



# AGENDA

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## MISSISSAUGA CELEBRATION SQUARE EVENTS COMMITTEE

THE CORPORATION OF THE CITY OF MISSISSAUGA

**MONDAY, APRIL 29, 2013 – 4:30 P.M.**

COMMITTEE ROOM A, SECOND FLOOR  
300 CITY CENTRE DRIVE, MISSISSAUGA, ONTARIO L5B 3C1  
[www.mississauga.ca](http://www.mississauga.ca)

Members:

Councillor Frank Dale, Ward 4 (Vice-Chair)

Councillor Ron Starr, Ward 6 (Vice-Chair)

Councillor Nando Iannicca, Ward 7

Councillor Pat Saito, Ward 9

Frank Giannone (Chair)

Bruce Kerr

Mario Carbone

Rafay Agha

Ron Duquette

Sonja Hidas

Margaret Jedlewska

Joe Saundercook

Claire Santamaria

Lucie Duong

Contact: Sacha Smith, Legislative Coordinator  
Office of the Clerk 905-615-3200 ext. 4516 Fax 905-615-4181  
[sacha.smith@mississauga.ca](mailto:sacha.smith@mississauga.ca)

City/Living Arts Staff:

Paul Mitcham, Commissioner, Community Services

Susan Burt, Director, Arts & Culture

Paul Damaso, Manager, Celebration Square

Melissa Agius, Manager, Celebration Square Events

Finola Pearson, Public Affairs Specialist

Anne Murphy, Area Manager, Library Services

Catherine Tamoon, Account Executive, Sponsorship Corporate  
Development

Rob Bowslaugh, Manager, Facilities Maintenance

Andy Wickens, Manager, Parks Operations

Joanne Foote, Youth Coordinator

Ron Lenyk, Living Arts Centre

CALL TO ORDER

DECLARATIONS OF DIRECT (OR INDIRECT) PECUNIARY INTEREST

APPROVAL OF THE AGENDA

DEPUTATIONS

Joanne Foote, Youth Plan Coordinator and Carmen Ford, Supervisor, Film and Television to present Rebel Youth Week, May 1 -7, 2013 at the Mississauga Celebration Square.

MATTERS CONSIDERED

1. Approval of Minutes of Previous Meeting

Minutes of the Mississauga Celebration Square Events Committee meeting held on February 25, 2013.

2. Shade and Furniture for Mississauga Celebration Square (Ward 4)

Corporate Report dated April 12, 2013 from the Commissioner of Community Services with respect to shade and furniture for the Mississauga Celebration Square.

RECOMMENDATION

That the report from the Commissioner of Community Services dated April 12, 2013 entitled "Shade and Furniture for Mississauga Celebration Square" be received for information.

3. Mississauga Amacon Rotary Ribfest Carnival 2013 (Ward 4)

Corporate Report dated April 9, 2013 from the Commissioner of Community Services with respect to the 2013 Mississauga Amacon Rotary Ribfest Carnival.

RECOMMENDATION

That an exemption to the ban on mechanical amusement rides, as outlined in the "Outdoor Events in the Civic District" policy 05-03-03, be approved for the 2013 Mississauga Amacon Rotary Ribfest, contingent to the event organizers compliance with all conditions and requirements set out by the City of Mississauga.

4. Mississauga Celebration Square 2012/13 Rink Summary

Corporate Report dated April 16, 2013 from the Commissioner of Community Services providing a summary for the 2012/13 rink season at the Mississauga Celebration Square.

RECOMMENDATION

That the report from the Commissioner of Community Services dated April 16, 2013 entitled "Mississauga Celebration Square 2012/13 Rink Summary" be received for information.

5. Assessing Televised Programming Event Opportunities for Mississauga Celebration Square (Ward 4)

Corporate Report dated April 10, 2013 from the Commissioner of Community Services with respect to assessing televised programming event opportunities for Mississauga Celebration Square.

RECOMMENDATION

That the report from the Commissioner of Community Services dated April 10, 2013 entitled "Assessing Televised Programming Event Opportunities for Mississauga Celebration Square" be received for information.

6. 2013 Summer Programming Launch

Melissa Agius, Manager, Mississauga Celebration Square Events to provide a verbal update on the 2013 Summer Programming Launch.

7. City Committees Structure Review

Memorandum dated April 24, 2013 from the Legislative Coordinator with respect to recommendations resulting from the City Committees of Council Structure Review that were approved by Council on April 10, 2013.

OTHER BUSINESS

CLOSED SESSION

(Pursuant to Subsection 239 (2) of the *Municipal Act, 2001*)

Personal matters about an identifiable individual, including municipal or local board employees – Mississauga Celebration Square Events Committee Member Absence

(This item will be distributed to members at the meeting)

ADJOURNMENT



**DRAFT ONLY**

Mississauga Celebration Square  
Events Committee

**APR 29 2013**

## MINUTES

### MISSISSAUGA CELEBRATION SQUARE EVENTS COMMITTEE

THE CORPORATION OF THE CITY OF MISSISSAUGA

**MONDAY, FEBRUARY 25, 2013 – 4:35 P.M.**

COMMITTEE ROOM A, SECOND FLOOR  
300 CITY CENTRE DRIVE, MISSISSAUGA, ONTARIO L5B 3C1  
[www.mississauga.ca](http://www.mississauga.ca)

Members Present:

Councillor Frank Dale, Ward 4 (Vice-Chair)  
Councillor Ron Starr, Ward 6 (Vice-Chair)  
Councillor Pat Saito, Ward 9  
Frank Giannone (Chair)  
Mario Carbone  
Rafay Agha  
Ron Duquette  
Sonja Hidas  
Margaret Jedlewska  
Claire Santamaria

Members Absent:

Councillor Nando Iannicca, Ward 7  
Bruce Kerr  
Joe Saundercook  
Lucie Duong

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City/Living Arts Staff:

Paul Mitcham, Commissioner, Community Services

Susan Burt, Director, Arts & Culture

Paul Damaso, Manager, Celebration Square

Melissa Agius, Manager, Celebration Square Events

Finola Pearson, Public Affairs Specialist

Anne Murphy, Area Manager, Library Services

Andy Wickens, Manager, Parks Operations

Joanne Foote, Youth Coordinator

Matthew Butler, Youth Assistant

Ron Lenyk, Living Arts Centre

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CALL TO ORDER – 4:35 PM

DECLARATIONS OF DIRECT (OR INDIRECT) PECUNIARY INTEREST - Nil

APPROVAL OF THE AGENDA

DEPUTATIONS

Anatoliy Brodeskur, AquaShowLab Canada presented a PowerPoint presentation to the Committee on various modifications that could be made to the fountain at the Mississauga Celebration Square. He noted that modifications to the fountain could cost approximately \$150,000.

Members of Committee enquired about the maintenance involved with the fountain and programming capabilities. Mr. Brodeskur advised that the fountains would not require any additional maintenance and that the fountain show could be programmed to different songs.

Paul Mitcham, Commissioner, Community Services spoke to the matter and noted that Mr. Brodeskur should meet with Raj Sheth, Director, Facilities and Property Management to confirm if the suggested modifications to the fountain are feasible.

RECOMMENDATION

That the deputation by Anatoliy Brodeskur, AquaShow Lab Canada with respect to ideas on how to modify the existing fountain at the Mississauga Celebration Square be received for information.

Received (Councillor Dale)  
Recommendation MCSEC-0004-2013

MATTERS CONSIDERED

1. Approval of Minutes of Previous Meeting

Minutes of the Mississauga Celebration Square Events Committee meeting held on January 21, 2013.

Approved (Councillor Dale)

2. Mississauga Celebration Square: 2013 Continuous Improvement Opportunities

Corporate Report dated February 6, 2013 from the Commissioner of Community Services with respect to 2013 continuous improvement opportunities at the Mississauga Celebration Square.

Paul Damaso, Manager, Mississauga Celebration Square spoke to the report and highlighted that the report addresses improvements to the physical space, customer service, non-event activities and enhance marketing and promotion.

