

MINUTES

St. Lawrence Market Precinct Advisory Committee

Date: Wednesday, July 15, 2020

Time: 4:00pm-6:00pm

Location: Virtual Meeting via WebEx

Attendees: Daniel Picheca, Samantha Wiles, Daniel DiBiagio, George Milbrandt, Dan Eldridge, Simon Miles, Patrick Carnegie, Suzanne Kavanagh, Robert Biancolin, Lawrence Mosselson, Jeremy Roach, Liz Seibert, Sara Spector, Rose Becker, Emily McCullough, Alexandra Skoczylas

Regrets & absences: Allison Bain, Marvin Creighton, Marlene Cook, Edward LaRusic

Guests: N/A

ITEM	ITEM DESCRIPTION	ACTION ITEMS
Gather	Host (Daniel P.) started WebEx meeting	
1. Welcome	Dan E. chaired the meeting. <u>Approval of Agenda:</u> Approved <u>Approval of previous Minutes:</u> approved with notes from Suzanne and Simon	
2. COVID-19 Update	<ul style="list-style-type: none">• Most recent COVID-19 precaution update is the non-medical face masks or face coverings are required in the St. Lawrence Market Complex• This requirement is as per the City of Toronto new temporary By-law that began on July 7, 2020• By-law requires that every person inside an enclosed public space wear a non-medical face mask or face covering. Masks or coverings must cover the nose, mouth and chin and be worn for the duration of the person's stay inside• Some exceptions are made for medical conditions or safety reasons. Examples include people with certain disabilities, people under the age of two or some medical conditions• Some other exceptions include for safety reasons or when behind a barrier or private area• This change means that instead of just screening people at entrances on Saturday we have begun to screen daily• Entrances continue to be main automatic doors on Front Street and Market Street north entrance• Merchants and staff must wear masks inside the Market at all times and are complying with some adjustments being made• This past Saturday was the first Farmers Market day that farmers and their staff were required to wear non-medical face masks or face coverings• We take daily recordings of people entering with exceptions or refusing to follow the bylaw. The number of these are very low. Estimated to be between 90-99% compliant.• Reminding people that face shields are not an appropriate covering as they do not cover the chin• Will continue to include merchants and committee members on COVID-19 update communications• City is also continuing to evaluate the approach to rent during COVID-19• Currently rent is deferred	

	<ul style="list-style-type: none"> • Approach to rent in further discussions with senior leadership with more updates to come in the upcoming weeks • Toronto is currently in level 2 of Recovery and Rebuild and expected to move to Stage 3 shortly • Admin team is meeting to determine changes in Stage 3 • Current understanding is that physical distancing measures will remain as is • In Stage 2 non-food businesses were able to reopen • Only 3 South Market merchants remain closed and we are working with them to reopen • Sampling activity must continue to not happen on site. Food is recommended to be pre-packed instead of self-serve. • Capacity continues to be managed at same level. Working with Public Health and Legal when capacity could potentially increase • Sunday Antique Market is still closed but working with them to reopen • Working with Opera Atelier and Biagio restaurant of reopening plans in St. Lawrence Hall 	
<p>3. Recap Sub Committee Cohort A Member Replacement (June 10)</p>	<p>Daniel P summarized the Recruitment of New Committee Members</p> <ul style="list-style-type: none"> • Committee members in Cohort A have a term that expires at the end of 2020 • We met to put plan in place to replace members and get feedback on the approach of how to do this • Main questions were: <ol style="list-style-type: none"> 1. Should stakeholder members be able to cover multiple terms? 2. Are we missing any skills? 3. Should we consider using alternate members to fill the gaps or use the regular selection process? • Recruitment process is conducted with City Clerks and usually takes three months. We should begin process in August. • Committee is open to stakeholder members serving more than two terms if they are elected by their group and the election process is transparent • Generally committee felt that the recruitment process outlined in the terms of reference should be followed to ensure that new ideas and people continue to be brought into the committee. Some caution was expressed in recruiting during the COVID-19 health emergency from a timing a workload perspective. Generally it was thought to stick to the regular process. • Changes proposed would affect the terms of reference and if this was the case we should review them to see if this affect other things • Suggestion to ensure that committee membership represents our diversity. • Suggestion to conduct a skills audit to see what skills we have on the committee and what we may need or be losing. This will allow us to know if members have upgraded any of their skills. • Skills identified as needed included finance, real estate development, retail management, consumer insights, architecture or development, placemaking, educational, special 	

