

MINUTES

St. Lawrence Market Precinct Advisory Committee

Date: Wednesday, July 22, 2020

Time: 4:00pm-6:00pm

Location: Virtual Meeting via WebEx

Attendees: Graham Leah, Daniel Picheca, Samantha Wiles, Daniel DiBiagio, George Milbrandt, Dan Eldridge, Simon Miles, Marlene Cook, Patrick Carnegie, Suzanne Kavanagh, Robert Biancolin, Lawrence Mosselson, Jeremy Roach, Liz Seibert, Alexandra Skoczylas, Edward LaRusic, Allison Bain, Katherine Wakefield

Regrets & absences: Marvin Creighton, Rose Becker, Emily McCullough

Guests: N/A

ITEM	ITEM DESCRIPTION	ACTION ITEMS
Gather	Host (Daniel P.) started WebEx meeting	
1. Welcome	Dan E. chaired the meeting.	
2. Committee and Graham Leah introductions (roundtable)	<p>Graham Leah Introduced himself and provided information on his background and previous experience in property management. Graham mentioned that he was looking forward to hearing the committee's perspectives on things, both at meetings and outside of the forums of the committee if required. Any learnings or direction that you that the committee can provide to strengthen ability to do what is required is welcome.</p> <p>Alison Bain Heritage Toronto Summary of background, current position and the fact that Heritage Toronto is a tenant of St. Lawrence Hall as an agency of the City. Explained that her expertise and interest is around St. Lawrence Hall and the St. Lawrence Market Precinct, rather than the Market. Interested in discussion revitalizing the Hall – a national landmark and beautiful historic building.</p> <p>Alexandra Skoczylas Opera Atelier Summary of background in performing arts, culture sector and art history, marketing and current position including tenancy at St. Lawrence Hall. Interested in the historic and cultural aspects of the St. Lawrence Market Precinct, the JC Williams study and the Precinct plan.</p> <p>Dan Eldridge Summarized background in food marketing and consulting. Current chair of SLMPAC, term is ending at the end of 2020.</p>	

George Milbrandt
Owner of C'est What and chair of the St. Lawrence Market Neighbourhood BIA. Previous SLMPAC chair and current vice-chair. Term will end at the end of this 2020. Looks forward to empowering the committee with a robust structure in place that enables a culture of collaboration to help SLM management move forward.

Jeremy Roach
Summarized background in marketing and customer success. First year SLMPAC member. Interested in how to measure stakeholder engagement success. Asked if Graham would be attending meetings going forward.
Response from Graham: Intends to attend meetings regularly when he can lend his expertise.

Katherine Wakefield
Summarized background in meetings, events, conventions, experiential marketing, working at Tourism Toronto and Institute of Corporate Directors. Familiar with St. Lawrence Market neighbourhood for tourism and events.

Lawrence Mosselson
Summarized background as commercial real estate broker and resident of St. Lawrence Market Neighbourhood. Lent assistance with City development of corporate rent model in response to COVID-19.

Liz Seibert
Summarized background in marketing, communications and corporate business strategy in private sector, consumer packaged goods, not for profit and municipal government. First year alternate committee member. Interested in the Market's consumer research and communications plan. Feels that there has been a good exchange of ideas on these topics and is interested in making greater use of the skills based committee members. Long-time Market patron.

Marlene Cook
Owner of the Sunday Antique Market for over 30 years. Antique Market is currently paused due to COVID-19 and is working with Daniel and Graham to reopen soon.

Patrick Carnegie
Summarized background in event operations including positions at the City of Toronto, Yonge-Dundas Square, TIFF and the Rec Room. Term will end in 2020.

