

MINUTES

St. Lawrence Market Precinct Advisory Committee

Date: Wednesday, October 18, 2017

Time: 7:00pm – 8:14pm

Location: Boardroom, 105 The Esplanade

Attendees: Allison Bain, Dan Eldridge, Daniel Picheca, George Milbrandt, Marlene Cook, Marvin Creighton, Samantha Wiles, Simon Miles, Suzanne Kavanagh, Tasse Karakolis, Tom Davidson

Regrets & absences: Carol Mark, David Jollimore, Odysseas Gounalakis, Patrick Carnegie,

Guests: Sara Spector & Robert Biancollin

ITEM	ITEM DESCRIPTION	ACTION ITEMS
<p>1. Welcome</p>	<p>Dan E. chaired the meeting and convened at 7:00pm</p> <p>October Agenda & August meeting Minutes distributed.</p> <p><u>Approval of Agenda:</u> Approved. <u>Approval of August Minutes:</u> Approved.</p> <p><u>Announcements:</u></p> <ul style="list-style-type: none"> • Real Estate Services is undergoing a structural re-organization with the help of an external Agency, thus creating a two bodied structure. The following changes have since taken place; Josie Scioli's title has moved to Deputy City Manager – The St. Lawrence Market team will continue to report to her as previously. The Chief Corporate Officer role will no longer exist. Joe Casali has moved to the Functional Lead in support of the new Agency division. As such David Jollimore, the former Director Business Performance Management, will be the new reporting director for the St. Lawrence Market team as the Director of Real Estate Services. • It is not apparent that the CBC 'Farmer's Market' article has damaged the perception of the St. Lawrence Market Farmers as it was not St. Lawrence Market specific. Farm visits had been arranged by the St. Lawrence Market management team several months ahead of the article's release and were conducted over the past two weeks. The content derived from these visits, as expressed through social media, has proven extremely positive and has been recommended as the best and only course of action by the St. Lawrence Market following the article's release. Content about Food Terminals to be considered for a social media feature in order to also highlight the St. Lawrence Market South business operations. 	<p>Organigram of new corporate structure to be provided.</p>
<p>2. Lower Level Redesign</p>	<ul style="list-style-type: none"> • DIALOG will be moving forward with the design for the Lower Level which will include recent suggestions. Once the final renderings are complete they will be shared with the St. Lawrence Market Precinct Advisory Committee. Additional information to follow. 	
<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 has been renewed and will span 3 years. • Exhibit for porcupine drain artifact being finalized by Heritage Toronto. To be a lit up glass enclosure with a part of the 	

	<p>exhibit recessed into the floor for better functionality and viewing, the recessed portion will not interfere with P1 Parking. The tender for this project is estimated to be completed in December. As a note from Toronto Preservation Services, it is believed that what is being decided for the space pales in comparison to what Markets do around the world.</p>	
<p>4. Marketing, Communication & Events Updates</p>	<p><i>Evening at the Market</i></p> <ul style="list-style-type: none"> • Sold out completely within 12 days. Celebrity Chef and Second Harvest Volunteers have been secured. Analysis of online tracking & event sourcing to be conducted. • Fall ads are currently on display in Horizon, Food & Drink, and Festival magazines. Horizon magazine in particular has featured the St. Lawrence Market in a 2 page spread, with a cover mention, on top of the display ads at Yonge & Dundas Square and Kiosk screens. They will also be extending us a Holiday feature, 2 pages in their January issue as well as a cover feature. This magazine is distributed through the Toronto star, as well as in financial district institutions and throughout other areas of the GTA. • Thanksgiving and fall demos are demonstrating continued success and will continue to take place throughout the late fall and winter months. • A winter festival for the month of February or March is being considered for the St. Lawrence Market as a way to engage the public throughout the winter months. 	
<p>5. Capital Projects Updates</p>	<p><i>Exterior Painting & Heritage Lighting</i></p> <ul style="list-style-type: none"> • Painting on the exterior façade has been completed with the exception of the North side. This was due to equipment required to perform the work, and is now being executed. Painting of the upper level siding on the South façade is also to be added to the scope of work and will done weather permitting. • Alen Vrabec is the new project manager working on the heritage lighting project. He is currently working on the RFP to ensure deliverables and wiring capabilities are met. He has projected a spring start time, and will begin work on the interior until weather permits work to be performed on the exterior of the building. • Heating lines will be installed on the St. Lawrence Market roof, gutters and downspouts to prevent built up of icicles and falling snow in winter months. A November completion is anticipated. 	
<p>6. Occupant Updates</p>	<ul style="list-style-type: none"> - <i>BIA: N/A</i> - <i>Farmers: N/A</i> - <i>Neighbourhood Association:</i> <ul style="list-style-type: none"> ○ <i>TFSS felt very positively about their time spent in the St. Lawrence Market for an event.</i> ○ <i>Hoarding signage update is required. *See Other business</i> ○ <i>St. Lawrence Market Precinct Advisory Committee members are invited to the unveiling of the St. Lawrence Hall Plaque with Heritage Toronto prior to next month's meeting at 5:30pm. Food and drinks will be served.</i> - <i>St. Lawrence Hall: N/A</i> 	

	<ul style="list-style-type: none"> - <i>Sunday Antique Market:</i> Toronto Marathons tend to interfere with the Sunday Antique Market Operations and details are provided with much too short notice. Tom Davidson to discuss potential options moving forward for better planning and discussions ahead of future events. - <i>Tenant's Association:</i> N/A 	
7. Updates on Council Items affecting the Market	N/A	
8. Follow-up Discussion on Open Action Items	N/A	
9. Other Business	* Hoarding signage has been delayed due to a restructuring of the Design Services team as well as ongoing changes to the project. The Hoarding project has since been reassigned and we are awaiting for an update to pass along to the Committee. We anticipate that the language and timeline will be established by the next St. Lawrence Precinct Advisory Committee meeting.	
11 . Adjournment	8:14 p.m. Next Meeting: Wednesday November 15 2017 Large Boardroom, St. Lawrence Administration Office 105 The Esplanade, Toronto, On, M5E 2A2	