

MINUTES

St. Lawrence Market Precinct Advisory Committee

Date: Wednesday, July 19, 2017

Time: 7:00pm – 8:53pm

Location: Boardroom, 105 The Esplanade

Attendees: George Milbrandt, Tasse Karakolis, Simon Miles, Marlene Cook, Dan Eldridge, Odysseas Gounalakis, Tom Davidson, Samantha Wiles, Carol Mark, Marvin Creighton, Suzanne Kavanagh

Regrets: Joe Casali, Allison Bain, Patrick Carnegie, Daniel Picheca

Guests: Sara Spector

ITEM	ITEM DESCRIPTION	ACTION ITEMS
<p>1. Welcome</p>	<p>Dan E. chaired the meeting and convened at 7:00pm</p> <p>May Agenda & July meeting Minutes distributed.</p> <p><u>Approval of Agenda:</u> Approved <u>Approval of May Minutes:</u> Approved</p>	
<p>2. Passing of Pam McConnell</p>	<p><i>Impact, Transition & Recognition</i></p> <ul style="list-style-type: none"> • City Clerks administrative duties have been completed and office staff are continuing to execute Pam's vision and directives while advancing its position with stakeholders. Communication with the office of Pam McConnell will remain open and forthcoming and gladly receives any feedback. There are no anticipated interruptions in office continuity. The procedure to fill this vacancy is typically by bi-election or by appointment, with the latter of the two being the likely outcome. It is anticipated that the vacancy will be filled late in the term or early in the New Year. • Long term memorials and tributes are to be presented to Tom Davidson for approval only once the family voices their readiness to do so. In the interim the St. Lawrence Market Precinct Advisory Committee will brainstorm ideas about what might be appropriate for when the timing is right. One idea brought forth is to have a black & white photo of Pam at the front of the St. Lawrence Market South building with a quote that references her as a "champion of the Market." Due to City policy the management office at 105 The Esplanade is not able to take the lead on any events or tributes at this point in time. • There is currently a celebration of life taking place on August 25th at 1pm in St. James Cathedral. Individual groups are free to express their sympathies in small independent events and tributes. 	
<p>3. North Market Redevelopment Update</p>	<p><i>Heritage Preservation</i></p> <ul style="list-style-type: none"> • Possession of the St. Lawrence Market North site has reverted back to City of Toronto now that archeology has been completed. • Heritage Toronto would like to see the preservation of items for display within the new design. Tender is delayed until such determinations are made. Final requests from Heritage Toronto are anticipated ahead of the October Council meeting. The anticipated impact to the overall timeline is that of 3-4 	