Councillor Starr enquired about the report. Mr. Damaso explained that the report addresses the implementation plan for improvements to the Square. Paul Mitcham, Commissioner, Community Services advised that staff would bring the implementation plan for shade and furniture for the Square at the next meeting. He explained that with the approval of the 2013 budget, staff could now move forward with some of the recommendations for improvements at the Square. Councillor Saito expressed concern with the current lack of seating and shade at the Square. Discussion ensued with respect to music on the Square to make it a more attractive atmosphere.

RECOMMENDATION

That the report from the Commissioner of Community Services dated February 6, 2013 entitled "Mississauga Celebration Square: 2013 Continuous Improvement Opportunities" be received for information.

Received (R. Duquette)

Recommendation MCSEC-0005-2013

3. Mississauga Celebration Square 2013 Spring/Summer Calendar

Corporate Report dated February 11, 2013 from the Commissioner of Community Services with respect to the 2013 Mississauga Celebration Square Spring/Summer Calendar.

Melissa Agius, Manager, Mississauga Celebration Square Events spoke to the report and highlighted the various events scheduled for the Square during the Spring and Summer months.

Members of Committee asked questions regarding the food truck events. Ms. Agius and Mr. Damaso noted that food truck operators enjoy working at the Square and have figured out the right quantity of food to have available for the public.

Margaret Jedlewska enquired about the 2014 booking rates for the Square. Ms. Agius advised that it would be known in approximately a month and explained the application process for summer bookings.

Councillor Saito noted that she attended an interactive Wii dancing event at Maplewood Public School. Ms. Agius advised that staff have looked into interactive activities for the Square. Mr. Damaso noted that staff would follow up with the school to enquire about the Wii dancing event.

RECOMMENDATION

That the Corporate Report dated February 11, 2013 from the Commissioner of Community Services entitled, "Mississauga Celebration Square 2013 Spring/Summer Calendar" be received for information.

Received (Councillor Saito)

Recommendation MCSEC-0006-2013

4. Update on Key Terms and Conditions for a License Agreement with Mississauga Legends Row (Ward 4)

Corporate Report dated February 13, 2013 from the Commissioner of Community Services with respect to an update on key terms and conditions for a License Agreement with Mississauga Legends Row.

Susan Burt, Director, Culture spoke to the report and noted that the challenge was to find a suitable location on the Square as there was concern with the plaques on the Civic building. She advised that the plaques would be installed on the collonade outside of the Jubilee Garden and noted that the area is covered and lit. She further spoke to the need to agree on the artwork for the plaques.

Councillor Starr thanked Ron Duquette for working with City staff to come to an agreement and further noted that the project falls within the City's placemaking and that the space gives room to expand. Sonja Hidas enquired about the maintenance costs for the plaques. Ms. Burt advised that the maintenance costs would be determined when the totems and plaques are designed; however she didn't anticipate high costs.

RECOMMENDATION

That the following terms and conditions for the license agreement between Mississauga Legends Row and the City of Mississauga, for installation of recognition plaques on a portion of Mississauga Celebration Square, as outlined in the Report "Update on Key Terms and Conditions for a License Agreement with Mississauga Legends Row" dated February 13, 2013 from the Commissioner of Community Services, be received for information:

- i. Five year term with renewal for up to two additional 5 year terms, each term to be approved by Council;
- ii. 30 Day termination clause, with no liability against the City;
- iii. Locate Legends Row within the collonades outside the Jubilee Gardens on Mississauga Celebration Square;
- iv. Legends Row Board of Directors approve a new draft by-law regarding the nomination and selection process for inductees to Legends Row and recommended revisions to their governance by-law;
- v. Legends Row assumes full responsibility for the cost of fabricating, installing, removing and maintenance of all totems and plaques;
- vi. Installation, removal and repairs to the totem and plaques be managed by the City and charged back to Legends Row.; and
- vii The design of the totems and plaques be approved by both Legends Row and the City.

Approved (Councillor Dale)  
Recommendation MCSEC-0007-2013

OTHER BUSINESS

Councillor Saito expressed concern that photos of the skating rink at the Square did not show a full rink. Claire Santamaria noted that the ice rink is usually full on Sunday afternoons. Paul Damaso, Manager, Mississauga Celebration Square noted that staff need to get better photos of the Square that include a full skating rink.

ADJOURNMENT – 5:40 PM



# Corporate Report

Clerk's Files

Originator's  
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**DATE:** April 12, 2013

**TO:** Chair and Members of the Mississauga Celebration Square Events Committee  
Meeting Date: April 29, 2013

**FROM:** Paul A. Mitcham, P.Eng., MBA  
Commissioner of Community Services

**SUBJECT:** **Shade and Furniture for Mississauga Celebration Square  
(Ward 4)**

Mississauga Celebration Square  
Events Committee  
**APR 29 2013**

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**RECOMMENDATION:** That the report from the Commissioner of Community Services dated April 12, 2013 entitled "Shade and Furniture for Mississauga Celebration Square" be received for information.

**BACKGROUND:** Since opening the Square in 2011, the need for more shade has been a consistent area of feedback that staff receive in the summer months. The Square's design incorporates natural shaded areas in the covered colonnade and from the trees that are planted throughout the raised garden. Due to the young maturity level of the trees, the tree canopy has not yet grown to the point where it provides visitors with adequate seated shading. The successful growth of the trees to date suggests that shading will be adequate within the next two to three years. In addition to the trees, the Square's design calls for the use of portable furniture and umbrellas to provide patrons with shade. Due to wind damage, vandalism and rough use of the umbrellas by some visitors, a number of umbrellas are damaged and unavailable for use at various times throughout the summer while they are being repaired. On average, a total of ten umbrellas were available on the Square in 2012.

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**COMMENTS:**

In order to address the need for more shaded seating on the square, staff devised a plan to increase the number of umbrellas and picnic tables. The new shade and furniture plan for 2013 will double the amount of umbrellas, from ten to twenty, placed throughout the square (see attached site plan, Appendix 1).

In addition to the twenty umbrellas on the Square, there will be umbrellas available on the new C Café patio.

Staff will also increase the shaded seating options by doubling the total amount of picnic tables from nine to eighteen. Four of the picnic tables will provide accessible seating. Twelve will be strategically placed under the shaded market trellis area. The tables will be painted turquoise and verbena to match the furniture colour palette of the Square.

There were also a number of small tables and chairs for general use in the Square in previous years. These will again be available for daily use.

**FINANCIAL IMPACT:**

All components of the furniture plan are funded through the approved 2013 operating and capital budgets for the Square.

**CONCLUSION:**

The success of Mississauga Celebration Square has led to a demand for additional shaded seating options. The 2013 Celebration Square shade and furniture plan will address this concern by doubling the amount of umbrellas and strategically placing additional picnic tables under the market trellis.

