



MINUTES

FESTIVAL FUNDING REVIEW COMMITTEE

THE CORPORATION OF THE CITY OF MISSISSAUGA

MONDAY, OCTOBER 19, 2009 – 11:15 A.M.

COMMITTEE ROOM A, SECOND FLOOR
300 CITY CENTRE DRIVE, MISSISSAUGA, ONTARIO L5B 3C1
www.mississauga.ca

Members Present:

Councillor Carolyn Parrish (Ward 6) (CHAIR)
Councillor Sue McFadden (Ward 10)
Councillor George Carlson (Ward 11)
Christopher Brown
Terence Butt
Bruce Kerr
Nance MacDonald

Members Absent:

Councillor Carmen Corbasson (Ward 1)
Councillor Frank Dale (Ward 4)
Sebastion Patrizio (Vice-Chair)
Armando Tallarico

Advisory Board:

Susan Burt, Director, Culture Division
Melissa Agius, My Mississauga Manager

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INDEX – FESTIVAL FUNDING REVIEW COMMITTEE –
OCTOBER 19, 2009

CALL TO ORDER – 11:15 AM

MATTERS CONSIDERED:

1. Administrative Matters
 - 1.1 Approval of Minutes of Previous Meeting
 - 1.2 Confirmation / Additions to the Agenda
2. Comparator Fees for Municipal Services to Festivals
3. Celebrate Ontario 2010
4. Festival Interview Update
5. Final Report to Council

OTHER BUSINESS

DATE OF NEXT MEETING – November 16, 2009

ADJOURNMENT - 12:00 PM

CALL TO ORDER – 11:15 AMMATTERS CONSIDERED:1. Administrative Matters

- 1.1 Minutes of the Festival Funding Review Committee meeting held on September 21, 2009.

Councillor Carolyn Parrish, Chair noted grammatical errors for Item 2 and in the “Other Business” section of the minutes. She further noted that the minutes should reflect that Jamie Brown, Manager, Sponsorship Corp was reminded to provide an update at a future Festival Funding Review Committee regarding the dispersal of the \$1.5-\$1.6 million in sponsorship funds for 2009.

Christopher Brown moved approval of the minutes of the Festival Funding Review Committee meeting held on September 21, 2009, as amended. This motion was voted on and carried.

Approved (Christopher Brown)
MG.11

- 1.2 Confirmation / Additions to the Agenda

No new items were added to the agenda.

Approved (Christopher Brown)
MG.11

2. Comparator Fees for Municipal Services to Festivals

Corporate Report dated October 13, 2009 from the Commissioner of Community Services with respect to comparator fees for municipal services to festivals.

Susan Burt, Director, Culture Division advised that she reviewed the level of support by neighbouring municipalities as directed by the Festival Funding Review Committee. As a result, she prepared a comparison chart to outline the fees charged by the City of Mississauga, Town of Oakville, City of Brampton and City of Toronto for festivals. Ms. Burt explained that the Town of Oakville includes \$15,000 in the Parks and Recreation operating budget to offset a portion of the municipal fees to festivals. In addition, the Roads and Works Operations have \$21,000 in their operating budget to offset the costs associated with road closures. Ms. Burt noted that the Oakville Waterfront Festival received free shuttle service from Oakville Transit Operations at a value of \$47, 500.

Ms. Burt advised that the City of Toronto received 48 grant applications in 2009. She explained that the City of Toronto and the Toronto Arts Council (TAC) provide some funding to festivals. Representatives from both groups communicate with each other to ensure that there is no “double dipping” by festival groups for grants. Ms. Burt further explained that staff within the Economic Development, Culture and Tourism Division solicit 50-60% of the costs for events produced by the City of Toronto. The remaining costs for the festivals would be provided by the City of Toronto.

Nance MacDonald enquired if Tourism Toronto contributed to the Toronto festivals. Ms. Burt advised that she was not aware of any contributions. Ms. MacDonald noted that it would be important to approach Mississauga Tourism for financial support for Mississauga festivals.

Ms. Burt advised that the City of Brampton has \$20, 000 available for organizations. The Brampton Arts Council does not provide funding to festivals. Ms. Burt noted that staff at Brampton and Oakville do not directly operate festivals. However, the City of Toronto have 20-30 dedicated staff available to operate festivals.

