

MINUTES

St. Lawrence Market Precinct Advisory Committee

Date: Wednesday, August 16, 2017

Time: 6:58pm – 9:04pm

Location: Boardroom, 105 The Esplanade

Attendees: George Milbrandt, Tasse Karakolis, Simon Miles, Dan Eldridge, Odysseas Gounalakis, Samantha Wiles, Carol Mark, Marvin Creighton, Suzanne Kavanagh, Patrick Carnegie, Daniel Picheca, Joe Casali,

Regrets & absences: Allison Bain, Marlene Cook, Tom Davidson

Guests: Sara Spector, Robert Biancollin, Effie Tziamouranis, Nancy Ciancibello, Leila Batten, Eugene Antunes, Borys Wrzesnewskyj, Alex Kolsteren, James Rutherford, Antonio Gómez-Palacio, Scott Barrett

ITEM	ITEM DESCRIPTION	ACTION ITEMS
<p>1. Welcome</p>	<p>Dan E. chaired the meeting and convened at 6:58pm</p> <p>August Agenda & July meeting Minutes distributed.</p> <p><u>Approval of Agenda:</u> Approved.</p> <p><u>Approval of July Minutes:</u> Approved.</p>	<p>Strike ‘concerns’ from item #7 heading.</p> <p>Amend minutes to July agenda & May minutes.</p> <p>Correct typos: ‘it’ to ‘is’ on item #2 bullet 2 line 5 and “point and time” to “point in time” on item #2 bullet 2 last line.</p>
<p>2. Lower Level Redesign</p>	<p><i>DIALOG Presentation</i></p> <ul style="list-style-type: none"> The consultation strategy for the redesign of the lower level is to parallel the success and attention of the upper level vendors with those in the lower level. This means increasing profile, visibility, & overall function. The process for developing this strategy includes research & development, concept planning, tenant engagement, concept designing, schematic designing, design development and finally, 100% design completion. This project is currently at the engagement phase which included surveys, focus groups, drop-in sessions, feedback review and presentation. This phase has run from June 6 to present. The culmination of the feedback received has resulted in some changes to the original concept which address some of the main concerns that were voiced. These were concerns about maintenance, mechanical, storage, staging space, washrooms, visitor information/wayfinding, waste disposal areas and the loading dock to name a few. <p>Two alternate designs were offered which both provide more storage space, retail space, washrooms and vertical circulation. Option 1 sees an increase in the staging areas and a partially covered loading dock. Option 2 sees a shift in the location of the existing set of Southwest doors to add space to a fully covered loading dock and staging area, as well as increased vertical circulation with both a freight and passenger elevator being</p>	