**ATTACHMENTS:**

Appendix 1: 2013 Mississauga Celebration Square Shade and Furniture Plan

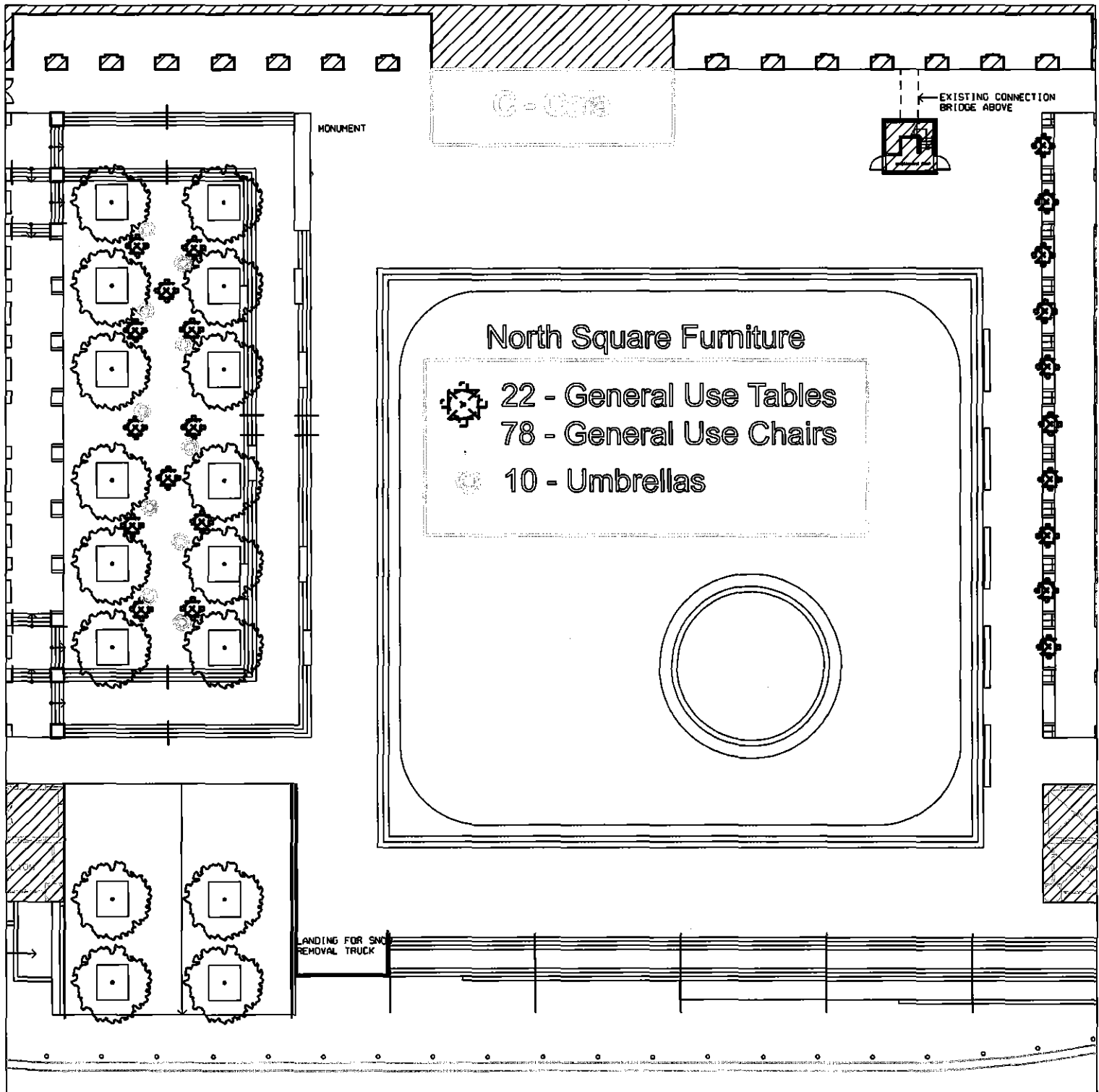


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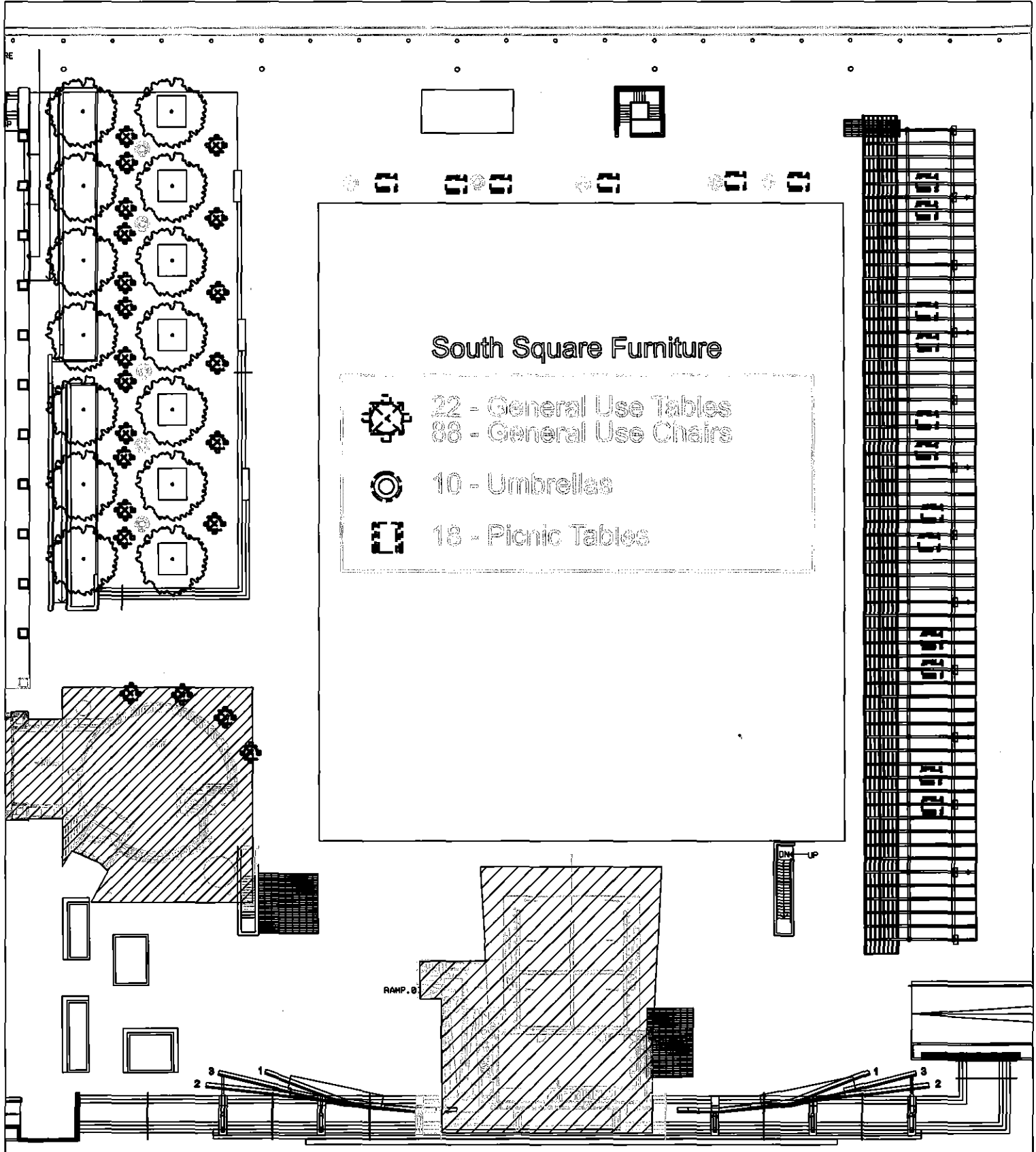
Paul A. Mitcham, P.Eng., MBA  
Commissioner of Community Services

*Prepared By: Melissa Agius  
Acting Manager, Mississauga Celebration Square*

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# Corporate Report

Clerk's Files

Originator's  
Files

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**DATE:** April 9, 2013

**TO:** Chair and Members of the Mississauga Celebration Square Events Committee  
Meeting Date: April 29, 2013

**FROM:** Paul A. Mitcham, P. Eng., MBA  
Commissioner of Community Services

**SUBJECT:** **Mississauga Amacon Rotary Ribfest Carnival 2013  
(Ward 4)**

Mississauga Celebration Square  
Events Committee  
**APR 29 2013**

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**RECOMMENDATION:** That an exemption to the ban on mechanical amusement rides, as outlined in the "Outdoor Events in the Civic District" policy 05-03-03, be approved for the 2013 Mississauga Amacon Rotary Ribfest, contingent to the event organizers compliance with all conditions and requirements set out by the City of Mississauga.

**BACKGROUND:** The Mississauga Amacon Rotary Ribfest has requested the use of Princess Royal Drive between Living Arts Drive and Duke of York to be closed from July 17 to July 22 to accommodate carnival rides (see Map, Appendix 1). These rides have been a part of this event for the previous nine years and represent a significant revenue source for the festival. The proposed location for the 2013 carnival rides is the same as in 2012. Mississauga Celebration Square staff are not aware of any complaints received by the City stemming from the road closure or the carnival in 2012.

