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## Subcommittee of Council - Arts and Culture and Festival Groups

**Date:** September 5, 2024  
**Time:** 9:33 AM  
**Location:** Online Video Conference

Members Present	Councillor Stephen Dasko	Ward 1 (left - 11:10 AM - returned -12:00 PM)
	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
	Chair and Councillor Brad Butt	Ward 11
	Mayor Carolyn Parrish	(ex-officio)

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### Staff Present

Jodi Robillos, Commissioner, Community Services  
Diana Rusnov, Director, Legislative Services and City Clerk  
Kristina Zietsma, Director, Recreation and Culture  
Melissa Agius, Manager, Venue and Event Services  
Nicole Carey, Manager, Event Development  
Kelly Reichheld, Manager, Culture and Events  
Gregory Peddie, Supervisor, Outdoor Events  
Allyson D'Ovidio, Legislative Coordinator

**1. CALL TO ORDER**

Councillor B. Butt, Chair, called the meeting to order at 9:33 AM.

**2. INDIGENOUS LAND STATEMENT**

Councillor B. Butt, Chair, recited the Indigenous Land Statement.

**3. APPROVAL OF AGENDA**

Approved (Councillor S. McFadden)

**4. DECLARATION OF CONFLICT OF INTEREST - Nil****5. MINUTES OF PREVIOUS MEETING****5.1 Subcommittee of Council - Arts, Culture, Festival Groups Minutes - August 13, 2024**

Mayor C. Parrish spoke to ensuring the minutes outline the main focus of each deputation.

Approved (Councillor C. Fonseca)

**6. PRESENTATIONS - Nil****7. DEPUTATIONS****7.1 Diane Goldsmith, Co-Chair, Paint the Town Red**

D. Goldsmith provided background information on the Paint the Town Red event and spoke to the need to increase staff presence for Mississauga outdoor events; access to staff for troubleshooting; having a dedicated staff person; measures to mitigate double booking of facilities; communication regarding setup logistics; funding support and compensation for artists.

In response to D. Goldsmith and Councillor J. Kovac, Kristina Zietsma, Director, Recreation and Culture spoke to staffing support of events across the city.

**RECOMMENDATION SCACFG-0011-2024**

Moved By Councillor S. Dasko

That the deputation and associated presentation by Diane Goldsmith, Co-Chair, Paint the Town Red regarding Paint the Town Red, be received.

Received

**7.2 Jeff McPhee and Kristine Kane, Southside Shuffle Blues and Jazz Festival**

K. Kane provided background information regarding the Southside Shuffle Blues and Jazz Festival and spoke to the need for increased funding due to inflation and set up requirements at Port Credit Memorial Park. Further K. Kane provided suggestions for event requirement exemptions for returning groups; providing funding to enhance

communication and promotion of events as well as adding mobility mats to increase accessibility during events. In response to Councillor S. Dasko, K. Kane spoke to the increased cost incurred for stage and tent setups. Mayor C. Parrish spoke in support.

RECOMMENDATION SCACFG-0012-2024

Moved By Councillor S. Dasko

That the deputation and associated presentation by Jeff McPhee and Kristine Kane, Southside Shuffle Blues and Jazz Festival regarding the Southside Shuffle Blues and Jazz Festival, be received.

Received

7.3 Amanda Wolters, Hazel's Walkathon

A. Wolters spoke to concerns regarding communications related to event requirements and changes; a lack of an efficient online portal and double booking of facilities.

In response to A. Wolters and Councillor S. Dasko, Kristina Zietsma, Director, Recreation and Culture noted that staff are working to formalize the existing informal working group to become a Special Events Advisory Team (SEAT).

RECOMMENDATION SCACFG-0013-2024

Moved By Councillor C. Fonseca

That the deputation and associated presentation by Amanda Wolters, Hazel's Walkathon regarding Hazel's Walkathon, be received.  
(SCACFG-0013-2024)

Received

7.4 Anna Gulbinski, Festival Director, Mississauga Polish Days

A. Gulbinski provided background information regarding Mississauga Polish Days and spoke to concerns regarding timing for booking dates; lack of clarity on the process for booking multiple dates; lack of engagement with Tourism Mississauga and the need for increased funding due to inflation. Further, A. Gulbinski made suggestions to include tourism tool kits for event planners; increase communication and cross departmental collaboration as well as streamline the application process.

In response to Councillor D. Damerla, Kristina Zietsma, Director, Recreation and Culture noted a review is being conducted with respect to booking and recommendations will be brought forward at a future meeting.

In response to Councillor C. Fonseca, K. Zietsma spoke to the progress made regarding the use of auto-population forms and noted this will be looked into further.

RECOMMENDATION SCACFG-0014-2024

Moved By Councillor C. Fonseca

That the deputation and associated presentation by Anna Gulbinski, Festival Director, Mississauga Polish Days regarding Mississauga Polish Day, be received.  
(SCACFG-0014-2024)

Received

7.5 Anu Srivastava, Living with Wellness Arts Festival

A. Srivastava provided background information regarding the Living with Wellness Arts Festival and addressed concerns regarding obtaining desired dates; the need to have a multi-day event to secure funding; the impacts to partnerships and funding due to timing constraints and the need for increased funding.

