cities NOW! campaign

ADJOURNMENT

CALL TO ORDER – 9:18am

DECLARATIONS OF DIRECT (OR INDIRECT) PECUNIARY INTEREST - Nil

DEPUTATIONS

A Review of the New Corporate Grant Programs

Zainub Verjee, Director of the Office of the Arts and Culture reviewed the staff positions and the divisional organization of the new Office of the Arts and Culture, as well as the proposed programs through which grant applications from the various community groups for the respective types of community activities will be processed.

Further, Mrs. Verjee advised Committee that the applicant groups were notified of the new grant processes in place, and also acknowledged the efforts of Manager of Program Development Sheila Wilson and Heritage Coordinator Mark Warrack for his perspective on Heritage issues.

Mrs. Verjee explained that the new Office of the Arts and Culture will continue to mentor the various community groups on operations and outreach to the community.

The deputation concluded with Mrs. Verjee noting that the key development is a new program for community cultural festivals and celebrations.

Subsequently, Councillor Katie Mahoney moved receipt of the deputation for information. The motion was voted upon and carried.

Received for Information (Councillor Katie Mahoney)
Recommendation GC-0031-2008
FA.16.Corporate Grants

B Item 2 The deputation request by Selwyn Roberts, President of the Peel Fountain of Wisdom Senior Services, was withdrawn prior to the meeting.

MATTERS CONSIDERED

1. Framework for a New Granting Program for
Community Cultural Festivals and Celebrations

Corporate Report dated January 11, 2008 from the City Manager & Chief Administrative Officer seeking direction and related approvals to proceed with developing a program through which to process requests for community cultural festivals and celebrations.

(1.) RECOMMENDATION

1. That the Director of the Office of Arts and Culture proceed with the development of a Community Cultural Festivals and Celebrations Granting Program as outlined in the report “Framework for a New Granting Program for Community Cultural Festivals and Celebrations” dated January 11, 2008.
2. That five applications received for grant support for festivals and celebrations through existing granting programs in fall 2007 be transferred to the new Community Cultural Festivals and Celebrations Granting Program for consideration as outlined in the report “Framework for a New Granting Program for Community Cultural Festivals and Celebrations” dated January 11, 2008.
3. That funding to a maximum of \$150,000 be transferred from the Reserve for Arts account (305195) to the Office of Arts and Culture account (24824) for the 2008 Community Cultural Festivals and Celebrations Granting Program.
4. That funding for implementation of the Community Cultural Festivals and Celebrations Granting Program in 2009 and beyond, be included in annual current budget deliberations.

Councillor Carmen Corbasson initiated discussion on this item, questioning whether the new framework has been tested in regard to allowing the community events such as the Port Credit Waterfront Festival, to continue. Director of the Office of the Arts and Culture Zainub Verjee advised Committee that the subject Festival would qualify within the proposed program. In response to Councillor Corbasson’s further question as to whether it would be too late for a group to apply for a grant to operate a Canada Day event, Mrs. Verjee replied in the affirmative.

Councillor Maja Prentice referred to page 4 of the subject Corporate Report in regarding to the expansion of activities by existing groups, to which Mrs. Verjee explained that the subject program would address smaller new groups but would not likely disqualify existing incorporated groups from expanding their activities. In response to a further question by Councillor Prentice as to whether existing incorporated groups could apply for funding of a new activity, Mrs. Verjee responded in the affirmative advising that the subject program is still under development, and that groups can apply to the new community cultural festivals and celebrations program for events such as the celebration of the 200th anniversary of the former village of Clarkson.

Councillor Maja Prentice referenced the Corporate Report page marked ‘1h’ and requested that staff clarify the definition of “cultural”. Further, Councillor Prentice referenced the page marked ‘1j’ in regard to the meeting goals and the provision of budget documentation and cash flow issues, questioning if the groups will be required to notify the office if a budget problem arises or a particular task is not achieved.

- (1.) Mrs. Verjee advised that staff in the Office of the Arts and Culture will be monitoring the funded event 'at arms length' and would provide assistance to attempt remedy of any operational issues that arise.