**COMMENTS:** Mississauga Celebration Square (MCS) staff do not object to allowing Ribfest to operate a carnival in this location in 2013, with the understanding that an exception to the Policy 05-03-03 "Outdoor Events in the Civic District" (Appendix 2) must be approved by the MCS Committee and City Council. Staff have consulted with the

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Living Arts Centre, Fire and Emergency Services, Transportation and Works, Facilities & Property Management, and Ward 4 Councillor Frank Dale and there are no objections to the Rotary Club's request.

The event organizer has been notified that any future requests will require an exemption to the mechanical amusement ride prohibition within the Outdoor Events in the Civic District policy. As the density of the Civic district increases, the Rotary Ribfest Carnival may become too disruptive to the neighbouring community in the future. MCS staff will continue to monitor resident feedback and will consult with the local Councillor and stakeholders to assess the ongoing impact of this activity on the neighbouring community.

**FINANCIAL IMPACT:** There is no financial impact to the City.

**CONCLUSION:** The Ribfest Carnival is an important source of revenue to the Mississauga Amacon Rotary Ribfest, which contributes tens of thousands of dollars to charitable causes each year. MCS staff have consulted with the local Councillor and key stakeholders and there are no objections to the request to grant a 2013 exemption to the ban on mechanical amusement rides for the Mississauga Amacon Rotary Ribfest. The organizer is aware that they will be required to request an exemption in future years and that the decision to grant an exemption is subject to Committee and Council approval.

**ATTACHMENTS:** Appendix 1: Mississauga Rotary Ribfest 2013 Proposed Road Closure  
Appendix 2: Corporate Policy 05-03-03 "Outdoor Events in the Civic District"



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Paul A. Mitcham, P. Eng., MBA  
Commissioner of Community Services

*Prepared By: Lisa Abbott, Program Coordinator, MCS*



### ROAD CLOSURE DETAILS:

- Princess Royal Drive closed between Duke of York & Living Arts.
- Maintain access to siamese water connections on north west face of Civic.
- Maintain access to Executive Parking door.
- Closure in effect July 17, 6 a.m. – July 22, noon.

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# Corporate Policy and Procedure



Policy No. 05-03-03  
 Page 1 of 12  
 Effective Date 2012.10.10  
 Supersedes 2010.09.15

TAB: PROPERTY AND FACILITIES  
 SECTION: CIVIC CENTRE  
 SUBJECT: OUTDOOR EVENTS IN THE CIVIC DISTRICT

**POLICY STATEMENT** The Civic District provides outdoor venues for the enjoyment of the public, including the opportunity for participation in a series of high-profile premiere events offered at Mississauga Celebration Square.

**PURPOSE** The purposes of this policy are:

- to identify the outdoor Event venues;
- to outline the booking process for venues in the Civic District, including those that are available for Event use by City of Mississauga staff, elected officials and members of the public;
- to outline the conditions for approval and any restrictions on the use of the available venues; and
- to outline the roles and responsibilities of specific City staff.

While it is the City's wish that the Civic District be regarded as a "people place" — open and accessible to all members of the community — steps must be taken to ensure that both the area and its patrons are protected. Procedures are required so that a uniform approach to permitting Events in Civic District venues, which are normally public areas, can be taken.

**DEFINITIONS** For the purposes of this policy:

The "Civic District" includes the event venue of Mississauga Celebration Square; the Glass Pavilion, Jubilee Garden, the Ice Rink and the following parks: the Living Arts Centre (LAC) Park; Community Common Park; and Scholar's Green.

# Corporate Policy and Procedure



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“Customer Service Centre (CSC)” means the Community Services Department, Recreation Division booking office.

“Event” means any pre-planned, organized activity that will be facilitated with the support and expertise of City staff.

“Event Organizer” means any individual or organization booking an Event.

“External Booking” means requests by an Event Organizer to book an Event in Mississauga Celebration Square. This includes bookings by City employees for non-work related Events.

“Internal Booking” means any request by City staff or Council to book a City Event in Mississauga Celebration Square that is work related. There are two types of Internal Bookings:

“Public Event” means a City Event that is promoted and open to the public.

“Staff Event” means a City Event that is promoted and limited to staff only.

The “Mississauga Celebration Square Section” means the Culture Division, Community Services Department.

“Normal Business Hours” are 8:30 a.m. to 4:30 p.m., Monday to Friday, with the exception of Public Holidays.

“Program Coordinator” means the Mississauga Celebration Square employee assigned to liaise with the Event Organizer.

“Public Holiday” means a non-working day that is legislated in Ontario in the *Employment Standards Act, 2000*. Ontario has nine public holidays: New Year's Day; Family Day; Good Friday; Victoria Day; Canada Day; Labour Day; Thanksgiving Day; Christmas Day; and Boxing Day.

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# Corporate Policy and Procedure



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“Weekend” means from 4:30 p.m. Friday to 6:00 a.m. Monday.

## SCOPE

This policy applies to all outdoor venues in the Civic District. For information on booking indoor facilities at the Civic Centre, such as the Council Chamber, Great Hall, meeting rooms, etc., refer to Corporate Policy and Procedure – Civic Centre – Booking Facilities in the Civic Centre.

## CIVIC CENTRE DISTRICT VENUES

### Mississauga Celebration Square

Mississauga Celebration Square is available for booking through the Mississauga Celebration Square Section. Mississauga Celebration Square is comprised of the outdoor square, including the main stage, and the Amphitheatre, an open air venue with a seating capacity of 300 that is suitable for theatrical, musical or other artistic/cultural Events.

### Other Venues in the Civic District

The Glass Pavilion is suitable for meetings and special occasions and is bookable through the CSC.

The Ice Rink may not be booked, as exclusive use of the rink by outside groups is not permitted. (The City may, on occasion, reserve the ice for a major outdoor Event.) The rink is available for use by the general public, at no charge.

The Jubilee Garden area is open for the enjoyment of the general public, at no charge. While exclusive use is not permitted, this area may be booked through the CSC for film projects, wedding photography and/or marriage ceremonies.

### Parks in the Civic District

Community Common is not a bookable space, but may be utilized by the City as required for City produced or co-produced Events.

LAC Park is not a bookable space, but may be utilized for City produced or co-produced Events. Indoor events booked at the

# Corporate Policy and Procedure



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Living Arts Centre that wish to expand the event into a portion of LAC Park may do so with the approval of the LAC. In these instances, a park permit is required.

Scholar's Green may be used for Sheridan College events, upon approval of the City (a park permit is required). The space may also be utilized by the City as required for City produced or co-produced Events.

## BOOKING MISSISSAUGA CELEBRATION SQUARE

Mississauga Celebration Square may be booked for Events by the public or City staff through the Mississauga Celebration Square Section, in accordance with the processes outlined in this policy.

## PRIORITY EVENTS

If there is more than one request to book all or part of Mississauga Celebration Square for the same date and/or applications are received for similar events, the following will apply:

- First Priority:
  - City produced or co-produced Events, such as Canada Day celebrations, tree lighting, movie nights, summer music series, yoga on the lawn, etc.
- Second Priority:
  - new or existing Events deemed by the City to contribute to the City's cultural diversity, raise its arts and culture profile and/or add economic benefit to Mississauga from a tourism perspective
- Third Priority:
  - Events with proven experience that have met all requirements and conditions for approval

Where separate Events are booked on more than one area of Mississauga Celebration Square at the same time, consideration will be given to ensure that the two Events are compatible.

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# Corporate Policy and Procedure



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## BOOKING PROCESS – EXTERNAL AND INTERNAL PUBLIC EVENT BOOKINGS

Terms and Conditions for booking, eligibility criteria and an overview of the Event process are detailed in the Mississauga Celebration Square Guidelines (the “Guidelines”), which are provided when a booking request is made. The Mississauga Celebration Square application, available on the City of Mississauga web site or by contacting the Mississauga Celebration Square Section, must be signed and submitted to the Program Coordinator by the applicable deadline for all bookings.

### Incomplete Applications

An application will be considered incomplete if it is submitted without the requested information or accompanying documentation. Applications that are incomplete will not be considered.

