

MINUTES

St. Lawrence Market Precinct Advisory Committee

Date: Wednesday, May 16, 2018

Time: 7:00pm – 8:13pm

Location: Boardroom, 105 The Esplanade

Attendees: Daniel Picheca, George Milbrandt, Carol Mark, Samantha Wiles, Simon Miles, Dan Eldridge, Tom Davidson & Marlene Cook

Regrets & absences: Allison Bain, Odysseas Gounalakis, Patrick Carnegie, Suzanne Kavanagh, Marvin Creighton & David Jollimore

Guests: Robert Biancollin

ITEM	ITEM DESCRIPTION	ACTION ITEMS
Gather	Informal Discussion	
1. Welcome	Dan E. chaired the meeting. May Agenda & April meeting Minutes distributed. <u>Approval of Agenda:</u> Approved upon quorum fulfillment <u>Approval of Minutes:</u> Approved upon quorum fulfillment	
2. Follow-up on pending action items	N/A	
3. Planning	<p>a) Farmer's Market Work Plan</p> <ul style="list-style-type: none"> • The intention is for this document is to operate as a living document & template to improve market function & processes. • Permits & applications were submitted to the legal team to review and were posted to the St Lawrence Market website. • As there is currently no recruiting system for new vendors, it was suggested that a scoring/rating system for new applicants be developed similar to the South Market - where a screening committee could be formed to develop evaluative criteria. • Gaps and vacancies would be filled using this same criteria and rated on a point based system. • Clarity regarding category fulfillment is required for future operations (tables vs vendors vs volume fulfilling the mandate) – bring to City council to amend language to note that this refers to tables/ % of vendor space/displayed product (with the exception of non-growing seasons) <p><i>** Carol joins meeting – Quorum reached**</i></p> <ul style="list-style-type: none"> • A reference guide for the Farmers Market program is to be developed to establish practices for leasing, language & events/marketing by the end of the year. • Rates require increasing as indoor rates haven't increased since 1995. An analysis will be conducted to determine the appropriate rates going forward which need to ensure sustainability above all. The City of Toronto does not necessarily view the Farmers Market program solely as a money making entity but must at minimum be financially sustainable. Low rates means better competition against large retailers. The City does also not require sales reports from 	

	<p>Farmers. Standardized table sizes & locations will be established in the review for carryover to the new North Market for continued consistency.</p> <p>Some percentage of rate increases could be dedicated for marketing initiatives.</p> <p>Parking will be reviewed at this time as well.</p> <p><i>** George Left – quorum not fulfilled**</i></p> <ul style="list-style-type: none"> The legal team advised the City to incorporate language for perpetuity for the Farmers Market into the strategic plan for assurances. The committee, unsatisfied with this, would like City council to adopt the language. <p>b) Feasibility Study Prep subcommittee meeting taking place Wednesday May 30th 2018 – Scott Barrett to attend.</p>	David to guide the committee on best options for establishing Farmers Market permanence
4. Operations	The waste management workplan meeting will be taking place next Wednesday May 23 2018 at 4pm.	
5. Marketing	<p>a) Research Update Prep for Subcommittee Meeting There are a few research interviews left to be conducted. Together they will determine the key findings to move the research forward. To be revisited on June 6th.</p> <p>b) Events Bbq in the Park – June 14; Market Battles – 1 Friday/Month; Summer Series – July 19; Feast of St. Lawrence – August 11.</p> <p>c) Hoarding There were some environmental concerns with the material used on the hoarding sample. Rather than replace them, options for framing in the material are being considered. The timeline is estimated for 4-6 weeks from now. The intent is for the lifespan of the product to endure the entire project timeline.</p>	
6. Stakeholder Updates	<p>a) <u>BIA</u>: N/A</p> <p>b) <u>Farmers</u>: N/A</p> <p>c) <u>Neighbourhood Association</u>: N/A</p> <p>d) <u>St. Lawrence Hall</u>: N/A</p> <p>e) <u>Sunday Antique Market</u>: License spans 2 yrs – could be an issue if construction is delayed.</p> <p>f) <u>Tenant's Association</u>: N/A</p> <p>g) <u>Heritage Toronto</u>: N/A</p> <p><i>**George re-joins meeting – Quorum Reached**</i></p>	
7. Updates on Council Items affecting the Market	Contract finalization is being prioritized.	
8. Other Business	The water main project on Jarvis St. to be discussed at next month's meeting. Please email questions or concerns to Daniel Picheca ahead of the meeting.	
9. Adjournment	Next Meeting: Wednesday, June 20 2018 Large Boardroom, St. Lawrence Administration Office 105 The Esplanade, Toronto, On, M5E 2A2	