
Subcommittee of Council - Arts and Culture and Festival Groups

Date: July 18, 2024
Time: 9:31 AM
Location: Online Video Conference

Members	Mayor Carolyn Parrish	(ex-officio)
	Councillor Stephen Dasko	Ward 1
	Councillor Chris Fonseca	Ward 3
	Councillor John Kovac	Ward 4
	Councillor Natalie Hart	Ward 5
	Councillor Joe Horneck	Ward 6
	Councillor Dipika Damerla	Ward 7
	Councillor Matt Mahoney	Ward 8
	Councillor Martin Reid	Ward 9
	Councillor Sue McFadden	Ward 10
	Councillor Brad Butt	Ward 11 (Chair)

Staff

Jodi Robillos, Commissioner of Community Services
Kristina Zietsma, Director, Recreation & Culture
Kelly Reichheld, Manager, Culture & Events
Nicole Carey, Manager, Event Development
Jennifer Cowie Bonne, Manager, Community & Neighbourhood Development
Melissa Agius, Manager, Venue & Event Services
Gregory Peddie, Supervisor, Outdoor Events
Sean Robertson-Palmer, Community Development Coordinator
Sacha Smith, Manager/Deputy Clerk, Secretariat and Access & Privacy
Stephanie Smith, Supervisor, Legislative Services
Eglantina Bacaj-Gondia, Legislative Coordinator

1. CALL TO ORDER

5.1

Councillor Brad Butt, Chair called the meeting to order at 9:31AM.

2. INDIGENOUS LAND STATEMENT

Councillor Brad Butt, Chair recited the Indigenous Land Statement.

3. APPROVAL OF AGENDA

That the July 18, 2024 Subcommittee of Council - Arts, Culture, Festival Groups Agenda be approved, as presented.

Approved (Councillor C. Fonseca)

4. DECLARATION OF CONFLICT OF INTEREST - Nil**5. MINUTES OF PREVIOUS MEETING - Nil****6. PRESENTATIONS - Nil****7. DEPUTATIONS****7.1 Kristina Zietsma, Director, Recreation and Culture and Sean Robertson-Palmer, Community Development Coordinator regarding the Current State Process for Arts & Culture Grants**

Sean Roberston-Palmer, Community Development Coordinator spoke to the subject matter outlining the grants process.

Members of Council engaged in discussion on the following topics:

- Tracking profits related to events of grant recipients
- Grant application review process
- Feedback process from grant applicants
- Alignment with other funding sources
- Arts reserve budget
- Benchmarking per capita investments
- Survey feedback from community groups

Direction was given to Recreation and Culture staff to report back on the City of Toronto per capita investment in Arts and Culture Groups, and rationale for selecting the specific cities for benchmarking per capita investments.

RECOMMENDATION SCACFG-0001-2024

Moved By Councillor J. Kovac

That the deputation and associated presentation from Kristina Zietsma, Director, Recreation and Culture and Sean Robertson-Palmer, Community Development Coordinator regarding the Culture Grant Programs: Review of Current State, be received.

5.1

Received

7.2 Kristina Zietsma, Director, Recreation and Culture and Nicole Carey, Manager, Event Development regarding the Current State Process for Mississauga Celebration Square Festivals

Nicole Carey, Manager, Event Development spoke to the subject matter highlighting the intake process, application parameters, large event applications, challenges related to high demand, and evaluation criteria.

Members of Council engaged in discussion on the following topics:

- Resource allocation, centralization of services, and customer service experience
- Secondary location for large-scale events
- Outfit and build assets in other parks
- Application and funding timelines
- Equity-deserving groups
- Single day events

Direction was provided to Recreation and Culture staff to report back with cost estimates related to staffing and services for two-day large-scale events.

RECOMMENDATION SCACFG-0002-2024

Moved By Councillor Natalie Hart

That the deputation and associated presentation from Kristina Zietsma, Director, Recreation and Culture and Nicole Carey, Manager, Event Development regarding the Current State: Process for Mississauga Celebration Square Outdoor Events in the Civic District (Policy 05-03-03), be received.

Received

8. **PUBLIC QUESTION PERIOD - 15 Minute Limit - Nil**

9. **CONSENT AGENDA - Nil**

10. **MATTERS CONSIDERED**

10.1 Members of the Subcommittee of Council to discuss what items they would like to discuss at upcoming meetings

5.1

Members of Council engaged in discussion around the Subcommittee of Council - Arts, Culture, Festival Groups mandate, timeline, and frequency of meetings.

Direction was given to Recreation and Culture staff to provide a layout of financing and ranking of the City of Mississauga's per capita investment in relation to other comparable cities, and include sources of funding maintained in the reserves from the MAT tax including amounts and allocations, and general financing information for the next Subcommittee of Council - Arts, Culture, Festival Groups meeting.

11. **OTHER BUSINESS - Nil**

12. **DATE OF NEXT MEETING - August 13, 2024**

The meeting start time for August 13, 2024 was amended to 10:00AM.

13. **ADJOURNMENT**

11:02AM (Councillor J. Horneck)