### Application Deadlines – Bookings With More Than 500 Attendees

Applications for bookings where the expected attendance is greater than 500 must be received by the applicable annual Event season deadline. Applications for subsequent years of an Event (e.g. annual Events) will not be accepted in advance.

Outdoor Event seasons and deadlines are defined as follows:

Summer/Fall Season – May 01 - October 31 → Deadline  
September 30 of the preceding year

Winter/Spring Season – November 01 – April 30 → Deadline  
March 31 of the preceding year.

Exceptions to the application deadline must be approved by the Director, Culture Division, Community Services Department.

### Application Deadlines – Bookings With Less Than 500 Attendees

Applications for bookings where the expected attendance is less than 500 must be submitted a minimum of sixteen (16) weeks in advance. Exceptions to the applicable deadline must be approved by the Manager, Mississauga Celebration Square.

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## APPROVAL PROCESS – EXTERNAL AND INTERNAL PUBLIC EVENT BOOKINGS

Once the deadline has passed, all external and internal applications for the respective season will be evaluated by the Mississauga Celebration Square Section, who will compile a list of recommended Events. All eligible applications will be fairly evaluated based on the Conditions for Approval outlined in this policy.

The recommendations will be reviewed for approval by a group comprised of:

- the Director, Culture Division, Community Services Department;
- the Director, Parks and Forestry, Community Services Department;
- the Director, Facilities and Property Management, Corporate Services Department;
- the Director, Communications, Corporate Services Department;
- the Manager, Events, Mississauga Celebration Square Section, Culture Division;
- the Manager, Mississauga Celebration Square, Mississauga Celebration Square Section, Culture Division; and
- Three members of the City's Mississauga Celebration Square Events Committee.

\*Note: all members of the committee may appoint a designate to review and approve the recommendations.

All applicants will be notified once the recommendations are finalized. If agreement on approving an Event and/or the selection of an Event from competing applicants cannot be reached by the group, the Commissioner of Community Services will be consulted and will make the final decision.

The City reserves the right to decline applications that do not meet the Priority Event criteria and/or the Conditions of

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# Corporate Policy and Procedure



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Approval outlined in this policy.

A request to appeal a committee decision may be made in writing to the Commissioner of Community Services.

Once Approved

A letter of agreement confirming the date and outlining all requirements for approval will be sent to the applicant once the Event is approved. The letter must be signed by an individual within the group with authority to enter into a binding agreement with the City and returned to the Mississauga Celebration Square Section by the date specified in the letter of agreement.

The Program Coordinator will assist the Event Organizer in meeting all conditions for approval. A final facility rental contract detailing all fees and charges and specific requirements (e.g. payment/cancellation terms, additional security, maintenance, technical support, furniture, etc.) will be issued by the CSC when all terms and conditions for approval are met. The contract must be signed and returned to the CSC at least thirty (30) days prior to the event.

The Mississauga Celebration Square Section may rescind approval for an Event at any time if the terms and conditions outlined in the application package are not met.

## INTERNAL STAFF EVENT BOOKINGS

Application Process

Staff who are Event Organizers for Events where attendees are City staff and the event is held primarily during the City's regular business hours (Monday to Friday, 8:30 am – 4:30 pm, excepting holidays) must complete the application form that is available on Inside Mississauga. The application form provides all of the information the Event Organizer is required to provide and must be submitted a minimum of 16 weeks in advance for Events with fewer than 500 attendees and one year in advance for Events with more than 500 attendees.

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## Approval Process

Once approved, the Program Coordinator will provide the Internal Event Organizer with a detailed summary of requirements, including instruction on the steps needed to fulfill each. A final facility rental contract will be issued by the CSC when all terms and conditions for approval are met. The contract must be signed by an employee with budget authority for the Event and returned to the CSC at least thirty (30) days prior to the Event.

## CONDITIONS FOR APPROVAL

All requests to book Mississauga Celebration Square will be considered in light of the City's need to ensure that:

- an Event does not endorse views and ideas that are likely to promote discrimination, contempt or hatred for any person on the basis of race, national or ethnic origin, citizenship, religion, age, sex, marital status, family status, sexual orientation, disability, political affiliation, economic status or level of literacy;
- the Event is consistent with the City's principle of respect for the dignity and worth of all persons;
- the Event does not conflict with the City's core values, vision or strategic goals or does not adversely impact on the City's identity;
- the Event does not interfere with normal business conducted by staff or with other activities in the Civic District;
- Event participants and patrons of all venues are adequately safeguarded;
- the security and protection of all venues is adequately safeguarded;
- activities which are contrary to City policies or by-laws, or provincial or federal laws are not conducted or promoted;
- all regulatory approvals are obtained (i.e. alcohol, lottery licence, etc.);
- the Event will be open to the public and free of charge;

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- the minimum expected attendance for Public Holiday and Weekend Events is 1,000 people; and
- the Event is deemed to raise the City's profile, support its arts and culture agenda as outlined in the Culture Master Plan and/or add economic benefit to Mississauga from a tourism perspective.

In addition to the conditions outlined above, External Bookings are required, at a minimum, to secure third party liability insurance, in accordance with the Guidelines, as a condition of approval. In some cases, the risks related to the Event may require additional coverage or limits of insurance. The Program Coordinator may consult with the Manager, Risk and Insurance, Finance Division, who may recommend additional coverage or limits.

## Requirements Once Approved

Once a request to book Mississauga Celebration Square has been approved, the Event Organizers, where applicable, will be required to:

- obey all federal and provincial laws and municipal by-laws and policies;
- adhere to any existing City contracts or agreements;
- ensure any City signage, including sponsorship recognition, is not obscured, removed or altered; and
- adhere to all aspects of the Guidelines.

## RESTRICTIONS

The following activities will be restricted:

- use of outside technicians and/or crews if the stage and/or media screen is required. The City's sound and lighting equipment must be booked in conjunction with the Event and use of City technicians and/or crews to operate the equipment is mandatory;
- fireworks that are not part of a City produced or co-produced Event (e.g. Canada Day);
- mechanical amusement rides (excluding inflatables) will not

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- be permitted;
- amplified sound will only be allowed in accordance with the Guidelines; and
- any other restrictions on activities addressed in the Guidelines.

## POST-EVENT EVALUATION

A post-event walk-through(s) with the Event Organizer will be scheduled by the Mississauga Celebration Square Section to take place after the Event to assess clean-up and/or damage and to ensure that all conditions and requirements outlined in the Event facility rental contract were adhered to. The evaluation(s) may be undertaken with applicable City staff (e.g. Facilities and Property Management and Parks) and will be kept on file by the Mississauga Celebration Square Section.

Event Organizers will be charged for any damage to City venues (e.g. damage to protective surfaces, broken fixtures, etc.) and for any cost for services that the City incurred as a result of the terms and conditions of their facility rental contract with the City (e.g. garbage clean up, additional security, etc.) not being met.

## ROLES AND RESPONSIBILITIES

### Departmental Directors

All Departmental Directors are accountable for:

- ensuring all Managers/Supervisors are aware of this policy and of any subsequent revisions.

### Managers/Supervisors

Managers/Supervisors with staff who are identified in the Roles and Responsibilities section of this policy are accountable for:

- ensuring staff in their respective work units are aware of this policy and of any subsequent revisions;
- ensuring applicable staff are trained on this policy with respect to their specific job function; and
- ensuring applicable staff comply with this policy.

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## Mississauga Celebration Square Section

The Mississauga Celebration Square Section is responsible for managing Events at Mississauga Celebration Square Section. This involves:

- adhering to the Booking Process as outlined in this policy;
- assisting in the selection and approval of Events for Mississauga Celebration Square, in accordance with this policy;
- ensuring all conditions of approval and requirements are outlined in the Event facility rental contract and are met prior to the Event;
- once notified, taking appropriate action as required to ensure all aspects of the facility rental contract are adhered to (e.g. hire additional cleaning or security staff);
- ensuring a signed copy of the facility rental contract is obtained from the CSC prior to the Event and kept on file;
- advising appropriate City staff of all bookings and of all subsequent changes;
- ensuring a physical pre-event venue inspection(s) is completed in consultation with the Event Organizer;
- ensuring a physical post-event venue inspection(s) is completed in consultation with the Event Organizer for each Event; and
- evaluating the overall Event following the post-event venue inspection(s) and documenting any issues and/or concerns.

