

# MINUTES

## St. Lawrence Market Precinct Advisory Committee

**Date:** Wednesday, June 19, 2019

**Time:** 7:00pm – 9:00pm

**Location:** Boardroom, 105 The Esplanade

**Attendees:** Daniel Picheca, George Milbrandt, Dan Eldridge, Daniel Di Biagio, Samantha Wiles, Odysseas Gounalakis, Simon Miles, Marlene Cook, Marvin Creighton, Suzanne Kavanagh, Richard Anobile

**Guests:** Sara Spectre, Robert Biancolin, Daniel (Montforte)

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> Approved	
<b>2. Follow up Discussion on Pending Action Items</b>	<p><b>Heritage Toronto as a member</b> Assessing contributory role of Heritage Toronto to the group as a member. Could instead be as consultant on an ad hoc basis. Members ok with having Heritage take on consultant role. To determine if will retain voting power as such.</p> <p><b>New member recruitment</b> 11 candidates have been pre-screened for interviews out of 36 applicants. Interviews will take place this Friday and next Tuesday. Candidates will be marked against key criteria/areas of interest. Key qualifying profiles may be brought to the Committee for review. Important to ask what media outlet they gained knowledge of the opening from for marketing data. Offers to successful candidates will be distributed the following week. New member orientation will take place mid-July; welcome package will be shared with the Committee ahead of orientation.</p>	
<b>3. Planning</b>	<p><b>a) Grocery Delivery Program Subcommittee Meeting Update</b></p> <ul style="list-style-type: none"> <li>• Management would like to introduce a food delivery platform in South Market for all tenants as an alternative avenue to support businesses. 2 information Sessions have been had with Tenants as well as with the St. Lawrence Market Precinct Advisory Committee. Several options have been explored including: Markets Own Delivery Program, Pickup/Drop Off in Market, 3<sup>rd</sup> Party Delivery. Of the 3<sup>rd</sup> Party Delivery – 3 Main Platforms were explored: Subscription/Box, Warehouse &amp; Personal Shopper systems. A consensus was reached that the Personal Shopper was the preferred model and INABUGGY preferred platform.</li> <li>• Next step to have INABUGGY provide an information session to Tenants and to the St. Lawrence Market Precinct Advisory Committee.</li> <li>• Current food delivery programs being used in the Market are principally for fast food delivery – not currently in big numbers. Grocery/Bulk merchants should be able to profit as well.</li> <li>• It's important to consider the impact of these services to the public realm in the form of increased traffic, reduced parking and a shift in shoppers over time. Many of the platforms however are local and able to use bicycles to reduce their footprint and only operate within a 6km radius – thus assisting local residents/community</li> </ul>	

	<p>members/potential customers. It is not anticipated that these service will detract from the current foot traffic the Market is seeing – it will simply provide access to those customers that currently wish to access it but are unable to given the operating hour restraints.</p> <ul style="list-style-type: none"> <li>• The principal concerns include increased competition from the platform leading to price wars amongst vendors as well as the ability, or rather inability, to retain the Market "experience" via this type of shopping platform.</li> </ul> <p><b>b) Lower Level Redesign Update</b>  Finalizing the design phase of this project, which is 90% complete. The business case needs to be reviewed to determine viability to the project alongside the North Market Project. The review will take approximately 2-6 months. The outcome will be communicated to Stakeholders/ St. Lawrence Market Precinct Advisory Committee later this summer. No changes are anticipated with regards to this project for 2019.</p>	
<b>4. Operations</b>	N/A	
<b>5. Marketing</b>	<p><b>a) Community Engagement Subcommittee</b>  In May &amp; June two subcommittee meetings were held on Community Engagement and the development of formal partnership guidelines.</p> <ul style="list-style-type: none"> <li>• Community was defined as: <ul style="list-style-type: none"> <li>– Those involved in with the Market through multiple avenues through a diverse range of groups including the local residents, shoppers, the industry and many others.</li> <li>– Groups that support the success of the Market and are successful with the Market’s support.</li> </ul> </li> <li>• Important to follow up on activations to understand which are the most engaging &amp; meaningful to the community – both in terms of type and delivery.</li> <li>• Placemaking important to highlight for regional institutions &amp; cross promotion – consumer data to direct plan &amp; type.</li> <li>• Community engagement vs. marketing; where engagement means helping out based on values not brand promotion. What can/do we offer of value to people? How? Framework to be developed to balance these competing priorities.</li> <li>• Meeting with Toronto Parking Authority to develop a partnership to help promote neighbourhood parking &amp; community revenue generation.</li> <li>• Next Steps:  Development of a formal policy to help evaluate community partnerships and sponsorships (in the coming months)  June-August 2019: St. Lawrence Market Administration to discuss policy and formalize best practices internally  September 2019: Draft policy to be presented to SLMPAC subcommittee  October 2019: Policy to be edited based on SLMPAC feedback  November 2019: Policy finalized  December 2019: Policy made public for 2020 partnerships and sponsorships</li> </ul> <p><b>b) Consumer Research Update</b>  Data collection is now complete.  Week of July 2: Full first draft report to be received  July 2019: Report to be reviewed and shared with SLMPAC</p>	
<b>6. Stakeholder Updates</b>	<b>a) BIA:</b> Wellington construction between Church & Yonge St. suspended due to coordinating work with TTC track removal &	

	<p>reinstallation. Solution to be developed for integration by Winter or risk facing several years delay on project.</p> <p><b>b) Farmers:</b> N/A</p> <p><b>c) Neighbourhood Association:</b> Friends of St. James Park Event was well attended ~1000 people. Come celebrate Canada Day at David Crombie Park.</p> <p><b>d) St. Lawrence Hall:</b> N/A</p> <p><b>e) Sunday Antique Market:</b> License expiring in October of 2020 (with an option to extend to March or 2021) means that there is a gap until the new North Market is constructed. Program is being reviewed by the committee &amp; stakeholders to be assessed by early 2020. Timeline on discussion &amp; renewal options are required as advance notice is needed due to the size of the program. Deputation was done with the councillor with the help of Josh Matlow regarding Sunday usage of the space. Require follow up on this matter urgently in order to plan the businesses future.</p> <p><b>f) Tenant's Association:</b> School groups becoming an increasing concern to patrons. To contact security &amp; follow up with schools as required going forward.</p> <p><b>g) Heritage Toronto:</b> N/A</p>	
<p><b>7. Update on Council items affecting the Market</b></p>	<p>North Market contract has been approved and signed. Currently working on the permits to begin work on site. Aim is for contractor to takeover site in July.</p>	
<p><b>8. Other Business South Market Furniture</b></p>	<p><b>Furniture</b></p> <p>Outdoor seating, tables and umbrellas delivered this week. To be installed next week.</p> <p>Upper Level interior communal, cruiser and round tables should arrive in July. Chairs already on site. Some pieces have been delayed, but expecting all furniture to be installed by end of year.</p>	
<p><b>9. Adjournment</b> 8:30 p.m.</p>	<p><b>Next Meeting: Wednesday August 21 2019</b> <b>Large Boardroom, St. Lawrence Administration Office</b> <b>105 The Esplanade, Toronto, On, M5E 2A2</b></p>	