MINUTES

St. Lawrence Market Precinct Advisory Committee

Date: Wednesday, November 21 2018 Time: 7:00pm – 9:00pm Location: Boardroom, 105 The Esplanade

Attendees: Daniel Picheca, George Milbrandt, Patrick Carnegie, Carol Mark, Dan Eldridge, Daniel Di Biagio, Marvin Creighton, Tom Davidson, David Jollimore, Samantha Wiles & Odysseas Gounalakis Regrets & absences: Allison Bain, Suzanne Kavanagh, Simon Miles & Marlene Cook Guests: Richard Anobile, Sara Spectre & Alexandra Skoczylas

	ITEM	ITEM DESCRIPTION	ACTION ITEMS
	Gather	Agenda & Minutes distributed.	
1.	Welcome	Dan E. chaired the meeting. <u>Approval of Agenda</u> : Approved <u>Approval of Minutes:</u> Approved	
2.	Follow-up on pending action items	a) Farmer's Market Permanency The committee's advice was received and conveyed onto the briefing note for Josie's review. No recommendations were provided, the note included the history of the Farmer's Market and the interest of the Precinct Advisory's for permanency over the current 'public use' status. Any reports emerging from the briefing note will likely not be released until the new council and councillor changes are made and	
3.	Planning	 changes to standing committees addressed. a) Terms of Reference & Governance A subcommittee meeting will be held on December 12 from 4- 6 pm to discuss the cohorts, member terms, recruitment, orientation etc. The finalized document is intended to be completed by the first St. Lawrence Market Precinct Advisory Committee of 2019. 6 member's terms will be expiring by the end of year 2018. Full member transitions should be completed by the end of the first quarter of 2019. Orientation packages will also be developed for new members. Clerks will be handling the public appointment process as is done with other City bodies, committees and boards in consultation with the St. Lawrence Market Management staff. Councillor input will be sought and recommendations from previous reports will also be included in the development of future documents. 	
4.	Operations	 a) Farmer's Market The Farmer's Market plan was reviewed and a general meeting was held to update farmers on the North Market development, 2019 permits, rental rates, OMAFRA signage & new operating procedures. Rental rates increases were proposed and collectively agreed upon at the Famer's committee meeting. Increases were proposed due to the lack of increases since 1995. Several approaches were examined before deciding on a breakeven approach, which resulted in the slightest increase to farmers at 25% - alternatively a \$4.25 increase for most farmers up to a maximum of \$8.00 for others. Taxes & utilities are covered in this amount. When compared against the CPI approach, which would have cost farmers a 54% increase, a historical approach, 	

		1
	 which would have cost farmers a 31% increase, and even against a comparative approach, where stalls are charged between \$65-\$95/stall, the breakeven approach had the least negative financial impact on farmers. Comparatively, rental rates would still be lower than other Farmer's Markets; City Hall charges \$65-75/, Mississauga charges approx. \$5,000 annual fee, and Other City stalls are charged \$3,500 annually. The City does uphold rental rate By-laws and the Strategic Plan requires language that speaks to cost recovery for the Farmer's Market. The breakeven model approaches rental rate increases to, at the bare minimum, cover operating costs for the 1 day that they operate. The City is not a profit making entity rather does so for financial sustainability. Due to the North Market construction, protections against future increases to rental rates to cover new operating costs should be afforded to farmers so that costs do not become unreasonable. In spite of being agreed upon by the Farmer's Market Committee, some farmers have expressed support for the rate increase shey see fair and reasonable while others feel that the increase would be unreasonable to their business. Other increases have been added to their business as a result of changing of spaces from the old North Market to the temporary structure. Where exterior space was not previously charged, they are now being charged those rates, which has already increased their costs. Furthermore, they feel that increases to their businesses due to the new North Market space should be covered by the Courts and Parking services tenants who will also be there. Any subsidy allowances for the Farmers would need to be discussed at council. Current proposed rate increase applies only to interior stalls. Table costs compared to revenues indicate that businesses would still be profitable in spite of the increase. Additional table cost associated to the move to the temporary structure for exterior stalls constitutes the rectifying of used	Does Strat Plan include language for cost recovery for Farmers? Report to be brought to council to proceed with increases.
5. Marketing	a) Evening at the Market	
	Received great coverage and attention on social media. The event sold out ahead of schedule and saw the largest 1 st day of sales to date. \$38k was raised for Second Harvest – of which \$32k was from ticket sales alone. Some feedback from the event to improve on for future years includes mitigating lineups and possible recipe cards as takeaways. b) Consumer Research Start up with <i>Phase 5</i> to be first conducted online, reaching the surrounding 1-2km population, 5km population and GTA. After which there will be a mixture of intercept surveys, shop alongs, and potentially focus groups. Research will focus on expectation, experience, disincentives, travel & attraction. Research will be completed by the end of the first quarter and will result in an audience profile as well as a full summary report.	

6.	Stakeholder	a) BIA: Sara & Daniel are the new members on the board of directors.	
	Updates	b) <i>Farmers:</i> Please send Christmas party invites.	
		c) Neighbourhood Association: N/A	
		d) St. Lawrence Hall: Future use study with capital request to replace	
		training centre space.	
		e) Sunday Antique Market: N/A	
		f) Tenant's Association: N/A	
		g) <i>Heritage Toronto</i> : N/A	
7.	Updates from	The new ward boundaries run along The Esplanade and splits wards	
	Council	between Councillor Cressy & Councillor Wong-Tam. The objective will	
		be to collaborate on local issues and strategies to avoid duplication &	
		repetition. Both councillors are still being brought up to speed.	
		December will focus on the new governance and staffing structures. An	
		interim structure will be developed through recommendations. Tom is	
		currently assisting the transition.	
8.	Other Business	Meeting with Police	
		The St. Lawrence Market Precinct Advisory Subcommittee met with	
		Toronto Police to discuss crime in the precinct. 51 division is home to 5	
		of 8 of the City of Toronto's safe injection sites and is heavily loaded.	
		Noticed at the Armoury, once private security was acquired, some of	
		the activity began moving further south.	
		The Precinct Plan and staging areas for the BIA will help with local	
		animation, which sergeant Brian Matowski agreed helps to ward off	
		against unwanted activity.	
		The lighting up of Market Lane Park will also help with this.	
		Observing and reviewing crime trends in the area would be helpful in	
		understanding what the largest issues to tackle area.	
		Overall, individual reporting by the public on the 51 division –	
		community complaint and submitting concerns is a great way to get	
		added attention to problem areas.	
		For live data with TPS, tenants are encouraged to reach out to	
		"Toronto Real time data" or otherwise, TPSops twitter – as this is the	
		most up to date information available.	
		The St. Lawrence Market Precinct Advisory Committee is encouraged	
		to designate a member to join the CPLC for added community input	
		and for information to take back to the group.	
		The St. Lawrence Market will be improving access, increasing	
		dedicated staff members, and is actively looking at filling in gaps in	
		service, access resources & community presence via the new security	
		contract.	
		Additionally SLM security intends to hold town halls for information	
		sharing between groups, improving the reporting process.	
9.	Adjournment	Next Meeting: Wednesday January 16 2019	
	8:42 p.m.	Large Boardroom, St. Lawrence Administration Office	
		105 The Esplanade, Toronto, On, M5E 2A2	