

# MINUTES

## St. Lawrence Market Precinct Advisory Committee

**Date:** Tuesday, March 15, 2017

**Time:** 7:00pm – 8:40pm

**Location:** Boardroom, 105 The Esplanade

**Attendees:** George Milbrandt, Tasse Karakolis, Daniel Picheca, Suzanne Kavanagh, Simon Miles, Marlene Cook, Dan Eldridge, Odysseas Gounalakis, Steven Alikakos, Tom Davidson, Marvin Creighton, Samantha Wiles, Carol Mark, Allison Bain

**Regrets:** Joe Casali, Patrick Carnegie

**Absences:** George Pazmino, Pam McConnell,

**Guests:** Robert Biancolin, Sara Spector

Item	Item Description	Action Items
<p><b>1. Welcome</b></p>	<p>George M. chaired the meeting and convened at 7:04pm</p> <p>February Agenda &amp; meeting Minutes distributed.</p> <p><u>Approval of Agenda:</u> Approved</p> <p><u>Approval of February Minutes:</u></p> <ol style="list-style-type: none"> <li>1. Include councillor entry into meeting &amp; correct name spelling.</li> <li>2. Permanency document in item 2.2 to include word Farmers.</li> <li>3. Naming of kitchen 'Monogram' should be prefaced with 'GE'.</li> <li>4. North Market target completion date of 2019 to be included in item 2.</li> <li>5. Motion to strike sentence in item 4.1. 'Committee to decide on eligibility of categorization.' Accepted.</li> </ol> <p><u>Approval of Amended Minutes:</u> Approved</p>	<p><b>Adjustment to councillor name &amp; time of entry. Minute taker to add 'GE' when referring to monogram. Completion date to be added to item #2. Sentence to be struck from minutes in item #4.1.</b></p>
<p><b>2. North Market Redevelopment Update</b></p>	<p>North Market Update. No changes from previous meeting.</p> <ol style="list-style-type: none"> <li>1. Completion of archeology anticipated for end of March. Construction crew should be off site by mid-April. Site &amp; South Side of St. Lawrence Hall will be photographed. Tender will go out in May. June/July anticipated ground breaking. <ul style="list-style-type: none"> <li>• Ground breaking ceremony is being planned in partnership with Strategic Communications, farmer attendance is suggested.</li> </ul> </li> <li>2. Temporary directional signage for North Market site is in development. Anticipated timeline to be ready in 3 weeks (1st week of April). <ul style="list-style-type: none"> <li>• Online feedback about Temporary Market location is that it's hard to find. Advertising costs @ Antique Market heightened due to lack of wayfinding. No evidence of loss of sales.</li> <li>• Could mapping &amp; other initiatives be required to assist?</li> <li>• Overall dramatic improvement in advertising &amp; market visibility over last decade.</li> </ul> </li> <li>3. Tom &amp; Pam site visit. Potential media tour for public to be planned before start of construction.</li> <li>4. North Market Redevelopment Business Case, by J.C. Williams</li> </ol>	<p><b>North Market Redevelopment Business Case to be circulated to SLMPAC group.</b></p>

	<p>group, to be examined in greater detail. Not enough time to digest given shorter timeline between meetings. To be circulated to SLMPAC.</p>	
<p><b>3. Marketing, Communications &amp; Events Update</b></p>	<p>Slides Presentation. Recent press coverage, special events industry awards, 2018 public market conference &amp; upcoming activities.</p> <ol style="list-style-type: none"> <li>1. St. Lawrence Market’s sponsorship of the Market Fresh Chef Award generated ~\$75k in earned media. Upcoming coverage for Unseen Toronto; focus will be behind the scenes areas of St. Lawrence Hall.</li> <li>2. Summer Series is a finalist for the 2017 Best Public Entertainment Event/Festival by the Canadian Special Event Industry Awards. Winner announced on March 30. <ul style="list-style-type: none"> <li>• No mention of St. Lawrence Market in announcement. Important to safeguard brand. Request has been submitted to amend award to include naming of St. Lawrence Market.</li> </ul> </li> <li>3. City of Toronto &amp; St. Lawrence Market selected as one of three finalists to host the 2018 Public Markets Conference (other finalists: Boston &amp; London - UK) Team is working on gathering info required for next steps. Finalist proposals due April 28, 2017. Host city selected in June 2017. <ul style="list-style-type: none"> <li>• Won't impede on North Market Redevelopment or regular Market activities</li> <li>• If we aren't selected this round we can reapply to host at new North Market in 2021.</li> <li>• Should video be added to submission? For market 'feel' Will be evaluated based on required criteria for selection</li> </ul> </li> <li>4. Upcoming events: Easter hours, Why Should I Care panel discussion &amp; Market booth at Truth About Healthy Lives.</li> <li>5. Market area plaque unveiling @ St. Lawrence Hall, with Heritage Toronto and the St. Lawrence Neighbourhood Association on March 30.</li> </ol>	
<p><b>4. Arts at the Market Update</b></p>	<p>Outcome of jury interviews and program start.</p> <ol style="list-style-type: none"> <li>1. Interviews were held March 6, over 20 artists interviewed. Competitive year with diverse selection of artists &amp; craftspeople accepted.</li> <li>2. Program start: Saturday, April 15 (Easter weekend) through to Thanksgiving. 7 artists and craftspeople/month.</li> </ol>	
<p><b>5. Capital Projects Update</b></p>	<p>Heritage lighting project status &amp; lower level engagement status.</p> <ol style="list-style-type: none"> <li>1. Heritage lighting mock-up to be coordinated with holiday lighting removal. Delayed due to Hydro Vault repairs. Overall design complete with changes to layout which include eliminating uplight/downlight combination along Front St. Downlight only &amp; to align with columns. Quality will be interrupted by street light; difficult to overcome. Additional changes to design include new light fixtures, bulb dimming capabilities, light color &amp; installation of louvers. Project may proceed in phases due to budgetary constraints with installation of exterior lighting before interior lighting. <ul style="list-style-type: none"> <li>• South market lighting not reflective of SLH lighting – different architectural features. Firm working with architects re: North</li> </ul> </li> </ol>	<p><b>To distribute Lower level engagement rollout schedule.</b></p>

