

MINUTES

St. Lawrence Market Precinct Advisory Committee

Date: Wednesday, April 19, 2017

Time: 7:00pm – 7:55pm

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, Patrick Carnegie

Regrets: Joe Casali

Absences: Pam McConnell

Guests: Sara Spector

Item	Item Description	Action Items
<p>1. Welcome</p>	<p>George M. chaired the meeting and convened at 7:00pm</p> <p>March Agenda & meeting Minutes distributed.</p> <p><u>Approval of Agenda:</u> Approved <u>Approval of February Minutes:</u> Approved</p> <p>Business arising from Minutes: North Market redevelopment business case not yet received</p>	<p>North Market redevelopment business case to be distributed to committee.</p>
<p>2. North Market Redevelopment Update</p>	<p>1. Archeology is 99% complete. There was a slight delay due to the discovery of a new cellar.</p> <ul style="list-style-type: none"> • Demobilization should occur by the end of April. • Upcoming stakeholder information session with Tom Davidson & Heritage Toronto will be held May 4 2017 at 3:30pm at the St. Lawrence Hall. Cannot be held onsite due to mud/state of site. <ul style="list-style-type: none"> ○ Anyone looking to promote progress of redevelopment is able to share any content posted from the St. Lawrence Market Social Media account (ie) Instagram, facebook, twitter..) • Ground breaking date to be finalized after the tender is sent out. Aim is for end of June to early July. • 1st Draft of hoarding renderings have been received. Requires revisions. Temporary signage has been approved to be put up. Should be in design around mid-May. Anticipated completion of hoarding is mid-June – prior to ground breaking. 	
<p>3. Marketing, Communications & Events Update</p>	<p>Slides Presentation. Recent & upcoming press coverage, and events & activities.</p> <ol style="list-style-type: none"> 1. In local press coverage: Pizza & Pasta promoted on CTV episode with Anwar Knight. Aired April 18 & has been archived. St. Lawrence Market & Carousel Bakery promoted in recent Ricardo's magazine & episode. 2. In international news: The St. Lawrence Market makes CNN's top 10 markets in the world & Canada 150 coverage begins. 3. Upcoming Events: 20 Minute Clean-Up (Apr. 21), Toronto Attractions Council Marketplace (May 2), Jane's Walk (May 5 	

	<p>& 6), TIFF Food on Film (May 10, 24 & Jun. 7), Doors Open (May 27 & 28), Bike to Work Day (May 29), BBQ in the Park (Jun. 1).</p> <ul style="list-style-type: none"> o Arts at the Market, Friday Night Market Feasts in the Market Kitchen (Apr. 21 & M. 27) & Temporary Market activations have begun. o Uncovering the Market shoot moved into May. o TIFF – local talent & national impact will require tenant food pairings per film. <p>4. Tentative dates for: Evening at the Market (Nov. 9) & Summer Series (Jul. 20 & Aug. 17). Second harvest to partner with Evening at the Market – buy-in with tenants to be sent out. Summer series event partner RFQ going out Friday.</p>	
4. Capital Projects Update	<p>Heritage lighting project status & lower level engagement status.</p> <ol style="list-style-type: none"> 1. The new lighting proposed will be mimicked on the East & West sides of the St. Lawrence Market. It will counteract street lighting by shooting up stronger & uplighting arches & frames. <ul style="list-style-type: none"> o Won't interfere with ability to see outward from the inside of the building. o The lighting will capture much of the top half of the building, as well as much of the heritage brick/irregularities. Due to existing street lighting, there will be no lighting to illuminate bottom half of building. Balance will be created with lighting along pillars. Final draft of lighting proposal shows much of the fine tuning that went into highlighting the structure. o Original budget for lighting project \$1.7M now down to \$1.2M. Currently \$961K is funded leaving a \$239K gap. By phasing work from exterior, to loading dock, interior lbeams, feature façade & corridor should mitigate gap. Clerestory & vestibules removed from scope of work. Emphasis of project put on customer experience. o To coordinate project with exterior painting. Working with Facilities Management to expedite the process and striving for Spring/Summer. Completion anticipated late Summer/early Fall. 2. Lower level engagement to begin May 11. 	New schematics to be distributed to Committee.
5. Market Kitchen Update	<p>Sponsorship and naming rights update</p> <ol style="list-style-type: none"> 1. Sponsorship report passed in council on May 28. Logo not yet prepared. 	
6. Voting 2017 SLMPAC Chair & Vice-Chair	<ol style="list-style-type: none"> 1. Voting results: Chair elect: Dan Eldridge Vice-Chair elect: Odysseas Gounalakis 	To chair next meeting.
7. Update from Tom Davidson	None	
8. Other Business	None	
9. Adjournment	Next Meeting Wednesday, May 17, 2017 in the Boardroom, St. Lawrence Admin. Office, 105 the Esplanade, Toronto, ON., M5E 2A2	7:55 pm