

MINUTES

St. Lawrence Market Precinct Advisory Committee

Date: Wednesday, May 17, 2017

Time: 7:00pm – 8:32pm

Location: Boardroom, 105 The Esplanade

Attendees: George Milbrandt, Tasse Karakolis, Daniel Picheca, , Simon Miles, Marlene Cook, Dan Eldridge, Odysseas Gounalakis, Steven Alikakos, Tom Davidson, Samantha Wiles, Carol Mark, Patrick Carnegie

Regrets: Joe Casali, Allison Bain, Suzanne Kavanagh, Pam McConnell, Marvin Creighton

Guests: Sara Spector

Item	Item Description	Action Items
<p>1. Welcome</p>	<p>Dan E. chaired the meeting and convened at 7:00pm</p> <p>April Agenda & meeting Minutes distributed.</p> <p><u>Approval of Agenda:</u> Approved <u>Approval of February Minutes:</u> Approved</p> <ul style="list-style-type: none"> · Business arising from Minutes: For clarity - Heritage funding is sourced through Councillor funding as per section 37 which factors the public use of space, as well as City of Toronto Real Estate Services Capital Budgeting. The project was phased to accommodate cost gapping. · Announcements: Steven Alikakos will be stepping down from the St. Lawrence Market Precinct Advisory Committee due to a conflict with “The Well” project at Spadina and Front. Does not anticipate that the new project will be competition for the St. Lawrence Market Complex. Will include 1M <i>ft</i>² of office space, 2M <i>ft</i>² of rental & condo space, & 450K <i>ft</i>² of retail space. Retail will consist of restaurants, theatre, fashion, and ready to go food served food court style. There will be no farmers, food demos or school partnerships. Steven will return for a more formal presentation to be scheduled at a later date. 	<p>To schedule “The Well” project presentation by Steven Alikakos</p>
<p>2. North Market Redevelopment Update</p>	<p>North Market Redevelopment Updates</p> <ol style="list-style-type: none"> 1. Heritage Toronto is intending to remove a portion of the “porcupine” sewer for display purposes at the new Market. No details regarding to scope of the project as of yet. Still a lot of discussion to be had surrounding funding, storage, display options, impact & timeline of project. This will result in a delay in the construction Tender – originally to close in May – will be held off until heritage provides a direction for the project. Intent is for direction to be provided ahead of Council meeting in September. <ul style="list-style-type: none"> ○ Photos of the south side of St. Lawrence Hall have been captured while façade remains unencumbered & unoccupied by construction. ○ An addendum will be added to the scope of work for tender bids before being awarded. 	

<p>3. Heritage Preservation</p>	<p>Covered in Item #2.</p>	
<p>4. Marketing, Communication & Events Updates</p>	<p>May & June Events, Evening at the Market & media outdoor buy</p> <ol style="list-style-type: none"> 1. Events to date in May. <ul style="list-style-type: none"> ○ Toronto Attractions Council Marketplace (May 2) – helps bring in interest and visitors ○ North Market Stakeholder Presentation (May 4) ○ Jane’s Walk (May 5, 6 & 7) – Impact of St. Lawrence Market Complex, history & placemaking ○ Food on Film: Matty Matheson on American Graffiti (May 10) – Pre-film food experience with 300+ attendees ○ Participants: Whitehouse Meats, Manota’s & Kozlik’s ○ Global News segment recording to Celebrate Canadian buildings over 150 years at the St. Lawrence Hall (May 17) 2. Upcoming: <ul style="list-style-type: none"> ○ Food on Film: Tanya Tagaq on Angry Inuk (May 24) Participants for this sessions: Cruda Café, Olympic Cheese & Everyday Gourmet. ○ Doors Open Toronto (May 27 & 28) ○ Night Market Feast (May 27) – Shop & Meal tours monthly ○ Bike to Work Day (May 29) – Serving pancakes, bacon & fruit ○ BBQ in the Park (June 1) – Bike powered stage. ○ Food on Film: Susur Lee on Eat Drink Man Woman (June 7) Participants: Whitehouse, DiLiso’s & Aren’t we Sweet ○ Friday Night Market Feast (June 16) ○ Farmers Market Brunch (beginning in June) 3. Major Events Updates <ul style="list-style-type: none"> ○ Summer Series bid will be out on May 29. Meetings to be held with Committees & subcommittees for ideas & onboarding. RFQ will be awarded end of day on May 30. ○ Evening at the Market – tenant engagement to be held end of May/early June. 4. Secured high value home media buy for FREE for St. Lawrence market which includes: <ul style="list-style-type: none"> ○ Digital signage on all PATH screens June →August, 1 x 5s spot every 30min ○ Digital billboard at Yonge Dundas Square & Gardiner near exhibition place 1st week of June and 1st week of July, 1 x 5s spot ever 60min ○ Digital billboard at Times Square (NYC)1st week of July, 1 x 5s spot every 60min 	
<p>5. Capital Projects Updates</p>	<p>Lower Level Engagement Status</p> <ol style="list-style-type: none"> 1. Meeting held last week with Dialogue for presentation & feedback of lower level design plan. Design phase is early and largely conceptual Presentation was a reiteration of that held in November for any missing parties. Letters to Tenants will go out on May 26. Meeting with Tenants to be held starting June 6. Meetings will include written feedback, informal discussions and face to face interaction. A focus group will be held on June 20 & there will be a gathering + presentation on July 7. The St. Lawrence Market Tenant’s Association has a lot of feedback to provide & has drafted & submitted a report in 	<p>Tenant engagement survey to be provided to ensure concerns will be addressed throughout the process</p>

