

MINUTES

St. Lawrence Market Precinct Advisory Committee

Date: Wednesday, January 18, 2017

Time: 7:00pm – 9:00pm

Location: Boardroom, 105 The Esplanade

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

Regrets:

Absences: George Pazmino

Guests: Robert Biancolin, Effie Tziamouranis

Item	Item Description	Action Items
<p>1. Welcome</p>	<p>George M. chaired the meeting and convened at 7:00pm</p> <p>Sarah C. distributed a copy of the agenda and November meeting Minutes.</p> <p><u>Approval of Agenda:</u> Approved <u>Approval of November Minutes:</u> Approved. <u>Action Item Update:</u> Odysseas G. inquired as to whether the installation of the air curtain, mentioned in the minutes, was complete</p> <ul style="list-style-type: none"> • Tasse K. confirmed that the air curtain was completed in November 	
<p>2. North Market Redevelopment</p> <p>Update from Tasse Karakolis</p>	<ul style="list-style-type: none"> • Archaeological artifacts that have been found on the site are currently on display in the Market Gallery • The design for the new building is in final stages of completion, tender for construction to be issued around May 2017, contingent on the progress of the Archaeology phase. <p>George M. asked when SLMPAC can see the revised design documents</p> <p>Odysseas G. asked whether the North Market Marketing and Business Plan is complete.</p> <ul style="list-style-type: none"> • Joe C. confirmed that the study by JC Williams Group is complete 	<p>Staff to bring North Market design documents & JC Williams North Market Report to next SLMPAC Sub-Committee meeting.</p>
<p>3. Marketing & Communications</p> <p>Update from Samantha Wiles</p>	<ul style="list-style-type: none"> • Video - CTV's Michelle Dube with Scheffler's Deli & Cheese • Media Relations success over the holidays and new-year: <ul style="list-style-type: none"> ○ Local coverage: primetime, Saturday and morning rush coverage from CP24, CTV and CBC. Bi-weekly features and photo shoots with weekend news anchors ○ International Coverage: Fox Desportes, Wallpaper Magazine • Next Steps for 2017: <ul style="list-style-type: none"> ○ Media outreach is core goal during winter season to keep the Market top of mind. ○ The Temporary Market kitchen program and social media also focus on winter flavours / warm up. ○ Staff continue to work on long term projects: market 	

	<p>research, website and head counting/metrics-building technology.</p> <ul style="list-style-type: none"> • Evaluation of 2016 initiatives will help to refine the 2016/2017 plan for events and marketing initiatives 	
<p>4. Arts at the Market</p> <p>Update from Samantha Wiles</p>	<ul style="list-style-type: none"> • Following a very successful 2016, applications opened and promotion began for the 2017 program in late November. • Applications will be open until January 31 – may extend until end of February if appropriate • Have advertised the application through various streams, including Akimbo Art Promotion • Jury members to be confirmed by early February • Program runs Easter through Thanksgiving <p>Marlene C. asked how many vendors will be in the program.</p> <ul style="list-style-type: none"> • Samantha W. replied that there will be 7 spaces monthly. <p>Carol M. inquired about potentially considering applicants for a reduced rate / charity space.</p> <ul style="list-style-type: none"> • Samantha W. asked that any interested vendors submit applications and once they are through the jury process they could be considered for waived/reduced fees 	
<p>5. Farmers Market</p> <p>Update from Daniel Picheca</p>	<ul style="list-style-type: none"> • In December three Farmers Market vendors left the Market: <ul style="list-style-type: none"> ○ Best Baa – retired ○ Wes Sovereign – sold farm ○ Second Wind Elk – permit revoked • Staff have secured new set of exciting vendors to meet customer demand for product lines that have recently left the market: <ul style="list-style-type: none"> ○ Secret Lands Farm – sheep dairy ○ Sovereign Farms– new owners, same products (produce) ○ Lake Land Meats – venison and game meats • Planning to launch 2 “rotating tables” – one for local wine/cider producers and one for other new vendors. <p>Odysseas G. asked if Secret Lands will sell only their own cheese.</p> <ul style="list-style-type: none"> • Daniel P. confirmed that this is the case 	
<p>6. Capital Projects</p> <p>Update from Daniel Picheca</p>	<p>Lower Level Redesign Communication Strategy:</p> <ul style="list-style-type: none"> • Staff have been working with Dialog and Real Estate Services colleagues on a tenant engagement strategy, with an aim to launch engagement activities in February or March. • Staff are working on a communication strategy to deliver key messages to affected groups throughout the project • It was suggested that large group feedback sessions with all tenants could be valuable and staff said that they would explore that as an option within the tenant engagement strategy 	
<p>7. Market Kitchen</p> <p>Update from Daniel Picheca</p>	<p>Request for Proposals (RFP) for the operation of the Market Kitchen:</p> <ul style="list-style-type: none"> • Meetings are set for next week with sub-committees of the Tenants’ Association and SLMPAC to brainstorm around the scope and objectives of an RFP • Stakeholders will remain involved throughout the RFP process • Staff have already met with Museum Services (the Market Gallery) to get their input <p>Tenants expressed concerns that it may be difficult to balance revenue generating bookings with programs that contribute positively to the overall mission of the Market and they suggested</p>	