## FEES/RENTAL RATES

Rental fees for Civic District venues, and additional expenses for labour and amenities outside of normal day-to-day City operations, are established annually through a report to Council. Refer to the applicable Rental Rates and/or Fees and Charges By-law(s), as amended from time to time, for current rates.

## REFERENCE:

GC-0590-2010 - 2010 09 15  
GC-0662-2012 – MCSEC-0033-2012 - 2012 10 10

## LAST REVIEW DATE:

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**CONTACT:**

For more information on booking Mississauga Celebration Square contact the Mississauga Celebration Square Section, Culture Division, Community Services Department.





# Corporate Report

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**DATE:** April 16, 2013

**TO:** Chair and Members of the Mississauga Celebration Square Events  
Meeting Date: April 29, 2013

**FROM:** Paul A. Mitcham, P.Eng., MBA  
Commissioner of Community Services

Mississauga Celebration Square  
Events Committee  
**APR 29 2013**

**SUBJECT:** Mississauga Celebration Square 2012/13 Rink Summary

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**RECOMMENDATION:** That the report from the Commissioner of Community Services dated April 16, 2013 entitled "Mississauga Celebration Square 2012/13 Rink Summary" be received for information.

**BACKGROUND:** Since the opening of Mississauga Celebration Square (MCS) in 2011, the rink facility continues to be a popular destination for skaters. As requested by the Mississauga Celebration Square Events Committee staff are providing a summary of rink operations for the 2012 – 2013 season at MCS.

**COMMENTS:** Appendix 1 provides a summary of operating days and estimated attendance at the MCS rink. The number of operating days increased this year due to colder weather and an earlier start to operations. Closures of the rink were generally the result of warm spells, rain, or closures to accommodate snow removal.

Staff have also provided attendance estimates, based on periodic observations of rink activity. Estimated attendance increased the past season, with the December holiday break being especially busy.

Some changes were made to the physical layout surrounding the rink for the 2012 – 2013 season, in particular through the addition of additional picnic tables and more extensive mats. These changes were well receive and helped to enhance convenience for visitors. There are no major changes to rink operations anticipated for 2013-14.

**FINANCIAL IMPACT:** Not applicable.

**CONCLUSION:** The Mississauga Celebration Square rink facility has continued success and increased usage.

**ATTACHMENTS:** Appendix 1: 2012 / 2013 Mississauga Celebration Square Rink Summary



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Paul A. Mitcham, P.Eng., MBA  
Commissioner of Community Services

*Prepared By: Andy Wickens, Manager, Parks*

## Mississauga Celebration Square Rink

\*\* Rink Hours of Operation: 10:00 am - 10:00 pm Daily

Year(s)	Opening Date	Closing Date	# Of Operating Days	Rink Closures			March Break	Approximate Users		Additional Comments
				# of Closures	Hours of Down Time	Comments		Weekly	Seasonal Total	
2011/2012	December 6th, 2011	March 12th, 2012	97	13	52	Closure due to Snow Events, rain or warm weather	Closed middle of March Break	2300; 8,400 over Christmas Break	44,000	<ul style="list-style-type: none"> <li>• Rink was scheduled to open on November 17, 2011, but due to a glycol line ruptured, opening was delayed</li> <li>• Past rink openings occurred, on average, the week before Christmas</li> <li>• Christmas &amp; New Years approximate users: 1200</li> <li>• End of year closure due to mild temperature</li> </ul>
2012/2013	November 24th, 2012	March 17th, 2013	120	17	178	Closure due to Snow Events, rain or warm weather	Closed end of March Break	2400; 9000 over Christmas Break	54,000	<ul style="list-style-type: none"> <li>• Three major snow events were experienced during the season</li> </ul>





# Corporate Report

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**DATE:** April 10, 2013

**TO:** Chair and Members of the Mississauga Celebration Square Events  
Committee  
Meeting Date: April 29, 2013

**FROM:** Paul A. Mitcham, P.Eng., MBA  
Commissioner of Community Services

**SUBJECT:** **Assessing Televised Programming Event Opportunities for  
Mississauga Celebration Square  
(Ward 4)**

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**RECOMMENDATION:** That the report from the Commissioner of Community Services dated April 10, 2013 entitled "Assessing Televised Programming Event Opportunities for Mississauga Celebration Square" be received for information.

**REPORT  
HIGHLIGHTS:**

- There has been a significant increase in requests for the City to broadcast televised programs, particularly sports events, on Mississauga Celebration Square.
- There are an increased number of organizations requesting use of the Square to host community cultural festivals and events, which impacts the opportunity to screen televised programs.
- The "Digital Program Screens in Celebration Square" policy 05-03-04 provides criteria for approving content on the media screens but not for determining if televised programming should be broadcast.
- To be considered for broadcast on the Mississauga Celebration Square (MCS) screens, the following criteria is proposed:
  - MCS must be able to secure the broadcast/public screening rights to the event;

- the event must have broad resident appeal;
  - the event does not interfere with or has minor impact on the use of the Square by community festivals and non-event attendees;
  - the event should be popular enough to attract a large audience;
  - the event must comply with the Digital Program Screens in Celebration Square” policy 05-03-04.
- If a televised programming event is scheduled to occur during the peak event season and it conflicts with community festival scheduling, then it must be assessed as part of the Community Festival Approval Process.
  - If a televised programming event does not conflict with a community festival and occurs outside of the peak event season, it can be approved or declined by Mississauga Celebration Square staff using the criteria outlined in this report.

**BACKGROUND:**

The success of the Digital Media Screens on Mississauga Celebration Square has led to the hosting of highly successful televised programming events such as screening of the 2012 European Cup Soccer Championships, the 2012 London Olympic Games and the National Remembrance Day ceremony from Ottawa. The success of these initiatives has led to a significant increase in requests for the City to broadcast more televised programming, especially sporting events, on Mississauga Celebration Square digital screens.

The primary mandate of the Square as a major cultural facility makes decisions on which events to broadcast increasingly more difficult when they conflict with scheduling dates for community festivals. With major televised programming events such as the 2014 World Cup and the 2015 Pan Am Games on the horizon, it is important to provide staff with a clear and transparent mechanism to assess these opportunities.

In 2011, City Council approved the “Digital Program Screens in Celebration Square” policy 05-03-04 (Appendix 1). Although the policy provides criteria for approving content on the media screens, it does not provide guidelines for determining when televised programming content should displace community festivals.

**COMMENTS:**

Staff propose the following criteria and process for assessing and approving televised programming event opportunities when they conflict with community festivals.

Types of televised programming Events

- Major Sporting Events:  
This could include significant national or international tournaments, major championships, Olympic Games, Pan Am or Commonwealth games, major events where a local participant or team is involved, and playoffs for local and GTA major sports teams.
- Significant Television Events:  
This includes popular television series finales or broadcasting of major television shows (i.e. Oscars, Junos, Live Aid, etc.)
- Significant News Events:  
Examples could include coverage of major news stories, elections, or major media conferences.

Criteria For Assessing Televised Programming Events

The following criteria would need to be met in order for a televised programming event to be considered for broadcast on the Mississauga Celebration Square Screens.

- Mississauga Celebration Square must be able to secure the broadcast public screening rights to the event;
- The event has broad appeal to residents of all ages and backgrounds;
- The event does not interfere or has minor impact on the use of the Square by community festivals and non-event attendees.
- The event will be popular enough to attract a large audience; and
- The event complies with the criteria outlined within the Digital Program Screens in Celebration Square” policy 05-03-04.

Process for Approving Televised Programming

If a televised programming event is scheduled to occur during the peak event season (between April and September) and it conflicts with a request for a community festival, then staff must prepare a proposal for the event and submit it for review as part of the Community Festival Approval Process. As part of this process, the televised programming event proposal will be evaluated and scored under the same criteria as the community festival applications. This process will allow the televised programming event to be evaluated in

an equitable manner and in the context of other community festivals that are also trying to use the Square.

