
Arts, Culture & Heritage Ad Hoc Committee

Date

2017/11/13

Time

10:05 AM

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 Jim Tovey, Ward 1 (Vice-Chair)
Mayor Bonnie Crombie
Councillor Chris Fonseca, Ward 3
Councillor Pat Saito, Ward 9
Annis Karpenko, Third Monday Collective/Visual Arts Mississauga
Mike Douglas, Mississauga Arts Council
Douglas Hancock, Heritage Mississauga
Eileen Keown, Mississauga Symphony Orchestra
Natalie Lue, Living Arts Centre
Kat Runnalls, Third Monday Collective/Small Arms Society
Jasmine Sawant, Third Monday Collective/Sampradaya Dance Creations

Members Absent

Councillor Ron Starr, Ward 6
Terry Bricel-Jenkins, Art Gallery of Mississauga

Staff Present

Paul Mitcham, Commissioner, Community Services
Paul Damaso, Director, Culture Division
Mark Warrack, Manager, Culture Planning
Sonja Banic, Manager, Culture Operations
Mojan Jianfar, Assistant Planner & Project Lead
Trish Sarnicki, Legislative Coordinator, Legislative Services

Find it online

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

1. **CALL TO ORDER** – 10:05 AM

2. **APPROVAL OF AGENDA**

Approved (Councillor Fonseca)

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

4. **MINUTES OF PREVIOUS MEETING**

4.1. Arts, Culture & Heritage Ad Hoc Committee Minutes – September 11, 2017

Councillor Saito noted concerns regarding the 2nd to last paragraph on page 3, stating that Committee Members must provide significant input into the Culture Master Plan, and that the tone of the paragraph indicates otherwise.

Mojan Jianfar, Culture, clarified that Committee Members had provided considerable input into the draft Culture Master Plan, and noted that the purpose of her response at that time, was to note that instead of the Culture Division dictating to Members their role, that the Members see themselves reflected in the recommendations of the Master Plan.

Councillor Saito asked that the minutes clarify the Committee Members roles and responsibilities within the 2nd to last paragraph on page 3 to reflect this nuance.

Approved, as amended (A. Campione)

5. **DEPUTATIONS**

5.1. Mike Douglas, Executive Director of the Mississauga Arts Council (MAC) provided an update regarding MAC's strategic priorities, direction and outcomes.

Mr. Douglas spoke to MAC's efforts of supporting individual artists by surveying the various membership sectors of the arts community, the MAC Arts Small Project Grants program, advocacy for artists through commissioned policy papers, and enhanced communications by engaging with media and community groups regarding video distribution.

Councillor Kovac, Chair, thanked Mr. Douglas for the success of the Boxes and Banners initiative.

Councillor Saito sought clarification over the number of members on MAC, and noted that the website does not accurately reflect the membership numbers, with Mr. Douglas responding that there are 400 to 500 members, with paid membership being given to approximately 60 groups, and 350 individuals.

In response to a question from Councillor Tovey, Mr. Douglas responded that MAC sent out Google surveys asking for priority interests from the 3 membership sectors (Visual

Arts, Music Arts and Arts Groups) and have used their recommendations to prioritize planning creative business seminars, marketing and networking sessions in 2018. Kat Runnals, Third Monday Collective/Small Arms Society noted that it would be helpful to have a printed version of the survey, and inquired whether the survey relates to the strategic plan. Mr. Douglas responded that the survey does relate back to the strategic plan and that the proposal to the Culture Division in the application for grants in 2018-2020 was shared with the board at length.

RECOMMENDATION

ACHC-0018-2017

That the update from Mike Douglas to the Arts, Culture & Heritage Ad Hoc Committee on November 13, 2017, with respect to the update regarding MAC's strategic priorities, direction and outcomes be received.

Received (Councillor Tovey)

6. PUBLIC QUESTION PERIOD

No members of the public requested to speak.

Annis Karpenko, Third Monday Collective/Visual Arts Mississauga asked that public question period be held until after Matters to be Considered. Councillor Tovey supported the request, and Councillor Kovac, Chair, approved the request.

7. MATTERS CONSIDERED

7.1 Arts, Culture & Heritage Ad Hoc Committee Culture Master Plan - DRAFT

Mojan Jianfar, Assistant Planner, provided an update regarding the process and timeline, spoke to the vision and mission, strategic priorities and recommendations of the draft Culture Master Plan. Ms. Jianfar noted that phase 3 is currently underway, with a public open house scheduled for November 30th, and noted that in December a second round of feedback will be sought from both the members and the public.

Annis Karpenko, Third Monday Collective/Visual Arts Mississauga, inquired of the date of the open house in December, with Ms. Jianfar responding that the date will be emailed to members, but most likely the Friday of the 1st week of December.

Committee Members expressed concerns over the timing of the open house, noting that they had not been made aware of the impending date. Ms. Jianfar noted that the open house would take place in the Mississauga Valley Community Centre at 6:00 p.m. until 8:00 p.m., with Paul Damaso, Director, Culture Division, adding that the date is fluid as actions items are being fine-tuned.

Paul Mitcham, Commissioner, Community Services suggested a January open house date, with Marek Ruta, Chair, Carassauga, noting that mobile signs were already visible in the community with the November 30th date. Councillor Saito added that it would be beneficial to keep the open house date that has already been scheduled and have an

additional open house scheduled for January, in a different part of the city.

The Committee agreed that the November 30th open house would remain, with another open house to be organized for January, with the date to be communicated by Culture Division staff to the Committee.