Further, Councillor Maja Prentice requested additional information on the terms and conditions of the subject grant program prior the Council meeting scheduled for January 30, 2008. Councillor Prentice mentioned that the investment in the Calgary Office of the Arts is controlled by Council, and suggested that staff review Calgary's protocols for approaches that will benefit Mississauga's new programs. Further, Councillor Prentice questioned the amount of grant funds issued for the year 2007 respectively by the Cities of Montreal, Calgary and Toronto. Mrs. Verjee referenced the revised Appendix 2 to the subject Corporate Report which was distributed to the Members of Committee prior to this meeting commencing; and noted that the festivals in those cities are operated as professional programming.

Councillor Carolyn Parrish referenced the Corporate Report page marked '1a' and suggested that Mississauga should be supporting new cultural festivals as well as the existing. Further, Councillor Parrish questioned the City of Calgary's per capita grant budget for festivals, to which Manager of Arts and Culture Initiatives Jennifer Kaye explained that Calgary has two (2) separate programs, being one that budgets \$400,000.00 for operations and another that budget \$300,000.00 to deal with requests for special events. Councillor Parrish noted her prior experience with the federal grant program review, and the need to have sufficient information to allow a viable comparison on how other municipalities issue grants. Councillor Parrish concluded her comments noting the complexities she experienced while fundraising from the corporate sector for the purchase of fireworks for an event.

Subsequently, Councillor Maja Prentice moved approval of the recommendation in the subject Corporate Report, opining that in future, the City will have to be extremely careful with issuing grant funds. Councillor Prentice suggested that definitive criteria be developed which will also require the applicant groups to fundraise. The motion was voted upon and carried.

Approved (Councillor Maja Prentice)
Recommendation GC-0032-2008
CA.01.Grants
FA.16.Festivals and Celebrations

2. Corporate Grants Program 2008

Corporate Report dated January 10, 2008 from the Commissioner of Community Services seeking approval to issue grants under the established Corporate Grants Program.

- (2.) Councillor Carolyn Parrish questioned the \$5,000.00 reduction from the amount requested by the Mississauga Garden Council, in regard to the projects in progress at Riverwood. Manager of Program Development Sheila Wilson explained that overall grant to the Mississauga Garden Council is increased \$25,000.00 from the 2007 amount, and explained that the grant amount reflects maintaining the total grant envelope, while maintaining the service level to other smaller groups in the City. Further, Ms. Wilson advised that the remaining funds are set aside for two (2) other projects that will be presented in a future Corporate Report.

Subsequently, Mayor Hazel McCallion moved approval of the recommendations in the subject Corporate Report. The motion was voted upon and carried.

RECOMMENDATIONS

1. That the 2008 Corporate Grant not be awarded to Mississauga Croatia Soccer Club.

Recommendation GC-0033-2007

2. That a 2008 Corporate Grant in the amount of \$20,000 be awarded to Inter-Cultural Neighbourhood Social Services.

Recommendation GC-0034-2007

3. That a 2008 Corporate Grant in the amount of \$12,000 be awarded to the Mississauga Friendship Association.

Recommendation GC-0035-2007

4.
 1. That a 2008 Corporate Grant in the amount of \$116,682 (actual grant of \$121,008 less rent of \$4,326 including GST) be awarded to the Mississauga Garden Council.
 2. That 75% or \$87,511 of the total award of \$116,682 (actual grant of \$121,008 less rent of \$4,326 including GST) to the Mississauga Garden Council be provided at this time and the remaining 25%, or \$29,171 be released once staff have received and reconciled 2007 final financial statements.

Recommendation GC-0036-2007

- (2.) 5. 1. That a 2008 Corporate Grant in the amount of \$69,701 (actual grant of \$79,566 less rent of \$9,865 including GST) be awarded to the Mississauga Sports Council.
2. That 75%, or \$52,276 of the total award of \$69,701 (actual grant of \$79,566 less rent of \$9,865 including GST) to the Mississauga Sports Council be provided at this time and the remaining 25%, or \$17,425 be released once staff have received and reconciled 2007 final financial statements.

Recommendation GC-0037-2007

6. 1. That the 2008 Corporate Grant not be awarded at this time to Peel Fountain of Wisdom Senior Services.
2. That Recreation and Parks staff and The Office of Arts and Culture work with Peel Fountain of Wisdom Senior Services to identify appropriate funding sources and community expertise and partners for a 2008 Regional Art Symposium and Workshop.