If a televised programming event does not conflict with community festival scheduling or it occurs outside of the peak event season, it will not require approval through the Community Festivals Approval Process. In these instances Mississauga Celebration Square staff will determine whether to broadcast the event using the criteria outlined in this report.

**FINANCIAL IMPACT:** Costs associated with obtaining the rights to broadcast televised events on the digital screens at Mississauga Celebration Square will be accommodated within the existing Culture Division budget.

**CONCLUSION:** The success of the Digital Media Screens on Mississauga Celebration Square has led to the hosting of highly successful televised programming events and an increased demand for the City to show more televised sports and programming on the Square's Screens. The criteria and process outlined within this report provide a clear and transparent method for approval of these proposals in the future.

**ATTACHMENTS:** Appendix 1: Digital Program Screens in Celebration Square: policy  
05-03-04



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Paul A. Mitcham, P.Eng., MBA  
Commissioner of Community Services

*Prepared By: Paul Damaso, Manager, Culture Operations*

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TAB: PROPERTY AND FACILITIES  
SECTION: CIVIC CENTRE  
SUBJECT: DIGITAL PROGRAM SCREENS IN CELEBRATION SQUARE

**POLICY STATEMENT** Permanent Digital Program Screens located in the City Centre's Mississauga Celebration Square (the "Square") will draw visitors to the Square, enhance their overall experience and complement the Square's key festivals, events and programming.

**PURPOSE** The purposes of this policy are:

- to outline the criteria for Digital Program Screen content;
- to outline the roles and responsibilities of specific City staff;
- to identify the types of Screens and hours of operation; and
- to outline the submission process and the process for reviewing Screen content decisions.

**SCOPE** This policy applies to the permanent Digital Program Screens and Digital Information Signs in Mississauga Celebration Square.

Commercial for-profit advertising will not be permitted on the Digital Display Screens, but the City may use the Screens to recognize event or Square sponsors. Programming that has been arranged by the City and that contains embedded advertising content (e.g. commercials within live television broadcasts) will be permitted.

This policy does not establish fees and charges. Fees and charges are established by by-law.

Detailed information on Screen content, including information on content requirements and prohibitions, technical specifications, and the Content Submission Form, is contained in the Program Screens Content Requirements and the User Generated Content License

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Agreement. The Digital Screens Content Requirements is available on the City of Mississauga web site or by contacting the Mississauga Celebration Square Staff.

## ADMINISTRATION

This policy is administered by the Mississauga Celebration Square Section, Community Services Department.

The Digital Program Screens, Digital Information Signs and related audio visual services are operated exclusively by the City.

## DEFINITIONS

The “Civic District” includes the Mississauga Celebration Square, the Living Arts Centre (LAC) Park, Community Common Park and Scholar’s Green.

“Committee” means the Mississauga Celebration Square Events Committee as established by Council that is charged with the responsibility to support programming on the Square.

“Digital Information Signs” means the permanent screens located within the Square for way-finding and information purposes.

“Digital Program Screens” (the “Screens”) means the permanent display screens installed in the Square, including the two (2) large Main Boards and six (6) Ribbon Board screens.

“External Booking” means all requests from members of the public (e.g. an event organizer or community group) to book any of the Screens. This includes bookings by City employees for non-work related Screen programming.

“Internal Booking” means any request by City staff or Council to book any of the Screens. Screen bookings by City staff that are not work related are considered External Bookings.

“Media Screens Coordinator” means the Community Services

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employee assigned to coordinate all Screen content, including content booked in conjunction with outdoor events.

“Celebration Square Program Screens Content Requirements” (Screen Content Requirements) means the minimum requirements for all Screen content, used to ensure that content is suitable for public viewing at the Square. The Digital Program Screens Content Requirements include: (a) information on content requirements and prohibitions; (b) technical specifications; (c) the Content Submission Form; and (d) the standard User Generated Content License Agreement. The Digital Screens Content Requirements will be updated from time to time with the approval of the Manager, Mississauga Celebration Square.

**ACCOUNTABILITY**  
 Departmental Directors

All departmental directors are accountable for:

- ensuring all applicable managers/supervisors are aware of this policy and of any subsequent revisions; and
- ensuring compliance with this policy.

Managers/Supervisors

Managers/supervisors with staff who are responsible for the administration of the Digital Program Screens are accountable for:

- ensuring staff in their respective work units are aware of this policy and any subsequent revisions;
- ensuring applicable staff are trained on this policy, and any subsequent revisions, with respect to their specific job function; and
- ensuring staff comply with this policy.

Mississauga Celebration Square Section

Staff in the Mississauga Celebration Square Section are accountable for:

- adhering to the Application Process as outlined in this policy;
- reviewing all materials submitted for display on the Screens to ensure all technical requirements and content criteria are met;
- contacting content applicants as required; and

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- scheduling and coordinating all Screen and Digital Information Sign content.

## OBJECTIVES

The Digital Program Screens are an integral part of Mississauga Celebration Square, the City's premiere outdoor venue for community arts, cultural and heritage festivals, concerts, and unique programming. The primary objectives for implementing effectively managed Screen programming are:

- to assist in promoting the Square as an engaging, contemporary venue;
- to continue to attract visitors through the use of diverse content that is stimulating and entertaining while appealing to a wide audience;
- to develop mutually beneficial relationships between the City and suitable screen content providers and/or sponsors;
- to provide information about Mississauga in general and, in particular, about what is happening at the Square; and
- to complement the Square's key attractions, features and programming such as festivals, events, entertainment and other activities.

## CONTENT CRITERIA

In order to meet these objectives and to ensure the Square remains a popular destination, content that is displayed on the Screens must comply with the Digital Program Screens Content Requirements. These include the following criteria:

1. The content does not conflict with the City's core values, vision or strategic goals or does not adversely impact on the City's identity.
2. The content is not in conflict with any applicable laws, City by-laws or policies.
3. The content does not breach or conflict with any existing City agreements and/or contracts.

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4. The content does not have the potential to incite violence and hatred.
5. The content does not present demeaning or derogatory portrayals of individuals or groups.
6. The content is not of questionable taste in style, substance or presentation method.
7. The content does not minimize and/or detract from the image of the City and/or its employees.
8. In light of generally prevailing community standards, the content is not likely to cause deep or widespread offence.

## DISPLAY SCREEN TYPES AND DESIGNATED USE

**Digital Program Screens - Main Boards** There are two (2) Main Boards, each measuring 4.88 x 8.64 metres (15.75 x 28.35 feet), located along the southern boundary of the Square, one on either side of the main stage. The Main Boards are high resolution video display screens. Image based files, such as photographs and digital art; presentation files, such as PowerPoint files; and film, video and live web streaming can be displayed within specific technical parameters. The Screens are supported by a high quality sound system.

The Main Boards are intended to be used in conjunction with events that have been booked on the Square in order to provide a visual backdrop for stage-based events (i.e. to amplify visibility to large audiences) or as a feature of the event itself.

When there are no events scheduled for the Square the Main Boards will also be used to provide daily programming for the enjoyment of visitors to the Square.

**Digital Program Screens - Ribbon Boards** The six (6) Ribbon Boards measure .88 x 14.432 metres each (2.89 x 47.35 feet). The Ribbon Boards are lower resolution screens and

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are intended primarily to be used for enhancing content that is displayed on the Main Boards. This content can be comprised of text, image or video files.

## Digital Information Screens

Four (4) pedestrian level Digital Information Screens are also located on the Square. These signs are used to provide way-finding and programming information to visitors on the Square.

## Hours of Operation

The regular hours of operation for the Screens will be from 8:00 am to 11:00 pm daily. The Screens may be operated outside of the regular operating hours for testing, special programming, or events.

