

MINUTES

St. Lawrence Market Precinct Advisory Committee

Date: Wednesday, April 17, 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, Patrick Carnegie, Richard Anobile.

Regrets & absences: Allison Bain, Carol Mark

Alternates and Guests: Robert Biancolin, Suzanne Kavanagh, Daniel Szoller, Sara Specter, Pat Carozzi

ITEM	ITEM DESCRIPTION	ACTION ITEMS
Gather	Agenda & Minutes distributed.	
1. Welcome	Dan E. chaired the meeting. <u>Approval of Agenda:</u> Item #7 Moved up to Item #2 <u>Approval of Minutes:</u> Approved	
7. Updates on Council items that affect the Market	<p>North Market Report – General Licensing Committee</p> <p>Tender call went out, closed February 14th and 3 valid submissions were received. The Buttcon Ltd./The Atlas Construction Corp. Joint Venture placed a bid of \$91.8M, Pomerleau Inc. bid \$97.1M, and WCC Construction Canada ULC oa. Walsh Canada bid \$98.6M – all exclusive of HST. The bidders were very selective due to the numerous construction constraints of the site.</p> <p>The Buttcon Ltd./The Atlas Construction Corp. Joint Venture was the successful lowest bidder, yet still requires a budget extension of \$14M (~9%) of the original budget plans. Total project cost is now approx. \$116M. Once locked in, bid prices cannot be changed and the amount is locked in to the City of Toronto.</p> <p>There have been no changes to the project or planning. The increase is simply a result of market conditions and the cost escalation that has resulted from trade disputes and steel and aluminum tariffs. Average market increases over the past decade have been about 2% annually, this past year was between 7-8%. Steel has increased 25% and aluminum 10%, though it is still cheaper to purchase in the US as Canadian prices still exceed the increases. Some State of Good Repairs items will be deferred in order to help finance the gap and to support success of project.</p> <p>A staff report will be brought forward to the April 23, 2019 General Government and Licencing Committee meeting requesting approval for additional funds and to enter into a contract with The Buttcon Ltd./The Atlas Construction Corp. Joint Venture . Q & A will be included and information to support the \$14M budget increase. The history of the project will be provided alongside feedback from farmers, vendors, precinct members, the community, local business and so on. This feedback will make mention of some basic considerations such as income generation, foot traffic, parking for businesses, court services and the overall business plan.</p> <p>Support amongst Councillors appears relatively positive, though letters addressed to Councillors in support of the North Market project could prove beneficial. Should the report pass in Committee without amendments it will go to the Main Council meeting on May 14, 2019 for final approval. The approval process is the same as it was prior to the changes in wards.</p>	

<p>2. Follow up Discussion on Pending Action Items</p>	<p>New member recruitment Recruitment closed on March 29 2019. There were 36 applicants overall. Packages are being prepared and details pertaining to the next steps of the review panel are being finalized, which includes pre-screening. Pending availability, new members should be on-boarded between June and July. The St. Lawrence Hall had a single applicant, to be approved and formalized by the Director of Real Estate & Councillor. To be announced shortly. Farmer's Market and St. Lawrence Neighbourhood Association members have been confirmed. Welcome package for new members A welcome package is being put together for all new members to include basic and relevant information on the Market, Market Site, its history & the neighbourhood. Feedback on the welcome package is welcomed. Once completed and approved, will help facilitate new member orientation.</p>	
<p>3. Planning</p>	<p>Leasing Strategy A new 2020 leasing strategy is being created which aims to address gaps/inefficiencies, supporting tenants & innovation, supporting a diverse/unique mix, support financial sustainability, encourage community benefit & place-making, update lease terms & conditions et al. The strategy is based on the SLM vision, mission, values and goals. It involves research review, analysis, approach & implementation.</p> <ul style="list-style-type: none"> • The future vision for the market and vision statement still need to be developed and made more specific to include future meaning/use. Feedback will be received from tenants which can help impart some internal opinion about what that might look like & what to include. • "Ethnic" food category needs wording edit as it could be too easily misinterpreted. Meant to demonstrate food category management and diverse food offerings. • Methods for tenant performance, gap reduction, helping to develop rent model, and a triple bottom line are all on plan to be addressed and implemented. • Who is the authority setting the standard for GROC? Is it a standardized amount? Is this an industry standard? To be determined if research analysis to develop this number is available to SLMPAC. Market rent is the typical determining factor of what a business can bear in GROC. 	
<p>4. Operations</p>	<p>Permanency of Farmer's Market After having spoken to City Clerks, should it satisfy the Farmer's needs, St. Lawrence Market Management would like to recognize the Farmer's Market history with a proclamation in the form of a permanent plaque affixed to the new North Market. What legal standing if any does this offer the Farmers? The plaque & its wording would be approved by City Council with Mayoral approval. The new North Market does have a section dedicated to the Farmer's Market allotment in its plan. Council would have to be approached to add on and approve any additional 'perpetuity' clauses or legally binding statements.</p>	
<p>5. Marketing</p>	<p>Consumer Research</p>	

	<p>Consumer research will be completed by the end of May. Results are expected to be ready for the meeting in June. This Saturday intercept surveys will be conducted –future intercept surveys will also be conducted on a holiday, a Saturday & weekday for diversity in responses.</p> <p>In addition to intercept surveys, blind online surveys will also be conducted to determine food shopping habits and shopping at the St. Lawrence Market Complex by groups within Toronto and from the GTA.</p> <p>Finally, shop-alongs will be conducted to help map out regular shopping routes and visitor habits once at the Market – Both for the Farmers Market and the South Market.</p> <p>Ultimately the Consumer Research will help to inform the marketing and event strategies and help better develop the budget for new marketing & advertising methods.</p> <p>The final Consumer Research report will be distributed & presented once available.</p>	
<p>6. Stakeholder Updates</p>	<p>a) BIA: Wellington work update: Current work is complete and will be paused for Summer. Work will resume in the Winter causing a delay in public realm planning.</p> <p>b) Farmers: N/A</p> <p>c) Neighbourhood Association: Elections took place and Richard E. was elected as president. New board members also elected – overall board is supportive of Market.</p> <p>d) St. Lawrence Hall: N/A</p> <p>e) Sunday Antique Market: Closures & construction affecting Market. Better updates from divisions with road work affecting area is required.</p> <p>f) Tenant's Association: Awaiting information about new Leases.</p> <p>g) Heritage Toronto: N/A</p>	
<p>8. Other Business</p>	<p>N/A</p>	
<p>9. Adjournment 8:30 p.m.</p>	<p>Next Meeting: Wednesday June 19 2019 Large Boardroom, St. Lawrence Administration Office 105 The Esplanade, Toronto, On, M5E 2A2</p>	