Robert Biancolin
Owner of Carousel Bakery for over 40 years and representative for the St. Lawrence Market Tenant's Association. Discussed the Market as the soul of the city,

	<p>praise from National Geographic as number one market in the world and desire to work to ensure the Market remains in the prominent public position in the future.</p> <p>Simon Miles Impressed to hear that Graham appreciates that: it is important that the SLMPAC members do feel that the committee is having a meaningful impact on the direction of the Market; that it is a collective effort; that trust is important; and that members can contact him directly. Summarized background in studying cities, public policy consultant with Canadian and international experience at all levels of Government, boards and NGOs. Active in the group that saved the Market from development in the 1980s. Market customer for over 50 years.</p> <p>Suzanne Kavanagh Summarized academic background. St. Lawrence Neighbourhood Association representative. Past president of SLNA, chair of construction and development committees and North Market working group. Term ending in 2022.</p> <p>Edward LaRusic Representative from Councillor Wong-Tam's office. Has worked in the office for 4 years and has a background in urban planning. Excited for the future of the Market and pleased to work with the group since ward boundaries changed last election.</p>	
<p>3. 2020 Priorities Discussion (roundtable)</p>	<p>Dan Eldridge Graham has joined us at an interesting time with the upcoming strategic plan refresh, St. Lawrence Hall and North market revitalizations and redevelopments, COVID-19 and many factors coming together. Looking forward to further discussions on how best to impact the future of the Market.</p> <p>Graham Leah Fortunate to come on board when the precinct plan and strategic plan are in evaluation. Expressed the need to look at the previous plan, what was achieved, were the objectives correct, are they still the right priorities and were the tactics used to achieve them the right choices. Opened discussion to the group for input on what items are priorities for his attention at the moment.</p> <p>Priorities from Alex</p> <ul style="list-style-type: none"> • Strategic Plan • Precinct Plan • JC Williams study (Is this ongoing or paused. Graham confirmed it is in progress but more work required from the City before meeting with the committee on this). 	

Priorities from Allison

- Communications to non-Market stakeholders and SLMPAC
- Precinct Plan (What is the scope?)
- Financial impact of COVID-19 on the City and impact on culture sector related to Precinct

Priorities for Dan

- Focus on strategy
- Extending strategic plan and strategy past 5 years in the future
- Where does the Market want to grow to?

Priorities for George

- Long term planning
- How the committee works
- Complete the Precinct plan

Priorities for Jeremy

- Strategic Plan
- How the St. Lawrence Hall building conditions audit will impact that.
- Contributing best practices from other agencies and adding perspective

Priorities from Katherine

- Focus on long term strategic planning

Priorities from Lawrence

- Precinct Plan (Expressed concern about selection process. Graham response: will take committee through process for transparency).

Priorities for Liz

- Horizontal vs. vertical approach. More work to do with existing programs especially in response to COVID-19.
- COVID-19 impacts on the Market
- Competitive landscape including opportunities and threats and keeping the Market favourable to customers.
- Programs include: hours of operation, delivery, programs similar to those introduced by competitors.
- Strategic plan

Priorities from Marlene

- JC Williams study
- Impact on Farmers Market
- Precinct Plan and COVID-19 impacts on rental space
- Strategic Plan including updated mission for current environment

Priorities for Patrick

- Focus on strategic discussions and not getting lost in operational details to better assist management. Figuring out a better place for operational discussions to reside.
- Bringing Market up to date on services delivered to customers.

	<p>Priorities for Robert</p> <ul style="list-style-type: none"> • Challenges currently facing the Market. COVID-19 and impact on the overall health of the Market and viability of business. • Assess value of the Market to the city of Toronto. <p>Priorities for Simon</p> <ul style="list-style-type: none"> • Strategic planning including the details, especially from merchant and farmer perspective. • Quality of life for merchants and farmers, focus on family businesses. Striking a balance. • Precinct Plan potential requirements with a 3rd party operator. <p>Priorities from Suzanne</p> <ul style="list-style-type: none"> • Requested update on Graham's portfolio to get a sense of the current role and what is on his plate. • Strategic Plan in sequence, then Precinct Plan, then business plan / work plans. • Requested copy of existing Precinct Plan be circulated to committee. • Clarification of public space and the Precinct. • Clarification on the scope and ask of JC Williams. • Bringing in other City partners (i.e.: Economic Development) for feedback on Precinct Plan <p>Priorities for Edward</p> <ul style="list-style-type: none"> • How to navigate current situation and look towards the future. 	
<p>4. Adjournment 6:30 p.m.</p>	<p>Next Meeting: tbc Virtual Meeting</p>	