## Content Priority

While every attempt will be made to accommodate all requests, if there is more than one request to place content on all or some of the Screens for the same date(s), the following will apply:

- First Priority:
  - Celebration Square programming content;
- Second Priority:
  - content submitted by City staff, such as information on upcoming events in the Square or within the Civic District, Public Service Announcements (PSA), etc.
- Third Priority:
  - user generated content submissions that are deemed by the City to raise its arts and culture profile. Content that is time-sensitive will be given priority consideration.
- Fourth Priority:
  - engaging visual content that will draw visitors to the Square and enhance their overall experience (e.g. videos; images; or digital designs).

## APPLICATION PROCESS

### Review Process

All materials submitted for display on the Screens will be reviewed by Mississauga Celebration Square staff prior to approval. Only content that complies with the Digital Program Screens Content Requirements will be approved.

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## External Bookings – Outdoor Events

Applications from members of the public to book an outdoor event that will include use of the Screens must be made through the Community Services Mississauga Celebration Square Section. The use of the Main Boards may be booked when the main stage is required as part of an event in the Square. The City's sound and lighting equipment must be booked in conjunction with the event and the use of City technicians and/or crews to operate the Screens is mandatory.

The Digital Program Screens Content Requirements document should be reviewed before making a booking. A copy of the content, in final edit format, must accompany the request and can be submitted either electronically or in hardcopy format. Staff responsible for processing the event application will coordinate the request with the Media Screens Coordinator. (Refer to Corporate Policy and Procedure - Property and Facilities - Outdoor Events in the Civic District for additional information on booking an event).

## External Bookings – User Generated Content

User generated content may be submitted for consideration to air as part of the regular programming on the Digital Program Screens. Application forms and the Screen Content Requirements are available through the Community Services Department, Mississauga Celebration Square Section. A copy of the content to be displayed, in final edit format, must be submitted with the application. Applicants will be contacted within eight (8) weeks regarding their submission in order to provide adequate time for Mississauga Celebration Square staff to review the content.

## Internal Bookings

City staff may request programming of department specific content by forwarding a completed application form, along with a copy of the content in final edit format, to the Media Screens Coordinator, indicating the preferred programming dates and times. Applications should be submitted a minimum of eight (8) weeks prior to the requested screening date in order to provide adequate time for Mississauga Celebration Square staff to review the content.

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and to ensure compliance with the Screen Content Requirements.

## APPEAL PROCESS

Requests to appeal a decision related to Screen content will be directed to the Mississauga Celebration Square Events Committee. The Committee will review content when:

- City staff have declined a submission and the applicant requests a review of the decision;
- a minimum of five (5) Mississauga residents disagree with the City's decision to approve Screen content and request a review by the Committee; or
- the Mayor or a member of Council requests a review by the Committee of Screen content that has been approved by City staff.

At the conclusion of the review process the Committee will:

- approve the Screen content as submitted; or
- not approve the Screen content.

The decisions of the Committee will be final and binding. In the absence of a Committee decision, the decision or recommendation of City staff, as applicable, will continue to apply.

REFERENCE:

GC-0409-2012 – 2012 06 06

LAST REVIEW DATE:

CONTACT:

For additional information contact the Mississauga Celebration Square Section, Community Services Department.

# Memorandum



7.

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**TO:** Chair and Members of Mississauga Celebration Square Events Committee  
**FROM:** Sacha Smith, Legislative Coordinator  
**DATE:** April 24, 2013  
**SUBJECT:** **City Committees of Council Structure Review**

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Mississauga Celebration Square  
Events Committee  
**APR 29 2013**

Please be advised that as a result of the City Committees of Council Structure Review, Council adopted the following recommendation at its April 10, 2013 meeting to be effective for the start of the next term of Council (2015-2018):

That the 'Mississauga Celebration Square Events Committee' be reorganized to provide input, guidance and support to the Manager, Mississauga Celebration Square on sponsorship and other revenue opportunities to help the financial sustainability of the Square and strategic policies that affect the Square as a Community Reference Group as described in Appendix 1 attached to the Corporate Report.

Attached is the portion of Appendix 1 that includes the reference to a "Community Reference Group" as it relates to the Mississauga Celebration Square Events Committee. Please note that on a future agenda staff will report on the reorganization of the Committee for the next term.

Sacha Smith  
Legislative Coordinator  
Legislative Services Division

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## CITY COMMITTEES OF COUNCIL STRUCTURE REVIEW

procedures are lessened and there is more flexibility for the Manager to seek assistance when needed.

Two options for MOMAC are proposed:

- Retire MOMAC at the end of this term of Council
- Realign MOMAC to focus on the artifacts collection and the future city-wide museum – this can be as a Committee of Council or a Community Reference Group<sup>2</sup>

### RATIONALE:

- Effective use of City Resources: Option to retire MOMAC - over the past few years the City of Mississauga has created and resourced the Culture division, with a section specific to Museums and Traditions, which is now much more able to handle multiple museum tasks and approved strategic plans affecting the museums.
  - Efficiency of Committee: Option to reorganize MOMAC – if a decision is made to retain MOMAC, focussing on the artifacts collection and the future museum will help keep the discussion to those two important themes at the Committee or Community Reference Group level.
- 
- Mississauga Celebration Square Events Committee (MCSEC): A new committee formed upon opening of the Mississauga Celebration Square and this committee has dealt with an array of big issues quickly. The MCSEC meets monthly. Also, the City has recently created a staff unit dedicated to the Square which is now functioning, with systems in place and priorities set. There is a question as to how many meetings per year are required or when the work of this Committee becomes business as usual. A case can be made to retire the Mississauga Celebration Square Events Committee because many of the initial objectives of this Committee have been, or are in the process, of being met. Some of the recent discussions have focussed on the more operational aspects of the Square, in the manner more of a 'management board', which is likely untenable in the long term.

Two options for MCSEC are proposed:

- Retire MCSEC at the end of this term of Council
- Realign MCSEC to focus on sponsorship and revenue opportunities and strategic policies that affect the Square – this can be as a Committee of Council or a Community Reference Group

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<sup>2</sup> For the purposes of this Review the term 'Community Reference Group' is used to describe a committee, organized by city staff with the objective of providing advice on a specific city plan or task, but does not work within the procedural rules prescribed for Advisory Committees of Council.

## CITY COMMITTEES OF COUNCIL STRUCTURE REVIEW

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### RATIONALE:

- Effective use of City Resources:** Option to retire MCSEC – with the opening of Celebration Square the City of Mississauga has created and resourced the Culture division, with a section specific to Mississauga Celebration Square. Also the MCSEC has handled a number of initial tasks in a short period of time and staff is now well positioned to handle most issues that arise.
  - Efficiency of Committee:** Option to reorganize MCSEC – if a decision is made to retain MCSEC, focussing on the financial sustainability and any major policies affecting the Square will help keep the discussion to those two important themes at the Committee or Community Reference Group level.
- Road Safety Mississauga Advisory Committee (RSM): The committee deals with safety issues city wide such as traffic calming and red-light cameras. On occasion pilot projects are undertaken. A Road Safety Handbook has been produced and various public safety campaigns. Safety issues are a duplication throughout many Committees (along with Safe City Mississauga and CPTED training that exist within the City). The corporation now has a specific staff resource (Integrated Road Safety Coordinator) who deals with all the same work. Also, many rules and guidelines that municipalities use regarding road safety, have been developed over time and there is very few times that anything is disputed. There is the potential for the Road Safety Committee to be retired.

One option for RSM is proposed:

- Retire RSM at the end of this term of Council

### RATIONALE:

- Effective use of City Resources:** the City now has staff dedicated to road safety issues and the guidelines that the municipality use are now well known and used across like municipalities. Safety issues overlap to other committees, staff training and external organizations.
- Public Vehicle Advisory Committee (PVAC) and Towing Industry Advisory Committee (TIAC): Both of these committees provide a forum for discussion about the towing and taxi industries so this helps relieve the General Committee meetings of these long conversations. In looking at the Minutes of each committee, many reports seem to return back to staff multiple times (more research, verification, etc.) before being forwarded to General Committee. The citizen members on both committees are from their respective industries so there is natural tension between industry Citizen Members and the Enforcement staff, whose duty it is to create and enforce the by-laws within which these industries operate. Looking at the benchmarked municipalities there is no similar towing

