

MINUTES

St. Lawrence Market Precinct Advisory Committee

Date: Wednesday, February 20, 2019

Time: 7:00pm – 9:00pm

Location: Boardroom, 105 The Esplanade

Attendees: Daniel Picheca, George Milbrandt, Dan Eldridge, Daniel Di Biagio, David Jollimore, Samantha Wiles, Odysseas Gounalakis, Simon Miles, Marlene Cook, Marvin Creighton

Regrets & absences: Patrick Carnegie, Allison Bain, Suzanne Kavanagh, Carol Mark

Guests: Richard Anobile

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. Terms of Reference; Final Review	<p>a) Final Review</p> <p>Once approved at this meeting, will become the overarching version that will dispel any previous versions or renderings. Some clarifications about the changes made since the last meeting include on points:</p> <p>#2. Definitions added for clarification.</p> <p>#3. Some grammar edits & provisions about providing advice.</p> <p>#5. Some language edits</p> <p>#7. Some language edits & redundancies removed.</p> <p>#8. Chair term modified to 2 years & resignation scenario added.</p> <ul style="list-style-type: none"> • Some concerns over the timing of terms as impacted by potential departures by the Chair. • The word 'reaffirm' in this section makes reference to reappointing members into continuing terms for their roles. <p>#10. St. Lawrence Market Precinct Advisory Committee & subcommittee meeting frequency amended.</p> <ul style="list-style-type: none"> • The sub-committee meetings will be composed of St. Lawrence Market Precinct Advisory Committee members selected by the Director of Real Estate based on subject matter. Some topics will naturally present a conflict of interest for stakeholders based on their reporting relationship with the City. Though any member in conflict will be required to declare it immediately as per the Conflict of Interest clause. All subcommittee meeting findings will be presented at St. Lawrence Market Precinct Advisory Committee meetings. • Conflict of interest is outlined in the Toronto Municipal Code in Chapter 192. Members must declare conflict of interest and it must be managed with close scrutiny, using sound judgement and by understanding privilege of information. • The skill-based member selection will require some input from the existing St. Lawrence Market Precinct Advisory Committee members, and as such a member is placed on the selection committee to represent the group. <p>#11. Some language edits & addition of MFIPPA</p> <p>#12. Language edits for public attendance</p> <p>#13. Some language edits</p>	<p>To include 95, 105 & 115 The Esplanade to the Precinct definition</p> <p>Insert wording to indicate term length based on departure timing.</p>

	<p>#14. Some language edits & addition of MFIPPA.</p> <p>#15. Some edits to the Conflict of Interest clause.</p> <p>#19. Addition of an end-of-term report. Part of the report can include a review of the effectiveness of the St. Lawrence Market Precinct Advisory Committee.</p>	
3. Elections	<p>The successful candidate for the role of Chair is: Dan Eldridge</p> <p>The successful candidate for the role of Vice-Chair is: Odysseas Gounalakis</p>	
4. 2018 Year in Review	<p>The 2018 list of accomplishments include:</p> <ul style="list-style-type: none"> • Transitioning the acting manager while maintaining smooth daily operations • Renewed the majority of South Market Leases, Antique Market Licence Agreement & Farmers Market Permits • Decreased expenditures and increased revenues - operating budget gap reduced by approximately 60%. A profit and loss report will be developed. Budget reductions included better management of expenses, accounts and resources and increased revenue generation. • Aligned capital budget with focus on the 3 year plan. • South Market Projects which include painting the exterior and interior of building, purchasing new furniture - tables and chairs, umbrellas and planters, heritage lighting 80% complete, installed main entrance heater, installed new BAS system, Lower Level Redesign 90% detailed design. • Evening at the Market November 8, 2018 Sold out and generated \$160,000 in ticket sales, with estimated media value of \$265,000+ • Market Battles Summer 2018 where 3 brand new events were planned and executed which fostered increased participation of St. Lawrence Market merchants. Could be further optimized with even more involvement spanning to the SLNA, BIA and tenants. • Focused Event Plan on local St. Lawrence Market neighbourhood events including BBQ in the Park, Summer Series & Feast of St. Lawrence. • Maximized media value with increased partnerships including Foodism, Escapism & Horizon Travel. • South Market Sales are up from previous years taking into account food price increases and inflation. Foot traffic is important to measure against these numbers to truly get a sense of the markets popularity and sales tracking. <p>Some of the lessons learned from 2018 were:</p> <ul style="list-style-type: none"> • 2018 Work plan was too ambitious in reference to some of the events along with the leasing planning. Resulted in some carryover. • Schedule and plan more effectively • We can do more with less • Be sensitive and respectful to neighbourhood • Work collaboratively and get more done • Communication & outreach require improved reinforcement. • Improved planning during slow seasons to maximize peak season performance & execution. 	
5. 2019 Plan	<p>The plan for 2019 includes reinforcing the following strategies:</p> <p>Good Governance & Reporting Structure</p> <ul style="list-style-type: none"> – For both the Precinct Plan and Operating Model – SLMPAC - Governance and Meeting Structure <p>Actuals and number to be brought it for analysis.</p>	

	<p>The matter of Farmer Market permanence still needs to be addressed.</p> <p>Business Development</p> <ul style="list-style-type: none"> – Leasing Strategy – Renewal of Leases South Market, RBC, Biagio and Opera Atelier – Delivery/Pick up/Drop Off Program – South Market Hours <p>Quality of Life</p> <ul style="list-style-type: none"> – Consumer Research – New Busker Program – Community, Neighbourhood and Councillor engagement are equally important factors in this category. <p>Operational and Environmental Excellence</p> <ul style="list-style-type: none"> – Waste Management – Hydro Meter Install <p>Maximize Brand Appeal</p> <ul style="list-style-type: none"> – New Website – 2019 Marketing, Communications and Event Plan <p>Place Making</p> <ul style="list-style-type: none"> – Capital Projects - Lower Level Redesign, North Market Redevelopment. <p>Vendors require continued and ongoing input into this project so that functionality & placemaking are not compromised.</p>	
6. 2019 Meeting Structure	<p>SLMPAC Meetings Dates for 2019 are as follows:</p> <ul style="list-style-type: none"> • Wednesday April 17 • Wednesday June 19 • Wednesday August 21 • Wednesday October 16 • Wednesday November 20 • Wednesday December 18 (Holiday Social) <p>Subcommittee Schedule – tbc – held on Wednesday afternoons on ad hoc basis.</p>	
7. 2019 Proposed Agenda	<p>The agenda structure is built as a basic structure to be added and developed upon as required. The agenda is a living document that as it's base will include:</p> <ol style="list-style-type: none"> 1. Discussion on Reports 2. Other Material for Precinct 3. Update from Stakeholders 	
8. Other Business	N/A	
9. Adjournment 8:37 p.m.	<p>Next Meeting: Wednesday April 17 2019 Large Boardroom, St. Lawrence Administration Office 105 The Esplanade, Toronto, On, M5E 2A2</p>	