

# MINUTES

## St. Lawrence Market Precinct Advisory Committee

**Date:** Wednesday, September 19 2018

**Time:** 7:00pm – 9:00pm

**Location:** Boardroom, 105 The Esplanade

**Attendees:** Daniel Picheca, George Milbrandt, Patrick Carnegie, Samantha Wiles, Simon Miles, Dan Eldridge, Suzanne Kavanagh, Daniel Di Biagio, Marvin Creighton & David Jollimore

**Regrets & absences:** Odysseas Gounalakis, Allison Bain, Carol Mark, Tom Davidson & Marlene Cook

**Guests:** Sara Specter, Richard Anobile, Scott Barrett and the DIALOG Team

ITEM	ITEM DESCRIPTION	ACTION ITEMS
<b>Gather</b>	Agenda & Minutes distributed.	
<b>1. Welcome</b>	Dan E. chaired the meeting. <u>Approval of Agenda:</u> Approved <u>Approval of Minutes:</u> Amend minutes #1.1 to reflect Richard Anobile to replace Suzanne Kavanagh on January 1 2019 as representative of the SLNA.	<b>Amend Minutes</b>
<b>2. Follow-up on pending action items</b>	<p><b>a) Farmer's Market Permanency</b>            David will provide an update next month on the question of documenting the permanency of the Farmers' Market.</p> <p><b>b) SLM Lower Level – Redevelopment</b>            Feedback on the project has been received by both the public &amp; merchants. Hours of operation remain a point of concern and options to allow merchants to operate and function as a unit are being looked at in greater depth. Hours are more so a management issue.</p> <ul style="list-style-type: none"> <li>○ 6 principles help address the issues and concerns within and around the market helped show that there is a direction which allows for a greater sense of ownership. Maintaining the Market as a theatre.</li> <li>○ Market experience needs to be captured keeping with the authenticity of the market. Additionally the character of the space needs to be kept. There are concerns that the walls and the aesthetic may be drastically changed. The design team is still not yet at the detailed design stage where such decisions will be made. Ultimately this will be reviewed by the heritage architect &amp; a final opportunity for feedback will arise. The design will not be brought to an additional review by a third party. Heritage guidelines and concept will be follow and practices with the heritage of the building.</li> <li>○ Light, signage, accessibility and travel flow had been added to address the concerns of navigating within the Market leading to discovery and exploration. Things like furniture and design elements are not fully developed at this current stage, but feedback from engagement will be taken into future planning.</li> <li>○ It would be nice to have the ability to mix the vendors up to maintain an evolving and changing environment. Which would allow for the ability to discover other vendors and items.</li> </ul>	<b>Follow up at future meeting</b>

	<ul style="list-style-type: none"> <li>○ Next steps involve finalizing detailed design process and development of business case and tender documents.. Engagement will continue to be integrated into the projects phases.</li> </ul> <p><b>c) North Market</b></p> <ul style="list-style-type: none"> <li>○ The contract with Bondfield was rescinded as Bondfield was not able to meet the requirements of the City's tender process. Pat Carozzi will do a follow-up with the group regarding next steps at next month's meeting.</li> <li>○ Unfortunately the next closest contract could not be selected as the company bid outside the budgeted amount. If a top up to the bid is required due to increases in cost of service and goods, this will require City Council approval. The City is fully committed to the project and will do what it takes to complete the project as needed.</li> <li>○ A rough timelines of next steps is as follows: Pre-qualifications of general contractors start next week, the tender documents / RFP is anticipated to be completed by late fall, with a bid secured in January, report going to Council March/April to award contract, and construction is anticipated to beginning in shortly after in April/May with approximately 30 months of planned construction.</li> <li>○ There are concerns over why Bondfield tends to be the preferred construction company. Perhaps playing-up the dissolution of the last contract can help with advertising to reach more informed bids.</li> <li>○ Additional hording is going in to secure the site, and the site will be cleaned as needed to maintain public perception as well as for health &amp; safety. Pest control has been conducted and more security will be conducted on-site to address the issues.</li> </ul>	<p><b>Pat Carozzi to meet with SLMPAC</b></p>
<p><b>3. Planning</b></p>	<p><b>a) North Market Business Plan</b></p> <ul style="list-style-type: none"> <li>○ The North Market building will house the Farmer's Market, City programming, Sunday programing &amp; special events programming.</li> <li>○ Building design based on mercantile not assembly. The capacity for the main floor event space will hold 600 people an increase from originally 350. Ability to increase due to the modifying the air-handling capacity without having to redesign the entire building. The design was made relative to the funding and scale. The upper level shared space will hold 150 – 250 people. The ability to open the doors on main floor to allow for some flexibility in the space. Validation of whether capacity can be increased by adding portable toilets and temporary air handling units.</li> <li>○ A landmark fee could be placed to help with revenue generation. The facilities are anticipated to be booked ~40% of the time. Saturday night bookings are implausible due to timing. It will therefore be difficult to meet the target of \$1.2M in revenues from the business case projections. The revenue targets are considered independent from overhead costs. Incremental revenue does not include rent from tenants (courts, parking etc).</li> </ul>	