	<p>tonight's meeting.</p> <ul style="list-style-type: none"> o There is to be a regrouping & touch base meeting with tenants regarding the next steps of project before moving forward. o A services review is also required to evaluate systems such as HVAC & utilities before project commencement. o A working group will have to be developed/re-established to allow for better engagement & more frequent discussions/updates/input. To be in place before next Dialogue meeting. o Business continuity is a big concern to the scope of the work as is place making, flow, safety, proper animation on the Esplanade. 	
6. Terms & Cohorts	<p>Cohort staggering & Term expiration dates</p> <ol style="list-style-type: none"> 1. The 2016 version of the Terms of reference referring to Terms & Cohorts will be used to reference this matter. The St. Lawrence Market Precinct Advisory Committee began in 2013, thus began the 1st term and therefore making 2015-2018 the 2nd term for many members. There is a maximum of 2 terms served per member, or otherwise members will serve until a replacement is found/available. <ul style="list-style-type: none"> o Such as in the case of the Antique Market, Marlene is the only available option to serve in her category. Others would fall to elections. o There are currently 5 Skills-based members and 6 Stakeholder members. o It is important to keep this top of mind as the end of term is coming up for many members. Tracking will begin taking place for members who wish to run again & those that wish to end their term. The quality of the body is of utmost importance in order to keep the Committee relevant & dynamic. o Concerns about filling spots such as double elections, fulfillment of mandate & turnover to be escalated to Joe C. If required Marlene has a contact with history in these matters. 	Concerns to be escalated to Joe C.
7. Restructuring of Meetings Format	<ol style="list-style-type: none"> 1. Members are asked to bring up any questions or concerns about the meeting structure with Chair. <ul style="list-style-type: none"> o Chair would like to add sub-committee & association updates as an item to future agendas. Should be concise, relevant & avoid redundancies. 	
8. Sunday Antique Market	<ol style="list-style-type: none"> 1. The North Market Strategic Plan failed to name the Farmers and the Antique Market in its most recent version. Redevelopment documentation originating from 2002 states both the Farmers and the Antique Market as integral to the complex – the Farmers stated as of the utmost importance. In a 2008 document, councillors voted to retain the Farmers and Antique Market on the ground floor of any redevelopment plans for the St. Lawrence Market North. 	Item to be re-opened & revised with Joe C. to re-include fit of Farmers & Antique Market in plans
9. Update from Tom Davidson on Council Items affecting the Market	<ol style="list-style-type: none"> 1. Committee update, info & report (minus tender results) scheduled for end of May. 2. Executive Committee Report regarding reorganization of Real Estate Services has been released. Reorganization to take place from now until end-of-year. Bodies to be 	To provide updates on reorganization as required.

	<p>consolidated into Toronto Realty to administer leasing & direct redevelopment.</p> <ul style="list-style-type: none"> o Structure of Real Estate Services to remain the same, adding staff to other areas. Not likely to impact matters or staff of the St. Lawrence Market Complex. Main focus is on port lands, waterfront revitalization, lands etc. 	
10. Other Business	N/A	
11 . Adjournment	<p>Next Meeting: Wednesday June 15 2017 in the Large Boardroom, St. Lawrence Admin. Office, 105 The Esplanade, Toronto, On., M5E 2A2</p>	8:32 pm