

MINUTES

St. Lawrence Market Precinct Advisory Committee

Date: Tuesday, February 28th, 2017

Time: 7:00pm – 9:00pm

Location: Boardroom, 105 The Esplanade

Attendees: George Milbrandt, Tasse Karakolis, Daniel Picheca, Suzanne Kavanagh, Simon Miles, Joe Casali, Marlene Cook, Dan Eldridge, Odysseas Gounalakis, Steven Alikakos, Tom Davidson, Marvin Creighton, Patrick Carnegie, Pam McConnell

Regrets: Samantha Wiles, Carol Mark, Allison Bain,

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 7:03pm</p> <p>January Agenda & meeting Minutes distributed.</p> <p><u>Approval of Agenda:</u> Approved</p> <p><u>Approval of January Minutes:</u></p> <ol style="list-style-type: none"> 1. Amendment to be made to item #10.3 – re: stakeholders – Change Speaker from Marlene to Simon. Removal of word: arguing. 2. Level of detail in minutes to be redacted to include motions, actions, decisions etc. at minute taker’s discretion. 3. Advisory Members can request to have their name attached to an item or discussion for future reference. 4. <u>Approval of Amended Minutes:</u> Approved 	<p>Minute taker to discontinue naming of speaker unless explicitly requested</p> <p>Item #9.2.2 in previous minutes to be distributed</p>
<p>2. North Market Redevelopment Update</p>	<p>North Market Update, “Toronto’s Soul” Article & Permanency Study presented.</p> <ol style="list-style-type: none"> 1. Archaeology completion anticipated for end of March subject to findings. Construction start date projected for June/July 2017 provided no unforeseen delays. Target completion 2019 2. Permanency study arose from advisory board requesting to look at all documents including material to be provided by members. Sarah C prepared the study noting the changes that have taken place over the years. The last Municipal Act change states that the North Market site is "for public use". Currently, the site is being used for public use. Advisory members discussed the study and asked if staff can look to see if more can be done to secure a greater permanency and if possible to include the wording of Farmers Market. 	<p>City staff to work with Legal, and the Councillor to see if anything more can be done</p>
<p>3. Marketing & Communications Plan Update</p>	<p>CTV Video Presentation – Mislabelling of food products in stores & restaurants.</p> <ol style="list-style-type: none"> 1. Positive media coverage of market. 2. Meeting with SLMTA will discuss dates of ongoing & upcoming events & series at SLMC. 	
<p>4. Farmer’s Market Update</p>	<p>Town Hall was held on Feb. 24th with majority in attendance. Topics covered included: North Market redevelopment, strategic plan, marketing, standardization of application process & criteria, permits, new wine rotation, introduction to farm visits.</p> <ol style="list-style-type: none"> 1. Farm visits/inspections conducted by City appointed 	<p>Farmer categorization requirements to be distributed</p>

	<p>members.</p> <ol style="list-style-type: none"> I. Regular visits by groups of people would a great educational tool. Would help to give perspective, support development, grow the business framework & shape dialogue. II. Would make a good promotional video. Could the City back a promotional series of investigative journalism focusing on Ontario farmers? CTV follow up story on food fraud & what buying local means? Potential podcast? 	<p>Sam to investigate opportunities to work with CTV to build on food fraud story/farm series</p>
<p>5. Capital Projects Update</p>	<p>Dialog met with committee in February to discuss Lower Level Redesign.</p> <ol style="list-style-type: none"> 1. Feedback on preliminary designs to be gathered, reviewed with tenants & used to develop a plan. Process is hinging on committee discussions and feedback. Still to take place around mid-March are: tenant questionnaire, meeting & discussion, focus group sessions and drop-ins. The space should add value to the complex as a whole. <p>Heritage lighting project update.</p> <ol style="list-style-type: none"> 2. To be added to next agenda to discuss due to absences. 3. Goal is to highlight exterior through lighting first, to generate interest and perhaps income that would help with interior works. Committee feedback will be required. 	<p>To add to next meeting's agenda & include mock-ups in email</p>
<p>6. Market Kitchen Update</p>	<p>Follow up on the Market Kitchen RFP revealed the following:</p> <ol style="list-style-type: none"> 1. After meeting and discussing with SLMTA & Long-Term Sub-committee, feedback highlighted the need for language education, community engagement, tenant support, safeguards to the brand, increased marketing & promotional opportunities and research against similar operations. <ol style="list-style-type: none"> I. Committees will have to reconvene to review RFP and devise a working plan. Intent is to keep good momentum from Miele-Monogram transition and collect input on improvements to be made. II. Marketing the Kitchen effectively is important to its strategy. It was suggested that it be operated under the marketing budget. Outside sourcing of Kitchen management could compromise the brand. Now that there is designated marketing supervisor, it was suggested to be managed by this role. 	
<p>7. SLMPAC Terms of Reference</p>	<p>Item has been deferred for further review, Nomination process has been adjusted</p> <ol style="list-style-type: none"> 1. Relevant documents to be provided and differences between original and revised versions to be reviewed by Joe C. & team. 2. Was passed too briefly by the Long-Term Planning Sub-Committee and therefore needs to be reiterated in greater detail. 	<p>Joe C to send email advising of decision and direction on voting process</p>
<p>8. Nomination of 2017 SLMPAC Chair & Vice-Chair</p>	<p>As discussed above will be deferred to next meeting's agenda.</p>	<p>Item to be deferred to next meeting</p>
<p>9. SLMPAC Year-in-Review (2016)</p>	<p>N/A</p>	

<p>10. Update from Tom Davidson on Council items that affect the Market</p>	<p>No changes to market funding. Feedback from Pam:</p> <ol style="list-style-type: none"> 1. SLMPAC lighting project of importance to tie in with St James Cathedral lighting. 2. There will be an overall neighbourhood parks rehabilitation initiative to include Market Lane Park. Timing should be in line with North Market rollout. <ol style="list-style-type: none"> I. Commerce on parklands for future use to be considered. 3. SLH animation and redevelopment should be promoted through the use of photos & archeological findings. 	
<p>11. Other Business</p>		
<p>12. Adjournment</p>	<p>Next Meeting Wednesday, March 15th, 2017 in the Boardroom, St. Lawrence Admin. Office, 105 the Esplanade, Toronto, ON., M5E 2A2</p>	