Bruce Kerr enquired about the procedure for decisions on grants at the City of Toronto. Ms. Burt advised that smaller grants would be issued through the Culture Division and TAC prepare a peer assessment. City staff would make a recommendation to Council for grants to be distributed to organizations.

Terry Butt moved receipt of the subject Corporate Report. This motion was voted on and carried.

Recommendation:

That the report dated October 13, 2009 from the Commissioner of Community Services entitled “Comparator Fees for Municipal Services to Festivals” be received for information.

Received

Recommendation FFRC-0006-2009 (T. Butt)
MG.11

3. Celebrate Ontario 2010

News release dated October 7, 2009 from Bob Delaney, MPP Mississauga-Streetsville with respect to Celebrate Ontario 2010.

Councillor Carolyn Parrish, Chair commented that staff should review the Celebrate Ontario 2010 grant to investigate if the City can receive funding for festivals.

Bruce Kerr moved receipt of the following recommendation, which was voted on and carried:

Recommendation:

That the news release dated October 7, 2009 from Bob Delaney, MPP, Mississauga-Streetsville with respect to Celebrate Ontario 2010 grant be received for information.

Received

Recommendation FFRC-0007-2009 (B. Kerr)

MG.11

4. Festival Interview Update

Councillor Carolyn Parrish, Chair to provide a verbal update on the committee interviews with Mississauga festival organizers.

Councillor Parrish noted that festival organizers identified at the interviews that there were issues with contacting staff on the day of an event. Susan Burt, Director, Culture Division advised that there is no dedicated staff at the City for festivals. She further advised that the Community Development Coordinator provides assistance to festivals, however that position is not dedicated to that purpose. Councillor Parrish noted that staff will need to review the matter and create a model that the committee could support.

Melissa Agius, My Mississauga Manager commented that once the Civic Square redevelopment is completed there may be major changes in terms of community groups utilizing the space. City staff would need to be available to provide some support to the community groups.

Bruce Kerr noted that issues of staff authority were also identified at the festival interviews. Ms. Agius explained that sometimes there are union issues, and the staff person who may be assisting the event may not have the authority for certain decisions.

Ms. Agius suggested that Pia Poblete, Coordinator – My Mississauga and Derek Allen, Recreation Analyst would be ideal staff for discussions regarding support to community events. Ms. Burt concurred.

Nance MacDonald commented that the bar has been raised on what is professional with the outcome of the 2009 Canada Day celebration, and that needs to be sustained for the festivals to keep the sponsors satisfied.

MG.11

5. Final Report to Council

Members of the Committee to have a preliminary discussion on points to include in the report to Council regarding Mississauga's festival funding practices.

Councillor Carolyn Parrish, Chair suggested that she draft a Corporate Report with the assistance of staff, which would be reviewed by the Festival Funding Review Committee. She further suggested that a draft copy of the Report be forwarded to the festival organizers that were interviewed and request their endorsement of the recommendations.

Councillor George Carlson commented that it would be beneficial to hire additional staff to solicit funds to create a pot of money for festivals. Councillor Parrish and Councillor Carlson expressed concern about the current dispersal of sponsorship funds.

Councillor Parrish suggested that the committee could recommend to Council what percentage of the festival's budget should be funded by the City. She commented that it could be beneficial if the City hired an additional fundraiser to raise up to \$1 million for festivals.

Melissa Agius, My Mississauga Manager noted that if the City provided funding for events it would provide some consistency across all events. She further noted that the basic services should be secured.

Councillor Parrish suggested that a sponsorship package could offer sponsor exposure to various events to receive more exposure. Ms. Agius expressed concern with the possibility of conflicting sponsors. She explained that festivals may solicit sponsorship that may conflict with sponsorship agreements the City may have.

Susan Burt, Director, Culture Division suggested that the committee needs to consider how to deal with grants for festivals versus city operated events like Canada Day. She further suggested that the committee could review what to do with City operated events and how will community events be supported.

Councillor Parrish commented that if the City covers the cost for city operated events, more funds would be available for community events. Ms. Burt noted that organizers for community events have the perception that they are competing against City events.

Councillor Carlson noted that it is important that the distribution of funding to festivals should be transparent. He suggested that there be a report that would outline funding received for festivals and how it was distributed.

MG.11

OTHER BUSINESS

DATE OF NEXT MEETING – November 16, 2009

ADJOURNMENT - 12:00 PM