	<p>having a member of the Tenants' Association help interview proponents.</p> <ul style="list-style-type: none"> Tasse K. confirmed that the RFP process is complex and care needs to be taken to ensure that the chosen operator can contribute to the mission of the Market. Joe C. replied that the purpose of going through this RFP process is to look for any good ideas about how to make the most out of this space; there is no commitment to choose one of the proponents if none are a good fit. <p>George M. suggested that SLMPAC members work with the City to ensure that the RFP captures as much criteria as possible, and hopefully the result will be operation that is financially sustainable at the same time as fulfilling other key objectives.</p> <ul style="list-style-type: none"> Samantha W. said staff will report back on the sub-committee meetings, which will take place next week. 	<p>Staff to report back on Market Kitchen Sub-Committee Meetings</p>
<p>8. Update from Tom Davidson on Council items</p>	<ul style="list-style-type: none"> No major updates from Committees or Council Chief Corporate Officer is starting to report on major capital projects more regularly, including the North Market Redevelopment project once its Construction phase begins. 	
<p>9. SLMPAC Year-in-Review (2016)</p>	<p>George M. provided an overview of highlights, accomplishments and next steps for SLMPAC (<i>see attached</i>).</p> <ul style="list-style-type: none"> Odysseas G. asked if members could take the time to consider this document and discuss at the next meeting. Marlene C. inquired about the status of research into the question of whether the Farmers Market is legally required to permanently exist on the North Market site. <ul style="list-style-type: none"> Sarah C. confirmed that this research is ongoing and will be reported on, as discussed at previous meetings. George M. requested that Committee members send any relevant documentation to Sarah C. 	<p>SLMPAC members to send relevant documents to Sarah C.</p>
<p>10. Nomination and Election of 2017 SLMPAC Chair & Vice-Chair</p>	<p>George M. announced that he has reached his term limit as Chair of the Committee, and would also not be running for Vice-Chair.</p> <ul style="list-style-type: none"> He nominated Dan E. for Chair, and Suzanne K. for Vice-Chair. <p>George M. requested all members to make nominations as desired.</p> <ul style="list-style-type: none"> Odysseas G. explained that he was planning to nominate himself, but believes that, as a tenant of the Complex, he may no longer be eligible under the revised Terms of Reference. He suggested that this creates "two tiers" of membership. Marlene C. raised concerns over the ambiguous meaning of the term "local stakeholders" with regards to who is eligible to run for Chair and Vice-Chair, arguing that tenants were formerly considered part of this group but appear to no longer be so. Simon M. agreed with this concern, and said that it was not the intention of the Long-Term Planning Sub-Committee to exclude tenants from the Chair and Vice Chair eligibility through any amendments to the Terms of Reference. Carol M. added that it may also be helpful when reviewing the Terms of Reference to clarify the roles of the Chair and the Vice-Chair. 	<p>Staff to review the two documents and report back to Committee</p> <p>Election postponed until next meeting.</p> <p>Staff to provide role of Chair</p>
<p>11. Other Business</p>	<p>Allison Bain, the new Executive Director of Heritage Toronto, was introduced to the Committee. Allison will be the SLMPAC member representing Heritage Toronto moving forward.</p>	

12. Adjournment	Next Meeting: Wednesday, February 28th, 2017 in the Boardroom, St. Lawrence Admin. Office, 105 the Esplanade, Toronto, ON., M5E 2A2	
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