

MINUTES

St. Lawrence Market Precinct Advisory Committee

Date: Wednesday, April 18, 2018

Time: 7:00pm – 8:22pm

Location: Boardroom, 105 The Esplanade

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

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

Guests: Robert Biancollin

ITEM	ITEM DESCRIPTION	ACTION ITEMS
Gather	Informal Discussion	
1. Welcome	Dan E. chaired the meeting and convened at 7:00pm. April Agenda & March meeting Minutes distributed. <u>Approval of Agenda:</u> Approved. <u>Approval of Minutes:</u> See amendments. Approved.	4.1 Insert "Sr." into resource center. Modify "chapter" for "section".
2. Follow-up on pending action items	Parking: This item was moved to the sub-committee level on items affecting the Farmers Market.	
3. Planning	<p>a) March 28 Leasing Guidelines Subcommittee Meeting Takeaways</p> <ul style="list-style-type: none"> • Guidelines were developed in order to help frame the leasing structure for the St. Lawrence Market, where internal guidelines would affect City staff and external ones would affect existing and future tenants. • The draft of this document was developed off of Pike Place's leasing guidelines with the intention of it being further refined to represent the interests and vision for the St. Lawrence Market specifically and open to alternative benchmarks and comparables in order not to restrict any relevant content from being proposed. The intention is for this document to aptly reflect the core principles and values that make up the Strategic plan and core pillars upon which the St. Lawrence Market rests. • In redefining the scope of this document, some of the recommendations were: <ul style="list-style-type: none"> ○ Develop a sale of businesses process for new tenants and the process for moving out/removing tenants. ○ Lease Renewal process, concerns about tenant fit & product mix. Where a screening committee could be formed to develop & evaluate such criteria. Gaps and vacancies would be filled using this same criteria and rated on a point based system. There are some concerns over how some criteria could be missed – as in any qualities which are intangible (vision, drive, inspiration). Processes need to be established for existing tenants who are unable to meet performance metrics or criteria. ○ Lease terms and considerations of investments made to a business and value added, need to be accurately reflected in the return on investment. ○ Review and develop lease template and rent structure as SM leases expire at end of 2019. 	Amend sub-committee minutes to reflect multiple documents & language to state that reviews would be for tenants which "include" underperformers.

	<ul style="list-style-type: none"> ○ Language surrounding property valuations and consent should be reviewed. Rent prices could be considered when evaluating eligibility. ○ Use clauses & their capacity to support growth and innovation requires revision. An objective point system was deemed optimal to handle future changes with use clauses. ● The auditor General's report will help to refine these guidelines even further. ● The Association's role is to collaborate with the City & its partners to share insight to help develop this document. ● Ad hoc decision making ought to be transitioned into systematic processes for tenant assessments. Overall the approach should be proactive and, where appropriate, developed with the help of industry experts. ● This entire document, along with the criteria and point system will be developed in consolidation with SLMPAC. <p>b) The St. Lawrence Hall Feasibility sub-committee meeting will be held next Wednesday, April 25. Agenda & discussion points will be sent out.</p>	
4. Operations	N/A	
5. Marketing	<p>a) A consumer Research brainstorm session was held to develop a fuller scope of information to seek out.</p> <ul style="list-style-type: none"> ● The 2011 research was reviewed and found to be outdated, over aggregated towards Saturday business, did not take into consideration the effects of social media, or develop audience profiles or potential customer bases. The research is remaining open to possibly exploring Moneris data as well as focus group data collection, though they are not currently not in the budget and might provide a narrow scope. Professional interviewers and industry experts are expected to collect new data. It is possible that some of the questions will be brought up in SLMPAC, though at this stage of the planning the focus remains on the scope of the research itself. ● 1 on 1 consultation interviews are being held with tenants to assess their ideas about their customer bases. These are mainly assumption based and non-factual. Also to be conducted with the Farmers. ● The RFQ is being drafted for data collection. <p>b) Media Updates include the Farm to Table award awarded to Chef Michael Smith through our Canada's 100 Best partnership.</p> <ul style="list-style-type: none"> ● We have seen an increase in media about sandwiches at the Market (Toronto Star article about Carousel Bakery and BlogTO coverage of Uno Mustachio and Carousel). ● CP24 covered Easter morning at the Market. ● Horizon Magazine Spring ads will focus on Cheese & seafood. Clips being displayed at Times Square, Yonge & Dundas and Path screens. 	
6. Stakeholder Updates	<p>a) <u>BIA</u>: April spring cleanup is taking place on Saturday. Come join the annual Pan-Rake event at St. James Park & the 20 minute cleanup initiative by the City of Toronto.</p> <p>b) <u>Farmers</u>: N/A</p>	

	<p>c) <u>Neighbourhood Association</u>: Free Create TO walking tours to begin. Suzanne officially retired as president from the SLNA. Delegates meeting to be held to appoint a replacement.</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>: Important to retain the Market's "soul" and ward against urban renewal. Based on some analysis of TripAdvisor reviews, a key feature of the Market is knowing who you're getting your food from. Of equal importance is distinguishing the Market profile as one that serves local needs but that caters to tourists, rather than the reverse.</p> <p>g) <u>Heritage Toronto</u>: N/A</p>	
7. Updates on Council Items affecting the Market	N/A	
8. Other Business	<ul style="list-style-type: none"> • Construction of the North Market is to begin once contract is awarded in 2018 aiming for completion by the end of 2020. • Ground-breaking will be scheduled & announced. • Daniel's meeting with Parks will take place at the end of this month. • Language for permanency of the Farmers Market has been researched. To date the findings are still inconclusive. Casa Loma historical archives might be of assistance. • There will be water main work taking place on Jarvis St. Unsure of the full scope/effects to business. 	
9. Adjournment	<p>Next Meeting: Wednesday, May 16 2018 Large Boardroom, St. Lawrence Administration Office 105 The Esplanade, Toronto, On, M5E 2A2</p>	