

# MINUTES

## St. Lawrence Market Precinct Advisory Committee

**Date:** Wednesday, November 15, 2017

**Time:** 7:00pm – 8:18pm

**Location:** Boardroom, 105 The Esplanade

**Attendees:** Carol Mark, Daniel Picheca, David Jollimore, George Milbrandt, Odysseas Gounalakis, Patrick Carnegie, Samantha Wiles, Simon Miles, Suzanne Kavanagh, Tasse Karakolis, Tom Davidson

**Regrets & absences:** Allison Bain, Dan Eldridge, Marlene Cook, Marvin Creighton

**Guests:** Sara Spector, Robert Biancollin, Pat Carozzi, Alex Lackovic

ITEM	ITEM DESCRIPTION	ACTION ITEMS
<p><b>1. Welcome</b></p>	<p>Odysseas G. chaired the meeting and convened at 7:00pm</p> <p>November Agenda &amp; October meeting Minutes distributed.</p> <p><u>Approval of Agenda:</u> Approved.</p> <p><u>Approval of Minutes:</u></p> <ul style="list-style-type: none"> <li>- David Jollimore has moved from the Director of Business Performance Management to the new Director of Real Estate Services.</li> <li>- Item #3 – Amend 'Heritage' to 'Toronto Preservation Services'</li> <li>- Item #6 – Amend 'TDSB' to 'TFSS – Toronto Foundation for Student Success' &amp; amend 'occupants' to 'stakeholders'</li> </ul> <p><u>Announcements:</u></p> <ul style="list-style-type: none"> <li>• David Jollimore is replacing Joe Casali as the Director of Real Estate Services. Looking forward to enhancing &amp; protecting the St. Lawrence Market Complex.</li> </ul>	<p>Various amendments to minutes.</p> <p>Orientation meeting to be arranged with David</p>
<p><b>2. Lower Level Redesign</b></p>	<ul style="list-style-type: none"> <li>• Item deferred to next meeting with Scott Barrett for updates.</li> <li>• Upper level furniture &amp; place-making to be addressed in order to moderate existing spacial concerns.</li> </ul>	
<p><b>3. North Market Redevelopment Update</b></p>	<ul style="list-style-type: none"> <li>• Requirements for the exhibit of the porcupine drain artifact have been met at the center of the North end of the building. Part 1 of this preservation project will include a 3m x 3m viewing portal with a depressed floor slab. Part 2 will use stainless steel markers on the market floor to mark drain &amp; previous market footprints. Affects the ft<sup>2</sup> very minimally &amp; does not result in any losses of farmer tables/stalls. Any impact to Market Lane Park due to staging by the contractor to be communicated to the BIA.</li> <li>• Key features will include a continuous video loop of historical photographs of past Markets, information, park displays etc.</li> <li>• The addendum to the original scope of work was submitted today. Tender close is set for December 5 2017, to be awarded in March 2018. Anticipated completion &amp; full occupancy projected for the 4<sup>th</sup> quarter of 2020.</li> <li>• Regular updates from Pat Carozzi to be communicated through management &amp; possibly also quarterly with a</li> </ul>	<p>Full renderings to be provided to Farmers at town hall meeting.</p>

	<p>construction committee.</p> <ul style="list-style-type: none"> <li>• Hoarding renderings have been finalized &amp; will include historic photos &amp; their descriptions in chronological order. Completion of the hoarding project is anticipated ahead of the end of the first quarter in 2018.</li> <li>• A heritage preservation plan will be made for the North Market plaque, clock, coat of arms, and potentially display either in the North Market or by the St. Lawrence Market Gallery.</li> </ul>	
<p><b>4. Marketing, Communication &amp; Events Updates</b></p>	<p><i>Evening at the Market</i></p> <ul style="list-style-type: none"> <li>• Sold out completely within 12 days. Tickets were sold at \$75.00 plus taxes and fees which is a slight increase from last year where taxes and fees were included in the ticket price. Attendance was between 2,000-2,200 including all staff, merchants &amp; guests. \$30k was donated to Second Harvest which has helped launch an online platform for donations. The event provided roughly \$450-500k in media coverage.</li> <li>• Execution improvements included quicker check-in (90% of tickets within under 20 minutes), hired bussers who noticeably impacted the event flow and cleanliness, decreased impact to businesses and next day business continuity.</li> <li>• Feedback to note include focusing the media attention on the St. Lawrence Market food and vendors versus on the entertainment as well as including the farmers in some way. It is also important to distinguish between other events such as Summer Series and to track the audiences reached &amp; length of stay at such events. Surveys being distributed to collect feedback.</li> <li>• Some customers did not receive ticketing and advertisement information due to the speed at which tickets sold out.</li> </ul> <p><i>Winter Ads/Media</i></p> <ul style="list-style-type: none"> <li>• Fall &amp; winter ads will be on display in Horizon, Food &amp; Drink, and Foodism magazines. Horizon magazine will be featuring the St. Lawrence Market in a Holiday 2 page spread as part of their January issue as well as a cover feature.</li> </ul>	
<p><b>5. Capital Projects Updates</b></p>	<p><i>Security Camera Upgrades</i></p> <ul style="list-style-type: none"> <li>• The St. Lawrence Market South is replacing all exterior &amp; interior security cameras as they are outdated and damaged and will be adding additional cameras for areas lacking proper coverage. This project is anticipated to coordinate with the Heritage lighting project. Completion is expected at the end of January.</li> </ul> <p><i>Electrical Switch Replacement</i></p> <ul style="list-style-type: none"> <li>• An electrical switch was installed on the property over the weekend. This switch enables the St. Lawrence Market South to regulate its own power shut offs and reboots rather than be at the hands of Toronto Hydro.</li> <li>• Service interruptions, though mitigated as much as possible, sometimes still arise. It is important that the communication process be as clear and transparent as possible while noting that interruptions during work periods cannot always be anticipated.</li> </ul>	
<p><b>6. Stakeholder Updates</b></p>	<ul style="list-style-type: none"> <li>- <i>BIA</i>: Come see the new holiday lighting display at Berczy Park. Being unveiled on Saturday December 2.</li> </ul>	

	<ul style="list-style-type: none"> <li>- <i>Farmers:</i> Parking around the St. Lawrence Market is difficult &amp; expensive. If provisions for free merchant parking could be arranged it would alleviate a large burden. Free parking was once provided on King St.</li> <li>- <i>Neighbourhood Association:</i> Term is ending December 2018. Assistance with North Market and St. Lawrence Hall programming should begin in the coming year.</li> <li>- <i>St. Lawrence Hall:</i> N/A</li> <li>- <i>Sunday Antique Market:</i> N/A</li> <li>- <i>Tenant's Association:</i> N/A</li> </ul>	
<b>7. Updates on Council Items affecting the Market</b>	The vacancy at Council has been filled by Lucy Troisi who is being brought up to speed on open and ongoing items. The vacancy was filled by appointment from now until the end of the term in August 2018. The appointee will therefore not run in the next election.	
<b>8. Follow-up Discussion on Open Action Items</b>	Meet to discuss 2017 accomplishments and focus for 2018. To be presented at next SLMPAC meeting.	Setup meeting to review
<b>9. Other Business</b>	An article was brought forward by Robert Biancollin about Safety Code 6 to Federal Employees which has not been revised in over 30 years stipulating the dangers of Wifi. To be reviewed and considered.	
<b>11 . Adjournment</b>	8:18 p.m. <b>Next Meeting: Wednesday January 17 2018</b> <b>Large Boardroom, St. Lawrence Administration Office</b> <b>105 The Esplanade, Toronto, On, M5E 2A2</b>	