In response to A. Srivastava, Kristina Zietsma, Director, Recreation and Culture spoke to connecting with the group to discuss the dates issue related to Canada Day celebrations. Councillor B. Butt spoke to events that have to take place on the same day and discussing the matter offline.

RECOMMENDATION SCACFG-0015-2024

Moved By Councillor D. Damerla

That the deputation and associated presentation by Anu Srivastava, Executive Director, V Serve Canada regarding the Living with Wellness Arts Festival, be received.  
(SCACFG-0015-2024)

Received

7.6 Ben Idowu, Afri-Car Food Festival

B. Idowu provided background information regarding the "Afri-Car Food Festival" and addressed the need for increased funding and improving innovation.

RECOMMENDATION SCACFG-0016-2024

Moved By Councillor M. Mahoney

That the deputation and associated presentation by Ben Idowu, CEO, AFRI-CAR regarding the AFRI-CAR Food Festival, be received  
(SCACFG-0016-2024)

Received

7.7 Lisa Balestra, Carassauga Festival

C. Prazares-Mare provided background information about "Carassauga" and spoke to increasing costs; loss of funding; reduced partnerships with cultural groups and the departure of key city staff. Further, C. Pezares-Mare spoke to the need to increase funding and assistance from the city with planning and communication.

RECOMMENDATION SCACFG-0017-2024

Moved By Councillor Natalie Hart

That the deputation and associated presentation by Cynthia Prazares-Mare, Vice-Chair, Pavilions and Programs Carassauga Board of Directors regarding the Carassauga Festival, be received  
(SCACFG-0017-2024)

Received

7.8 Akhil Shah, Friends of Gujarati Canada

No deputation took place.

7.9 Lalli Marrato, White Oaks Movie Night

No deputation took place.

7.10 Sandra Pitts, Bread and Honey Festival

S. Pitts provided background information regarding the Bread and Honey Festival and spoke to the community impact of their annual event; need for increased funding and the reduction in aspects of the event due to rising costs. Further, S. Pitts spoke to the need for a key city liaison and support staff; the lack of tourism grants and marketing.

In response to Councillor N. Hart, S. Pitts spoke to the costs associated with funding a race at the event.

RECOMMENDATION SCACFG-0018-2024

Moved By Councillor Natalie Hart

That the deputation and associated presentation by Sandra Pitts, Coordinator, Streetsville Founder's Bread and Honey Festival regarding the Bread and Honey Festival, be received  
(SCACFG-0018-2024)

Received

7.11 Maduba Ahmad, MuslimFest

M. Ahmad and Tariq Syed, Director, Muslimfest provided background information regarding Muslimfest and spoke to the contribution to the city from their event and the beneficial economic impact. Further, T. Syed spoke to the need to increase grant funding

due to inflation; clarity regarding venue guidelines; improved cross departmental communication; advanced confirmation for scheduling, and a suggestion for an event committee for Mississauga Celebration Square to be chaired by a Councillor .

In response to Councillor N. Hart, T. Syed spoke to suggested enhancements for enforcement and licensing. Further, T. Syed spoke to the lack of accommodations available in Mississauga's downtown core.

Mayor Parrish spoke to plans to expand the Living Arts Centre and add a hotel tower and conference centre north of City Hall.

Councillor S. Dasko left the meeting.

RECOMMENDATION SCACFG-0019-2024

Moved By Councillor Natalie Hart

That the deputation and associated presentation by Maduba Ahmad, MuslimFest regarding MuslimFest, be received (SCACFG-0019-2024)

Received

7.12 Yoliana Azer, Egyptian Coptic Festival

This item was heard after item 7.15.

Y. Azer provided background information regarding the Egyptian Coptic Festival and spoke to challenges with competing events and confusion for attendees, sponsors and vendors. Further, Y. Azer suggested the priority of event dates should be given based on seniority as well as awarded by a vote of committee rather than at the discretion of the Commissioner. Lastly, Y. Azer suggested that an event evaluation should be implemented.

RECOMMENDATION SCACFG-0020-2024

Moved By Councillor S. McFadden

That the deputation and associated presentation by Yoliana Azer, Egyptian Coptic Festival regarding the Egyptian Coptic Festival, be received (SCACFG-0020-2024)

Received

7.13 Linda Olaila-Carin and Resty Del Rosario, Philippine Festival Mississauga

L. Olaila-Carin provided background information regarding the Philippine Festival Mississauga and spoke to the grant application process. R. Del Rosario spoke to their recommendations to increase the grant; reduce detail requirements on financial parts of

grant application; transparency regarding rank factors and equitable allocation of prime dates as well as provide alternative date options.