Recommendation GC-0038-2007

7. 1. That a 2008 Corporate Grant in the amount of \$29,471 be awarded to the Square One Older Adult Centre.
2. That 75%, or \$22,104 of the total amount of \$29,471 to the Square One Older Adult Centre be provided at this time and the remaining 25%, or \$7,367 be released once staff have received and reconciled 2007 final financial statements.

Recommendation GC-0039-2007

8. That a 2008 Corporate Grant in the amount of \$7,900 be awarded to the Boys and Girls Club of Peel.

Recommendation GC-0040-2007

9. That a 2008 Corporate Grant in the amount of \$10,500 be awarded to Community Living Mississauga.

Recommendation GC-0041-2007

- (2.) 10. That a 2008 Corporate Grant in the amount of \$10,500 be awarded to St. John Ambulance, Mississauga Branch.

Recommendation GC-0042-2007

Approved (Mayor Hazel McCallion)
FA.16. Corporate Grants

3. Recommendations of the Arts and Culture Grant Assessment Committee

Corporate Report dated January 11, 2008 from the City Manager & Chief Administrative Officer seeking approval of the recommendations of the Arts and Culture Grant Assessment Committee to issue grants under the Arts and Culture Grants Program approved by Council in the summer of 2007.

RECOMMENDATION

That the recommendations of the Arts and Culture Grant Assessment Committee for the provision of Arts and Culture Grants to arts, culture and heritage organizations in 2008, as outlined in the report "Recommendations of the Arts and Culture Grant Assessment Committee" dated January 11, 2008, be approved by City Council.

Councillor Maja Prentice initiated discussion, questioning the reference to promotion of events in other municipalities. Director of Arts and Culture Zainub Verjee advised that the Mississauga Arts Council master plan will provide details on the marketing plan. Responding to a further question by Councillor Prentice, Mrs. Verjee advised that the assessment of the applications for groups working through the Mississauga Arts Council was done by the Arts Review Task Force which includes herself, Executive Director/Curator of the Art Gallery of Mississauga Rob Freeman, Manager of Program Development Sheila Wilson, General Manager of Sampradaya Dance Creations Jasmine Sawant, Manager of Arts and Culture Initiatives Jennifer Kaye, and the Supervisor of Arts and Culture DB Boyko.

President of the Mississauga Arts Council (MAC) Ben Thornton came forward to the podium and explained that MAC advertises its events in other municipalities to draw outside audiences for Mississauga artists. Executive Director Linda Thomas explained that artists and events are advertised in the "Arts Scene" section of The Mississauga News, however, MAC has no control over the content published; and further, noted that some of the MAC members are also members of organizations in other municipalities.

- (3.) Councillor Prentice requested that MAC report on its operations and funding issues. In response to Councillor Prentice's further enquiry, Manager of Arts and Culture Initiatives Jennifer Kaye advised that Orchestra Mississauga has provided staff with a report regarding its cash flow.

Councillor Carolyn Parrish reviewed the annual grant amounts issued over the past few years to the local arts groups, opining that cost of living increases do not appear to be entertained. Further, Councillor Parrish opined that the arts and culture activities in the City are where the residents 'feel' their results of their tax contributions, and subsequently requested that staff provide a detailed analysis of what other municipalities provide, prior to the 2009 grant applications being processed.

Mayor McCallion advised that she does not want Mississauga's program compared to other cities, and opined that there is a need to review all aspects and services applied in conjunction with grant funding for arts and cultural groups, and determine an appropriate cost per capita. Further, Mayor McCallion expressed her concurrence with review of the policies and fees for providing services that are available to the residents of other municipalities, noting her attendance at the Visual Arts Centre which had an event hosted by an Oakville group.

In response to the comment by Mayor McCallion about the local festivals that operate without municipal funding assistance, City Manager Janice Baker advised that the pending Arts Master Plan will provide information regarding grant allocations for the various groups, noting that 2008 is a transition year for operation of the existing and new grant programs.

Subsequently, Councillor Maja Prentice moved approval of the recommendation in the subject Corporate Report. The motion was voted upon and carried.

Approved (Councillor Maja Prentice)
Recommendation GC-0043-2008
FA.16.Arts

4. Recommendations Regarding Applications to the Capacity-Building Grant Program

Corporate Report dated January 11, 2008 from the City Manager & Chief Administrative Officer seeking approval to issue grants under the Capacity Building Grants Program approved by Council in the summer of 2007.

