

MINUTES

St. Lawrence Market Precinct Advisory Committee

Date: Wednesday, February 21, 2018

Time: 7:03pm – 8:33pm

Location: Boardroom, 105 The Esplanade

Attendees: Daniel Picheca, David Jollimore, George Milbrandt, Odysseas Gounalakis, Patrick Carnegie, Samantha Wiles, Simon Miles, Suzanne Kavanagh, Tom Davidson, , Dan Eldridge & Marvin Creighton.

Regrets & absences: Carol Mark, Tasse Karakolis, Allison Bain & Marlene Cook

Guests: Sara Spector & Robert Biancollin

ITEM	ITEM DESCRIPTION	ACTION ITEMS
<p>1. Welcome</p>	<p>Dan E. chaired the meeting and convened at 7:03pm</p> <p>February Agenda & January meeting Minutes distributed.</p> <p><u>Approval of Agenda:</u> Approved.</p> <p><u>Approval of Minutes:</u> Approved.</p>	
<p>2. SLMPAC Review</p>	<p>The Auditor General is currently conducting a review of the St. Lawrence Market leasing portfolio, and the Director has asked her to review the governance structure also.</p> <ul style="list-style-type: none"> • The St. Lawrence Market Precinct Advisory's purpose is to serve as an advocate for providing meaningful advice that represents precinct, neighbourhood & stakeholder interests. The focus of the group should be on matters of strategic significance. Operational issues should be dealt with by City of Toronto management staff. • The mandate for this committee is to advise City staff on the key strategic issues for the St. Lawrence Market Precinct. • An ongoing commitment is integral to ensuring proper representation, genuine interest & strategic vision from each member. • Decision-making by the St. Lawrence Market Precinct Advisory will be provided in the form of advice to the Director of Real Estate Services. If advice given is out on line with the City's direction, a discussion will be had until both parties can agree on an outcome. Outcomes will always been driven by the key pillars, Terms of Reference and Strategic plan. If appropriate, the councillor's office may be brought in to mediate a conflict of opinion. • Part of the SLMPAC review is to keep the parameters for regulating this body consistent with other advisory boards across the City of Toronto. Using existing models, it will upkeep strategies for handling consensus issues and pursue avenues allowing for meaningful input. • Confidentiality regarding sensitive matters (such as works in progress, projects plans, bids, tenders etc.) is imperative to the committee, and discretion is expected of every member. Sensitive content will be flagged as such in order to remain undistributed. • As per SLMPAC terms of reference members must be aware and should declare any potential or real conflicts of interest. If in 	<p>Update on SLMPAC Review due in April</p>

	doubt members should error on the side of caution and bring forward to avoid any conflicts.	
3. Follow-up discussion on pending action items	N/A	
4. Overview of 2018 Goals	<p>A refined version of the previous 2018 workplan has been created. More detailed planning will be taken up within the sub-committee group discussions and brought forth to the St. Lawrence Market Precinct Advisory as decisions are reached.</p> <ul style="list-style-type: none"> • As a note the following should be further refined within the document: <ul style="list-style-type: none"> ○ The Feasibility of the St. Lawrence Hall as it lines up with the precinct plan. ○ Many of the leasing strategies are likely to exceed year end, these should be considered ongoing items as they are not feasible for completion in 2018. ○ Tools for internal communication need to be reviewed and further developed. • A longterm definition maintaining the perpetuity & vitality of the Famer's Market still needs to be integrated into official documents in order to set precedence. 	Language for Famer's Market vitality/perpetuity to be added to official documents
5. Planning	The Planning section in future meetings will integrate discussions surrounding upcoming planning issues, financial reviews, 10 year capital planning and so on. Reviews will be held by the sub-committees and presented to the St. Lawrence Market Precinct Advisory for feedback. Meeting requests will be sent out ahead of these reviews.	
6. Operations	N/A	
7. Marketing	<p>Toronto had a record breaking year for tourism with 43.8 million visitors in total representing \$8.8 billion dollars spent (700 million more than 2016). 2018 is considered the Canada-China Year of Tourism. There is a focus on Asia by the tourism international team driving the initiative.</p> <p>New Tourism Toronto Partnership Program provides additional ways to engage with destination marketing organizations and attract tourists. The St. Lawrence Market does not currently possess many translations for tourists.</p> <ul style="list-style-type: none"> • Recent coverage and advertising to share includes: Up Express magazine feature, Horizon Travel Winter issue, Food & Drink magazine ad, Second Harvest sponsorship recognition & Foodism Feb/March issue. • 2018 Major Events Confirmed as follows: <ul style="list-style-type: none"> - BBQ in the Park – Thursday, June 14 - Summer Series – Thursday, July 19 - Feast of St. Lawrence – Saturday, August 11 - Evening at the Market – Thursday, November 8 • New Pilot Events we are looking to explore include BBQ Battles and/or Evening Patio Markets (likely running on Fridays from May to September), Nuit Blanche & Summerlicious. • The City is in its final stages of awarding research contract. Initial research goals are being developed. Next Steps include engaging merchants & meeting with SLMPAC sub-committee in March. 	

<p>8. Stakeholder Updates</p>	<ul style="list-style-type: none"> - <u>BIA</u>: The King St. pilot project released positive data suggesting over 20k in increased ridership. The BIA is introducing 2 new activation spaces between St. James park & St. Lawrence Hall. Please bring forward ideas for the space such as arts, activities, seating, library space, park space and so on. - <u>Farmers</u>: Parking Issue still a concern – Will be brought up to the sub-committee. - <u>Neighbourhood Association</u>: Would like to receive a transition and orientation package for committee members whose terms are expiring and for new members. - <u>St. Lawrence Hall</u>: St. Lawrence Hall operations are expected to resume alongside completion of the North Market. - <u>Sunday Antique Market</u>: N/A - <u>Tenant's Association</u>: A General meeting was held with all of the tenants, where the new rent proposals were accepted along with a motion to pursue a retro-active rent payment structure. 	<p>City to provide information packages to new members *To be developed</p> <p>City to arrange tenant meeting for formal introduction with David Jollimore</p>
<p>9. Updates on Council Items affecting the Market</p>	<p>The Government Management committee was able to award the North Market construction tender to Bondfield Construction as the budget was approved earlier by City Council. This budget includes archeological work and contingencies. Mobilization is anticipated for May, where a groundbreaking ceremony will also be held. Pat Carozzi's team will be moving to 105 The esplanade, alongside St. Lawrence Market management.</p>	
<p>10. Other Business</p>	<p>Hoarding and signage for the North Market has been approved which includes details such as weather coating, materials, affixing, and design. Installation is expected to take place by the end of March.</p>	
<p>11. . Adjournment</p>	<p>8:33 p.m. Next Meeting: Wednesday March 21 2018 Large Boardroom, St. Lawrence Administration Office 105 The Esplanade, Toronto, On, M5E 2A2</p>	