

MINUTES

St. Lawrence Market Precinct Advisory Committee

Date: Wednesday, March 21, 2018

Time: 7:00pm – 8:17pm

Location: Boardroom, 105 The Esplanade

Attendees: Daniel Picheca, George Milbrandt, Odysseas Gounalakis, Patrick Carnegie, Samantha Wiles, Simon Miles, Suzanne Kavanagh, Dan Eldridge, Marvin Creighton, Allison Bain & Marlene Cook

Regrets & absences: Carol Mark, Tasse Karakolis, David Jollimore, Tom Davidson

Guests: Sara Spector

ITEM	ITEM DESCRIPTION	ACTION ITEMS
1. Gather	Informal Discussion	
2. Welcome	Dan E. chaired the meeting and convened at 7:00pm. March Agenda & February meeting Minutes distributed. <u>Approval of Agenda:</u> Approved. <u>Approval of Minutes:</u> Approved.	Add Heritage Toronto to Item #7
3. Follow-up on pending action items	Parking: This item will be addressed at subcommittee level meetings. Storage to be included in the topic of Parking for Farmers.	
4. Planning	10 Year Capital Plan Review & March 28 Leasing Guidelines Subcommittee Meeting: Takeaways from the meeting include: <ul style="list-style-type: none"> The Sr. Resource Center at the North Market has been dedicated \$260K in funding per Seciton 37. Market Lane & Wilton St. Parks planning needs to be integrated within the Precinct Plan. A "best design" competition might be a good way to receive proposals. The future & governance of these sites will take coordination by management between Parks & Recreation and Facilities Management. Optimal use planning is required for the South Market Mezzanine areas (East & West). Where the East requires repurposing. This can be tied in with the Lower Level Redesign work scope. Noise issues ought to be held into consideration during planning. Management is and will actively pursue & explore grants and incentive initiatives for which the Market would be eligible. The Market entrance ought to also tie in with projects that are being funded by Capital budgets. A more specific reporting and advisorial structure should be established for the St. Lawrence Market Capital Subcommittee group as the planning of Capital works and projects moves from high level to more detailed works. The budget for marketing initiatives such as the St. Lawrence Market Website includes web development & site maintenance contracts which could vary widely in cost. 	Daniel P. to connect with Parks division.
5. Operations	The Farmer's Market Committee meeting was held for the first time this year which discussed items such as farm visits, permits, use clauses, open tables, categories, parking etc. A workplan will be developed based on some of the items that were discussed. Will also discuss at SLMPAC Subcommittee.	

<p>6. Marketing</p>	<ul style="list-style-type: none"> • Recent Media Coverage includes news features with Breakfast Television, Cityline & CBC Marketplace. There was also a recent re-emergence of the " #1 Food Market" title which was prompted by an article by Narcity. • Recent marketing & advertising spots include features in Horizon Travel's February/March and May issues as well as in Food & Drink, Foodism, Escapism and placements on billboards along the Gardiner, Yonge –Dundas Square and in Times Square in New York. • The hoarding test panel has arrived and will be installed later this week. Advisory Committee members will be notified when the test panel is up in case they would like to view it. Immediately following test panel viewing all (70) panels will be printed and installed by early April. • The City of Toronto is in its final stages of awarding the consumer research contract. This is a roster based program that St. Lawrence Market can leverage and will engage other research companies for 3 quote bid. Initial research goals are in development • Next Steps include engaging merchants & holding a Sub Committee meeting on Wednesday, April 4 2018. 	
<p>7. Stakeholder Updates</p>	<p>a) <u>BIA</u>: April is clean up month. Come join us for our annual Pan-Rake event at St. James Park.</p> <p>b) <u>Farmers</u>: N/A</p> <p>c) <u>Neighbourhood Association</u>: The neighbourhood association's AGM will be held on March 28th at 7pm at 115 The Esplanade. All are welcome to join as it is also the 35th anniversary. Speakers include Sidewalk TO.</p> <p>d) <u>St. Lawrence Hall</u>: N/A</p> <p>e) <u>Sunday Antique Market</u>: N/A</p> <p>f) <u>Tenant's Association</u>: N/A</p> <p>g) <u>Heritage Toronto</u>: Free Create TO walking tours to begin. Vendors are encouraged to display brochures.</p>	
<p>8. Updates on Council Items affecting the Market</p>	<p>N/A</p>	
<p>9. Other Business</p>	<ul style="list-style-type: none"> • Pat Matozzo to attend April Meeting to provide update on North Market groundbreaking. • Borough Market selection for June 2019 Market Conference location. To consider contacting/reaching out during this agenda setting period. • Email system for discussing SLMPAC matters – where replying all is not ideal for all parties. Forward all comments, questions or recommendations to Manager to be brought forth at Subcommittee Mtgs. 	
<p>10. Adjournment</p>	<p>Next Meeting: Wednesday April 18 2018 Large Boardroom, St. Lawrence Administration Office 105 The Esplanade, Toronto, On, M5E 2A2</p>	