

---

## Arts, Culture & Heritage Ad Hoc Committee

### Date

2018/05/29

### Time

1:08 p.m.

### Location

Civic Centre, Committee Room A - Second Floor,  
300 Civic Centre Drive, Mississauga, Ontario, L5B 3C1

### Members Present

Councillor John Kovac, Ward 4 (Chair)  
Councillor Chris Fonseca, Ward 3 (Arrived 1:30 p.m.)  
Councillor Ron Starr, Ward 6 (Arrived 1:24 p.m.)  
Councillor Pat Saito, Ward 9  
Mike Douglas, Mississauga Arts Council  
Douglas Hancock, Heritage Mississauga  
Denis Mastromonaco for Eileen Keown, Mississauga Symphony Orchestra  
Natalie Lue, Living Arts Centre  
Mandy Salter, Art Gallery of Mississauga  
Annis Karpenko, Third Monday Collective/Visual Arts Mississauga  
Jasmine Sawant, Third Monday Collective/Sampradaya Dance Creations  
Kat Runnalls, Third Monday Collective/Small Arms Society  
Jasmine Sawant, Third Monday Collective/Sampradaya Dance Creations  
Annis Karpenko, Third Monday Collective/Visual Arts Mississauga

### Members Absent

Mayor Bonnie Crombie

### Staff Present

Paul Damaso, Director, Culture Division  
Sonja Banic, Manager, Culture Operations  
Mojan Jianfar, Planner, Culture Planning  
Trish Sarnicki, Legislative Coordinator, Legislative Services

### Find it online

<http://www.mississauga.ca/portal/cityhall/artscultureheritagesteeringcommittee>

1. **CALL TO ORDER** – 1:08 PM

2. **APPROVAL OF AGENDA**

Approved (K. Runnalls)

3. **DECLARATION OF CONFLICT OF INTEREST** – Nil.

4. **MINUTES OF PREVIOUS MEETING**

4.1. Arts, Culture & Heritage Ad Hoc Committee Minutes – February 20, 2018

Approved (J. Sawant)

5. **PUBLIC QUESTION PERIOD**

No members of the public requested to speak.

6. **MATTERS CONSIDERED**

6.1 **Culture Master Plan - DRAFT**

Mojan Jianfar, Planner, Culture Division, provided an overview of the Draft Culture Master Plan and spoke to the process and timeline, next steps and the Draft Culture Master Plan outline.

Members of Committee expressed the following comments and concerns:

- Expressed thanks for all of the work staff did in creating the Plan;
- That the Plan is easy to follow;
- How the information can be shared with the Mississauga Tourism Board;
- Clarification with respect to city-owned infrastructure;
- Whether the municipalities comparison chart could clarify what is being compared;
- How the Plan works with the Tourism Committee;
- The importance of advocacy for fair pay;
- Discussion around marketing with respect to tourism;
- How additional grants are determined;
- Discussion surrounding cultural districts and neighbourhoods;
- Whether the City could broker spaces for use by arts groups;
- Whether there is any data to highlight environmental benefits to be included in the Plan;
- Reference to Indigenous culture is well received, the only concern being not to speak for Indigenous cultures but to continue to consult them when implementing the Plan.
- Re-visit the numbers included in the per capita spending comparison chart.

Ms. Jianfar responded that the images used are still being finalized and will be better incorporated in the final print. Paul Damaso, Director, Culture Division noted that the Plan is being finalized and can be shared with the Tourism Board once complete. Mr. Damaso spoke to city-owned infrastructure, noting that the benchmarking with municipalities is with respect to city-owned spaces (whether operated by the City or not), with Ms. Jianfar adding that she will clarify the chart. Councillor Saito elaborated on the Tourism Master Plan, noting that the Culture Master Plan will be used as a reference for building the tourism industry. Mr. Damaso noted that the City is committed to equity and fair wages, adding that the combination of the Culture Master Plan and the Tourism Master Plan will enhance opportunities for residents and visitors and provide for a collective approach to city events. Councillor Saito spoke to hotel tax funds, and funding for arts groups, and noted it will be for additional grants to assist with additional funding for events if organizations can express how the money could be used to enhance their event. Councillor Saito clarified that this does not impact the level of grants as they stand today. Councillor Saito noted that consulting staff will be hired with respect to marketing and tourism, and Sonja Banic, Manager, Culture Operations noted that marketing is explicitly mentioned in Priority 5 of the Culture Master Plan. Mr. Damaso noted that cultural districts do not dismiss the need for neighbourhood place-making and that in addition, there will be a focus on key areas becoming cultural destinations within the city but that there is a granular component happening at a neighbourhood level. Mr. Damaso explained that while the Plan is a City document and work plan, forming partnerships will be important for the success of the Plan such as through BIAs or partnering with the government to build entrepreneurial spaces. Ms. Jianfar noted that much of the research espouses the economic and social benefits of arts, culture and heritage, with fewer data only on the environmental benefits but that some is comprised under social benefits. Mr. Damaso noted that the municipal benchmarking is a bit difficult, as other cities have different operating models. Ms. Jianfar noted that the detail from the public consultations will not be lost, but that the Plan is a high-level summary.

#### RECOMMENDATION

ACHC-0002-2018

1. That the Draft Culture Master Plan be received for information.
2. That the Arts, Culture & Heritage Ad Hoc Committee is in full support of the Draft Culture Master Plan as presented at the May 29, 2018 meeting.  
(ACHC-0002-2018)

Received/Carried (K. Runnalls)

#### 7. OTHER BUSINESS

Mike Douglas, Mississauga Arts Council commented that he would like to see the Arts, Culture & Heritage Ad Hoc Committee continue.

Councillor Saito noted that in the new year there will be discussion with Members of Council about the continuation of each single committee at Governance Committee. Councillor Saito added that once the Culture Master Plan is underway, staff will be implementing the recommendations and noted the enthusiasm of the Committee

Members was admirable.

Councillor Kovac, Chair thanked Committee Members for their contributions to the Committee.

8. **DATE OF NEXT MEETING** - Nil

9. **ADJOURNMENT** – 2:24 p.m.

DRAFT