	<p>Clarifying the recoverable and chargeable items within the business case is required and if lower capacity was factored into revenue projections.</p> <ul style="list-style-type: none"> <li>○ Items to keep top of mind in planning include: <ul style="list-style-type: none"> <li>● Precinct plan tie-in (which will look after Market Lane Park planning)</li> <li>● Hours of operations</li> <li>● Programming and possible conflicts with courts</li> <li>● Open spaces and possible problems</li> <li>● Loading and unloading</li> <li>● Possible second kitchen on the lower floor</li> <li>● Timeline &amp; goal setting</li> </ul> </li> </ul>	
<p><b>4. Operations</b></p>	<p>Reviewing Farmers Market rates for 2019</p>	<p><b>City to meet with Farmers Market Comm. and SLMPAC</b></p>
<p><b>5. Marketing</b></p>	<p><b>Market Battle – Skewered Battle</b></p> <ul style="list-style-type: none"> <li>○ Was not as well attended due to many other events taking place (exhibition and travel issues).</li> <li>○ Adjusted sound for no issues and far fewer noise complaints.</li> </ul> <p><b>TIFF – Mongrel House</b></p> <ul style="list-style-type: none"> <li>○ Did not partner with them this year but they did hire 3 of our vendors.</li> <li>○ Great exposure and insight into the market.</li> </ul> <p><b>Evening at the Market:</b></p> <ul style="list-style-type: none"> <li>○ Pre-sale event will be set-up for priority customers to allow more locals the ability to purchase tickets due to the speed in which we sell out.</li> <li>○ Security – Need to address copied tickets</li> </ul> <p><b>Magazines &amp; Media Highlights</b></p> <ul style="list-style-type: none"> <li>○ We are heavily promoted in 25th Anniversary of Food &amp; Drinks.</li> <li>○ Horizon Magazine spreads, Yonge &amp; Dundas square promos.</li> <li>○ Twitter takeover of Vanity Fair with Canadian destinations &amp; picked SLM as one of her favorite places.</li> </ul>	
<p><b>6. Stakeholder Updates</b></p>	<p>a) <b><u>BIA:</u></b> Would like to move bike lanes from South to North side of Adelaide St. due to loading. BIA will lay out the master plan on Adelaide to reduce lanes, increase permanent parking and allow developers to take the cost once developments are approved.</p> <p>b) <b><u>Farmers:</u></b> Would like to know how operating hour changes would affect the farmers market. There are not as many tables as needed during the fall season. Need to address how vendors will unload and load due to back to back proposed scheduling and renting the new market.</p> <p>c) <b><u>Neighbourhood Association:</u></b> Metrolinx underpass on Jarvis will eventually be worked on.</p> <p>d) <b><u>St. Lawrence Hall:</u></b> N/A</p> <p>e) <b><u>Sunday Antique Market:</u></b> N/A</p> <p>f) <b><u>Tenant’s Association:</u></b></p> <p>g) <b><u>Heritage Toronto:</u></b> N/A</p>	

<b>7. Updates from Council</b>	N/A	
<b>8. Other Business</b>	Water Main work and follow up from Project Management will be attending 3 – 4pm	<b>Daniel to forward invite</b>
<b>9. Adjournment</b>	<b>Next Meeting: Wednesday, October 17 2018 Large Boardroom, St. Lawrence Administration Office 105 The Esplanade, Toronto, On, M5E 2A2</b>	