	<p>Market lighting, but since NM is mostly glass, will have more interior lighting.</p> <p>2. Timelines for lower level engagement have been received from Dialog, will be reviewed and an email will be sent out with the schedule. Will review time and process with appropriate sub-committee before engagement.</p>	
<b>6. Market Kitchen Update</b>	<p>Sponsorship and naming rights update.</p> <p>1. Going to council on March 28/29.</p> <ul style="list-style-type: none"> <li>• Naming of kitchen should emphasize St. Lawrence Market to safeguard branding of space. Also to be noted in press releases.</li> <li>• Naming &amp; title will be presented as was with Miele. Format: (Sponsor Name) @ the Market Kitchen. Title treatment will be made so that St. Lawrence Market is predominant.</li> </ul>	<b>Logo to be shared with SLMPAC once naming is finalized and it is created.</b>
<b>7. Nomination of 2017 SLMPAC Chair &amp; Vice-Chair</b>	<p>Terms of reference review and nomination process update.</p> <p>1. Terms of reference re-examination will be put on hold minus the revision of the section on 'terms'. Cohorts A/B will not coincide with council terms going forward. One cohort will be up this term. SLMPAC should still strive to improve &amp; clarify this document over time.</p> <ul style="list-style-type: none"> <li>• Representation is not proportional to building occupancy size so as to retain all levels of expertise/breadth.</li> <li>• Chair's responsibilities include: attending all meetings, ensuring that the agenda is followed; that meetings are conducted with respect for all committee members; will decide the order in which members speak or ask questions and makes sure that every member indicating a desire to speak has an opportunity to speak to an item on the agenda, and will work with the Director of Real Estate Services to determine agenda items and when meetings should be open to the public</li> </ul> <p>2. All members are eligible to run for Chair/Vice Chair. City of Toronto employees are not eligible to run or vote.</p> <ul style="list-style-type: none"> <li>• Heritage Toronto is able to vote/run since it is an arm's length charity that serves as an advisory board to the City, and are not City of Toronto workers as such.</li> <li>• Nominations submitted by March 29<sup>th</sup>. Candidates announced by email March 31<sup>st</sup>. Voting taking place on April 19<sup>th</sup>. Members select 1 candidate per ballot. There will be 1 ballot per position. Successful Chair candidate will be removed from Vice-Chair ballot if nominated. Tie breaker will be selected at random draw. Members can vote for themselves.</li> <li>• Voting process &amp; tie-breaking procedure followed by City of Toronto to be respected by SLMPAC committee.</li> </ul>	
<b>8. Update from Tom Davidson on Council items that affect the Market</b>	N/A	
<b>9. Other Business</b>	1. Advisory Committee Skills based reps currently selected by	<b>2012 Terms of</b>

	<p>panel of Councillor &amp; Director, Real Estate Services. Based on best suited skill set.</p> <p>2. Timeline &amp; response for permanency study to be provided. Item must be added to future meetings once established. Source of language for this document to be established &amp; provided.</p>	<p><b>Reference to be distributed.</b></p> <p><b>Progress for permanency study to be provided.</b></p>
<p><b>10. Adjournment</b></p>	<p>Next Meeting <b>Wednesday, April 19, 2017 in the Boardroom, St. Lawrence Admin. Office, 105 the Esplanade, Toronto, ON., M5E 2A2</b></p>	<p><b>8:40 pm</b></p>