Councillor Tovey inquired regarding zoning and parking changes, with Ms. Jianfar responding that this speaks to the item of a cultural district, which would provide a unique opportunity to grow density of culture. Mr. Damaso explained that in determining the kinds of elements that will permit living and working spaces, this will require zoning changes. In response to further questions from Councillor Tovey, Paul Mitcham, Commissioner, Community Services noted that a further discussion of the scope of the cultural node policy would be taken offline to clarify the issue.

Councillor Saito inquired regarding the wording in the recommendations, noting that it does not include the concept of attracting creatives, with Mr. Damaso responding that the wording can be changed, specifically for the recommendations that speak to supporting artists, to include attracting creatives. Councillor Saito also noted that reference to the Toronto Tourism Board is missing under item 2.1.1.1, when speaking to defining and creating cultural districts, and mentioned a typo under item 2.1.2.4, noting it should read "Churchill Meadows."

Committee members remarked that the tone of the document could be changed to be more inclusive of the organizations, with Mr. Damaso responding that the tone can be changed to better reflect that the community is a driving force, with Ms. Jianfar adding that section 1.2.4.2 speaks to checking in with the community as part of the process. Mr. Damaso also addressed the presence of the Mississauga Arts Council in the document, noting that they were added due to their link to the City.

In response to questions from Committee members, Ms. Jianfar responded that the internal review process will be underway in phase 4, with the draft Culture Master Plan being presented to the Leadership Team in February 2018.

Natalie Lue, Living Arts Centre, commented on the strength of the 5 strategic priorities, and that the document has all of the appropriate components but noted that confusion stems from how the document is being presented and a misunderstanding as to who directs what, with Mr. Damaso responding that the context of the document originates with public consultation, but suggested that perhaps the tone of the document should be changed.

In response to questions from Councillor Fonseca, Mr. Damaso responded that budget implications are currently being determined, and that the future directions process will include how the Culture Master Plan is tied to the various other City strategies, noting that these strategies have broad public engagement opportunities. Ms. Jianfar added that as part of the future directions process feedback is shared with other consultants, resulting in the different strategies being connected. Further, Ms. Jianfar noted that Culture Division staff are also a part of the Dundas Connects project.

In response to questions from Committee Members, Mr. Mitcham commented that he has observed input, involvement and engagement from everyone involved, and that perhaps a working group session would be beneficial, so that an open discussion can take place amongst Members. Mr. Mitcham noted that the intent was always to have community engagement in the document, but that because it is being shared now before it is included, that may be causing some confusion.

Annis Karpenko, Third Monday Collective/Visual Arts Mississauga commented that Mike Douglas, Mississauga Arts Council is hosting the Third Monday Collective meeting on November 20, 2017, noting that it may be useful for Members to have a discussion at that meeting.

Mr. Damaso noted that the intention for today's meeting is to receive feedback from the Members, as this document is fundamentally changing the direction of the culture sector in the City. Mr. Damaso added that the focus at this time is not necessarily specific projects and programs, but changing the context and structure.

Councillor Tovey thanked both Mr. Damaso and Ms. Jianfar, and spoke to the importance of stepping back from one's own particular group to focus on the direction for the City of Mississauga. Councillor Tovey noted that the document is broader than specific groups, and that while groups are valued for their contributions and how they fit into the plan, he reminded the Committee that the document is a 10 year strategy plan, and at this time, it is crucial to make certain that the City is heading in the right direction.

Councillor Kovac, Chair, thanked the entire Culture Division for their work on the Culture Master Plan to date.

Linda Thomas, member of the public, inquired whether the Plan is considered a living document, with Mr. Mitcham responding that he would not define it as a living document, but periodically updated, as it will be changed throughout time.

Susan Ksiezopolski, member of the public, inquired what the process is for public engagement beyond June, with Mr. Damaso responding that public engagement will be reflected in the document as an action item.

RECOMMENDATION

ACHC-0019-2017

1. That the deputation and associated presentation by Mojan Jianfar, Assistant Planner, Culture Division to the Arts, Culture & Heritage Ad Hoc Committee, be received.
2. That the November 30, 2017 public meeting date be kept, and that staff from the Culture Division look into adding a second public engagement meeting date in January 2018.
3. That staff from the Culture Division report back to the Arts, Culture & Heritage Committee with regard to the various timelines surrounding the Culture Master Plan.

Received (E. Keown)

8. **OTHER BUSINESS**

Committee Members discussed changing the time of the Committee to start half an hour later, if possible, with the Legislative Coordinator noting the request.

Councillor Saito provided an update with regard to the hotel tax for tourism, noting its approval by Council and that Council members will be working with the arts community in determining where the focus will be, with implementation beginning in the middle of 2018. In response to a question from Linda Thomas, member of the public, Councillor Saito responded that in terms of the discovermississauga.ca website, it will have some input of funding, and noted that if there are any ideas from Committee members or the public, to please contact her office, or other members of Council.

Councillor Jim Tovey spoke to the Morphology Photography Exhibit that will take place on Sunday, January 14, 2018, from 2:00 p.m. to 5:00 pm at the Lakeview Water Treatment Plant. Councillor Tovey noted that the goal of the exhibit is to bring awareness to the project and highlight the importance of restoring wetlands in urban areas and invited Committee members to attend the Exhibit.

9. **DATE OF NEXT MEETING** - To be determined.

10. **ADJOURNMENT** – 11:42 AM