RECOMMENDATION SCACFG-0021-2024

Moved By Councillor J. Horneck

That the deputation and associated presentation by Linda Olaila-Carin and Resty Del Rosario, Philippine Festival Mississauga regarding the Philippine Festival, be received. (SCACFG-0021-2024)

Received

7.14 Asma Mahmood and Arshad Mahmood, TD Mosaic Festival

A. Mahmood spoke to the need for increased funding; operational challenges including event time restrictions, and a request for exceptions when events take place on holiday weekends.

In response to Councillor J. Kovac, Kristina Zietsma, Director, Recreation and Culture and Nicole Carey, Manager, Event Development spoke to balancing impact on local residents and re-evaluating exemptions for the end time of events held the Sunday of long weekends.

In response to Councillor J. Kovac, A. Mahmood spoke to giving exemptions to established events and grandfathering the requirements for festival dates.

RECOMMENDATION SCACFG-0022-2024

Moved By Councillor J. Kovac

That the deputation and associated presentation by Asma Mahmood and Arshad Mahmood, TD Mosaic Festival regarding the TD Mosaic Festival, be received. (SCACFG-0022-2024)

Received

7.15 Patti Jannetta Baker, Italfest

This item was heard before item 7.12.

P. Jannetta Baker provided background information regarding Italfest and spoke to the need for funding for an executive director and increased funding to sustain the success of their event.

RECOMMENDATION SCACFG-0023-2024

Moved By Councillor S. McFadden

That the deputation and associated presentation by Patti Jannetta Baker, Italfest regarding Italfest, be received.  
(SCACFG-0023-2024)

Received

7.16 Andrew Fahmy, Festival Director, Discover Egypt Festival

A. Fahmy spoke to the challenges faced during the planning of the last Egypt Festival including the reduction to a one day event; lack of clarity in the application; duplication of events; lack of policy for best practices at events; the need for a designated booking coordinator for Mississauga Celebration Square and an enhanced grant allocation process.

RECOMMENDATION SCACFG-0024-2024

Moved By Councillor M. Reid

That the deputation and associated presentation by Andrew Fahmy, Festival Director, Discover Egypt Festival regarding the Discover Egypt Festival, be received.  
(SCACFG-0024-2024)

Received

7.17 Items 10.1 and 10.2 Nicole Carey, Manager Event Development

**\*Presentation Added**

N. Carey spoke to "Sauga Celebrates"; the booking process and noted it is a fluid process that evolves based on the event requested; reservations are made on a first come, first serve basis and there is not a designated staff person assigned to each event. N. Carey spoke to formalizing a Special Events Advisory Team (SEAT) to support events; a budget request to increase park infrastructure and staff support in 2025; the cost of events charged and applicable fees.

In response to Councillor D. Damerla, N. Carey confirmed that cost recovery for events is based on staff hourly rates.

In response to Councillor J. Kovac, N. Carey spoke to the time required between events and noted that it is dependent on the set up, take down and clean up of the site. Further, N. Carey spoke to reviewing the parameters for the possibility of hosting more than one event on a weekend.

In response to Councillor J. Kovac, Kelly Reichheld, Manager, Culture and Events provided the rationale for the limit on vendors permitted at events and noted it is due to safety and accessibility. K. Reichheld spoke to looking into adding guidelines for accessibility on event applications.



In response to Mayor Parrish, Jodi Robillos, Commissioner, Community Services spoke to the increase in rate in 2025 of the Mississauga Accommodation Tax (MAT) and noted more information will come forward at the next Budget Committee meeting which includes the allocation of MAT funding.

In response to Councillor N. Hart, Kristina Zietsma, Director, Recreation and Culture spoke to reviewing the restrictions on grant applications for groups who are able to host multiple events.

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

9. **CONSENT AGENDA**

Councillor S. Dasko returned.

RECOMMENDATION SCACFG-0026-2024

Moved By Councillor M. Reid

That the following items were approved on the consent agenda:

- 10.1 Staff Response to Culture Sub-Committee July 18th direction; and
- 10.2 Staff Response to Culture Sub-Committee July 18th Direction and Sauga Celebrates Process

(SCACFG-0026-2024)

Carried

10. **MATTERS CONSIDERED**

10.1 **Staff Response to Culture Sub-Committee July 18th direction (CONSENT)**

RECOMMENDATION SCACFG-0027-2024

Moved By Councillor M. Reid

That the Corporate Report entitled "Staff Response to Culture Sub-Committee July 18<sup>th</sup> direction" dated September 3, 2024 from the Commissioner of Community Services be received for information.

Approved

10.2 **Staff Response to Culture Sub-Committee July 18th Direction and Sauga Celebrates Process (CONSENT)**

RECOMMENDATION SCACFG-0028-2024

Moved By Councillor M. Reid

That the Corporate Report entitled “Staff Response to Culture Sub-Committee July 18<sup>th</sup> Direction and Sauga Celebrates Process” dated September 3, 2024 from the Commissioner of Community Services be received for information.

Approved

11. **OTHER BUSINESS - Nil**
12. **DATE OF NEXT MEETING - September 19, 2024**
13. **ADJOURNMENT**

12:05 PM (Councillor C. Fonseca)

DRAFT