	<p>additional months.</p> <ul style="list-style-type: none"> It is viable to advise the public of a late 2019, potential 2020 completion date. 	
4. Marketing, Communication & Events Updates	<ul style="list-style-type: none"> Summer Series 2.0 in full swing for July 20th event. Summer series 2.5 will take place on August 24. Both events will include food, performances, art displays, music and drinks. Combined there will be 5 prep food merchants, 6 raw food merchants and 1 farmer merchant contributing to the event. Ticket sales are currently at 60% with an anticipated final day of sales reaching 80%, which is consequently also the break-even point if food and drink sales are good. The event will move to the temporary tent if it rains. CP24 is doing a live recipe prep the night before with the Food Dudes in anticipation of the event. <u>June events:</u> 1st – BBQ in the park – Noted as the most well attended compared to previous years. 7th – Last Food on Film for 2017. Hoping to participate again next year since it proved a big success. <u>July Events:</u> 1st – Debut "Cook like a Canadian" demos in Market Street Stage located at the old Uncle George's unit. Evening at the Market planning to begin once this Summer Series session is complete. Media video of Times Square ad will play at next meeting. Currently being edited for social media promotion. Follow up shoots will be scheduled for Yonge & Dundas airing. The website RFP is aimed at the 4th quarter, will take 6 months plus the redevelopment phase, will carries us to 2019. 5 year service agreement is required to redevelop as needed. High cost currently associated to changing a lot of the content. Newsletter being developed and sent for approval. Must adhere to anti-spam legislation. Hoping to launch in September. Union Eats not occurring this year. St. Lawrence Market Precinct Advisory Committee inquiring as to how the St. Lawrence Market might capitalize on this. Would operate as a participant and not as an owner. City gives authority to Private companies to operate such events. 	
5. Capital Projects Updates	<p><i>Lower Level Engagement Findings & Exterior Painting</i></p> <ul style="list-style-type: none"> Online survey, mail-In survey, onsite meetings & focus groups completed. Dialog collecting and interpreting data for presentation to the St. Lawrence Market Precinct Advisory Committee in August. Exterior painting has begun on the Jarvis St. side of the building without interruption to St. Lawrence Market South building. 8-10 week projection dependant on weather. Window repairs for broken panes was added to the scope. Performed on Mondays only during Market closures, and areas are left to cure for two weeks before any painting takes place on those same areas. Lighting project is awaiting the completion of the exterior painting project. The revised mock up and final rendering are complete & available for viewing. Funding was secured at council. 	<p>Real Estate to reach out to original lower level working group members.</p> <p>Heritage lighting final renderings to be presented at next meeting.</p>
6. Terms, Cohorts & Vacancies	<ul style="list-style-type: none"> At present, the St. Lawrence Market will be holding off on broadcasting the vacancies present within the St. Lawrence Market Precinct Advisory Committee. Some applications have 	The Terms of Reference Sub-Committee to

	<p>been received and will be kept on file for future reference. The Director of Real Estate, Ward Councillor and a member of the Committee will ultimately review and assess candidates at the time of the selection. The Terms of Reference which were adjusted in the 2016 version to name the Chair as the third member of the applicant selection process, reverted the clause back to name any member as the third member of the applicant selection process as per the original 2012 version.</p>	<p>meet & discuss the selection process with management on how to move forward with this item.</p>
<p>7. Updates from Constituent Groups</p>	<ul style="list-style-type: none"> - <i>Tenant's Association</i> <ul style="list-style-type: none"> • Concerns with lease negotiations with hopes that the St. Lawrence Market Precinct Advisory can lend advice. Main concern is the creation of a tense climate both between tenants spreading to the community. Tenants feel exasperated in their efforts and are overwhelmed with the process. Impact to shoppers is the greatest concern. Structure and process should be clear and easy to understand to ease tensions. St. Lawrence Market Precinct Advisory to independently examine lease components to gain better understanding & be able to provide advice on the matter. - <i>Sunday Antique Market</i> <ul style="list-style-type: none"> • Concerns over license renewal & relocation into the new North Market per the strategic plan. - <i>BIA</i> <ul style="list-style-type: none"> • Wellington Street repair North Sidewalk extension construction underway. Similar to intentions for the St. Lawrence Market North and South Buildings sidewalks aimed at enhancing Market Lane Park pedestrian experience. - <i>Neighbourhood Association</i> <ul style="list-style-type: none"> • Looking for status of hoarding & directional signage. The former is anticipated for September pending renderings and the latter anticipated in the coming week. • The association has been nominated for a heritage award. Looking at placing an information plaque outside the St. Lawrence Hall for building data outside of operating hours. 	<p>Real Estate to provide an overview of the process with the Tenant's Association.</p>
<p>8. Updates on Council Items affecting the Market</p>	<p>Public planning is able to look into the St. Lawrence Market Complex public use by-law for noise violations.</p>	
<p>9. Follow-up Discussion on Open Action Items</p>	<p>Item #1. To be removed. The Committee will reach out to Steven once the project takes off. Item #2. To be removed pending the formation of the Terms of Reference Sub Committee.</p>	
<p>10. Other Business</p>	<p>The St. Lawrence Market was not selected for the 2018 Public Markets Conference.</p>	
<p>11 . Adjournment</p>	<p>8:53 p.m. Next Meeting: Wednesday August 16 2017 Large Boardroom, St. Lawrence Admin. Office 105 The Esplanade, Toronto, On, M5E 2A2</p>	