(4.) RECOMMENDATION

That the recommendations of staff regarding the provision of Capacity-Building Grants to arts, culture and heritage organizations in 2008, as outlined in the report “Recommendations regarding applications to the Capacity-Building Grant Program” dated January 11, 2008, be approved by City Council.

Councillor Carolyn Parrish initiated discussion questioning if the Mississauga International Childrens’ Festival (MICF) pays for the services they use at the Living Arts Centre. Gerry Townsend, Treasurer and Chief Executive Officer of the Living Arts Centre advised that the MICF is provided with office space, use of the facilities at half the usual rate, and pays 100% for the other services required for the annual Festival. Discussion was held regarding the possibility that the local school boards be approached for funding, and the need to assist the MICF to obtain other funding support to continue with having this annual Festival.

Subsequently, Councillor Katie Mahoney moved approval of the recommendation in the subject Corporate Report. The motion was voted upon and carried.

Approved (Councillor Katie Mahoney)
Recommendation GC-0044-2008
FA.16.Capacity

CLOSED SESSION

At approximately 10:43am, pursuant to Subsection 239(3.1) of the *Ontario Municipal Act, 2001*, as amended, Committee moved into a closed session for an Educational Session to provide City Council with information regarding pending negotiations of the street lighting contract, which was deferred from the General Committee Meeting of January 16, 2008.

The City Manager and Chief Administrative Officer withdrew the Educational Session regarding the Cities NOW! Campaign from the agenda of this meeting.

At approximately 12:33pm, Committee moved out of the closed session. No recommendations were issued as a result of the Education Session regarding the street lighting contract.

Direction
RT.14

OTHER BUSINESS

1. Implementation of 'Family Day' on February 18, 2008 re: Business Operations

Mayor Hazel McCallion advised that she had met with the Minister of Municipal Affairs and Housing and discussed the need to amend the *Retail Business Holidays Act* to address the new annual holiday on February 18, 2008.

LA.07 (CA.01)

ADJOURNMENT – 12:34pm

REPORT 2 - 2008

TO: THE MAYOR & MEMBERS OF COUNCIL

General Committee of Council presents its second Report of 2008 and recommends:

GC-0031-2008 That the presentation reviewing the new Corporate Grant Programs for the City of Mississauga, by Director of the Office of the Arts and Culture Zainub Verjee to General Committee at its meeting on January 23, 2008, be received for information.

FA.16. Corporate Grants

- GC-0032-2008
1. That the Director of the Office of Arts and Culture proceed with the development of a Community Cultural Festivals and Celebrations Granting Program as outlined in the Corporate Report titled "Framework for a New Granting Program for Community Cultural Festivals and Celebrations" and dated January 11, 2008 from the City Manager & Chief Administrative Officer.
 2. That five (5) applications received for grant support for festivals and celebrations through existing granting programs in the Fall of 2007 be transferred to the new Community Cultural Festivals and Celebrations Granting Program for consideration as outlined in the Corporate Report titled "Framework for a New Granting Program for Community Cultural Festivals and Celebrations" and dated January 11, 2008 from the City Manager & Chief Administrative Officer.
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CA.01. Grants

FA.16. Festivals and Celebrations

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FA.16.Corporate Grants

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- GC-0041-2008
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FA.16.Corporate Grants

- GC-0042-2008
- That a 2008 Corporate Grant in the amount of \$10,500.00 be awarded to St. John Ambulance, Mississauga Branch.

FA.16.Corporate Grants

- GC-0043-2008
- That the recommendations of the Arts and Culture Grant Assessment Committee for the provision of Arts and Culture Grants to arts, culture and heritage organizations in 2008 as outlined in the Corporate Report titled "Recommendations of the Arts and Culture Grant Assessment Committee" and dated January 11, 2008 from the City Manager & Chief Administrative Officer, be approved.

FA.16.Arts

- GC-0044-2008
- That the recommendations of staff regarding the provision of Capacity-Building Grants to arts, culture and heritage organizations in 2008, as outlined in the Corporate Report titled "Recommendations regarding applications to the Capacity-Building Grant Program" and dated January 11, 2008 from the City Manager & Chief Administrative Officer, be approved.

FA.16.Capacity