	<p>added. Option 2 appears to be the preferred choice at this point.</p> <ul style="list-style-type: none"> • Since concept design is set to begin in September, any outstanding concerns are to be emailed to Scott Barrett ahead of September 1. The area under the covered patio on the Market St side is the primary concern of this project and final directives for overall vision should be finalized and supplied. • The phases for the rollout of this project will become available during the costing stage of this process. 	<p>Outstanding concerns regarding the redesign are to be emailed to Scott Barrett by September 1.</p>
<p>3. North Market Redevelopment Update</p>	<ul style="list-style-type: none"> • The zoning by-law application of the temporary North Market tent on the South side of the Esplanade is underway as the previous permit has expired. This permit spans 3 years. • The use of the temporary tent site is to be discussed closer to the transition date. Parks and Recreation has ownership over this land and will be looking to add a park space in this location once the tent is no longer required for the sake of continuity. 	
<p>4. Marketing, Communication & Events Updates</p>	<p><i>Recap & Upcoming Events</i></p> <ul style="list-style-type: none"> • July Summer Series event sold a total of 70% of tickets which equals 800 guests in attendance. Media coverage included CP24, Global News, Foodism, Notable, She Does the City and more. August 24 Summer Series is upcoming with 30% of tickets currently sold – in line with expected sale trend. Overall both events anticipated to top last year’s by 40%. Note for next week’s event to please have media mention St. Lawrence Market as the host and not the Food Dudes. • Feast of St. Lawrence took place on August 12 with an estimated 17,000 people in attendance - up 75% from last year. Mayor John Tory attended to carve roasted pig that Marvin supplied. Media Coverage was extensive and included Global News, CTV, CP24, BlogTO, social media exposure with food bloggers and more. • Upcoming events include Mongrel House which runs September 7-13. Currently working with merchants on elevated participation. 4-5 vendors required and 700 guests in attendance per night. • Evening at the Market is tentatively scheduled for November 9. Currently engaging with merchants on ways to improve their experience. Sales anticipated to start in September. • Fall harvest campaign is coming. Campaign runs September-November. Market Street Stage activities will shift to Fall Holiday Entertaining focus in September. • Advertising partnership with Horizon secured. Paid component: Full page print ad (80% off rate card price) Bonus component: Full page editorial Food & Drink issue cover mention 2 month PATH screens 1 week prior to Thanksgiving on Yong-Dundas screen & Gardiner screen. 	
<p>5. Capital Projects Updates</p>	<p><i>Heritage Lighting Update</i></p> <ul style="list-style-type: none"> • The revised mock up and final rendering for the heritage lighting are complete & available for viewing. The lighting on Front St. was adjusted to shoot upwards from the window sill onto the upper corbelling. Highlights the lines of the building quite well. Also adjusted were the up & down vertical lighting in between the center columns of the front of the building. These 	

	<p>were replaced with tall downward facing lights only.</p> <p>Tender can begin now that painting is complete and the final design is approved.</p>	
6. Power Outage Recap	<p>On Saturday July 22 2017 the St. Lawrence Market experienced a partial power outage caused by a burn in one of the power lines leading to a sub-panel. The partial power outage was communicated to the vendors by the foreperson, security and custodial as they arrived at the Market.</p> <p>At approximately 1:45 AM Security initiated the City protocol and contacted the emergency flying squad, who could not resolve the problem and contacted Kudlak Baird. At around 3:30am the Foreperson, custodial and Security staff were notifying the vendors as they were arriving of the partial power outage and attempts are being made to restore the power.</p> <p>An assessment was done by management and the decision was to keep the Market open at 6:10am while working towards getting full power restored as soon as possible. All necessary safety and procedural requirements were met and at 7:30 AM the Market doors were open to the public. The generator arrived at 8 am with installation completed by 9 am, ESA completed their inspection and granted approval for the connection. Full power to the Market was restored at 9:30 AM. The generator remained on site for a week until the necessary repairs were completed.</p> <p>Only 11 vendors were affected by the partial power outage. The fault was identified as a contact point between copper and aluminium and has been addressed and repaired. Vendors have stated that the St. Lawrence Market has not experienced a power failure due to its own operation in over 30 years. Kudlak Baird further confirmed that a backup generator would not have prevented an outage due to the nature of this instance.</p> <p>The City of Toronto and the management office at 105 The Esplanade have a communication plan in place for unforeseen circumstances which was followed in this case and includes methods of letters, emails and telephones, but will consider the implementation of an app to notify vendors of pertinent concerns.</p>	
7. Updates from Constituent Groups	<ul style="list-style-type: none"> - <i>Tenant's Association: N/A</i> - <i>Farmers: N/A</i> - <i>Sunday Antique Market: N/A</i> - <i>St. Lawrence Hall: N/A</i> - <i>BIA: N/A</i> - <i>Neighbourhood Association: N/A</i> 	
8. Updates on Council Items affecting the Market	N/A	
9. Follow-up Discussion on Open Action Items	N/A	
10. Other Business	N/A	
11 . Adjournment	<p>9:04 p.m.</p> <p>Next Meeting: Wednesday September 20 2017</p> <p>Large Boardroom, St. Lawrence Administration Office</p>	

	105 The Esplanade, Toronto, On, M5E 2A2	
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