	<p>events, digital media, environmental, operations and those related to COVID-19</p> <ul style="list-style-type: none"> • Reminded that attention to how business and shopping habits have changed with COVID-19 • Skills matrix of the committee members identified as a next step • Next steps: Develop plan by August and engage City Clerk's office to assist with recruitment • Dan E identified that it would be good for the committee to meet Graham. Terms of reference refer to Director of Real Estate Services. • Daniel P identified that a committee member may be able to assist with the skills matrix. 	<p>ACTION: set up meet and greet with Graham Leah</p> <p>ACTION: develop skills matrix</p>
<p>4. Sub Committee Recap Hours of Operation Pilot Project</p>	<p>Daniel P provided summary of subcommittee meeting on June 24 regarding the Hours of Operation Pilot Project.</p> <ul style="list-style-type: none"> • General consensus was that it's not the right time to decide on when to relaunch the hours due to the uncertain environment caused by COVID-19. • Identified that a plan will be needed to ensure that we are ready to launch the new hours when it is advisable. • Consideration of a phased approach such as only opening on Sundays to start. • Suggestion to see what other markets are doing and re-engage with merchants and customers • Suggestion to develop an evaluation tool to determine strategically when a good time to move forward would be, identifying key benchmarks • Suggestion to study changes in shopping patterns during COVID-19 and if these changes are temporary or long term. • Request to have more communication about the Market being open and what is on offer. Requires Strategic Communications approval. • Suggestion to have a timeline to bring this conversation back up. Maybe January so we do not lose sight of the project. • Request to look at factors such as mask requirement and line-ups and how they affect shopping and operations at the Market • Suggestion that now might be the right time to look at the hours from an economic perspective to ensure that the hours are the most profitable. • Identified that St. Lawrence Market Neighbourhood is still very interested in Sunday shopping. • SLNA email newsletter is available. Sam will send information to SLNA regularly. 	
<p>5. Strategic Plan next steps</p>	<ul style="list-style-type: none"> • Current Strategic Plan ends at the end of 2021 so it is time to begin discussions to update. • Need to review what has been accomplished and what is outstanding. • Strategic planning to begin in the fall to identify what needs to be done to develop the new plan. • Identified that with current environment it may be justifiable to revise the plan early. 	

	<ul style="list-style-type: none"> • Suggestion that the current plan is more like a business plan and that the new plan should be more big picture and vision oriented. • New plan should use consumer research and other research conducted to inform the development of the plan. • Suggestion that using external support for strategic planning may be useful. Suggestions include an external facilitator or virtual retreat. • Suggestion to review why we are doing what we are doing, include a current state snapshot and identify how customer attitudes have shifted. This will then lead to a brainstorm of where we want to go. • Suggestion that planning should be more fluid than usual due to current state and regular immediate shifts required. • Reminder that the Precinct Plan also needs to be factored in to strategic planning. 	
6. Round Table Discussion	<p>St. Lawrence Market Neighbourhood BIA</p> <ul style="list-style-type: none"> • Working with Market on CafeTO plan <p>SLNA Update</p> <ul style="list-style-type: none"> • Coordinating with councillor on construction liaison committee for North Market • North Market hoarding artwork is back up • Requested update on St. Lawrence Hall lights. Lights are being replaced to all same hue as first generational lights die. <p>Tenant's Association Update</p> <ul style="list-style-type: none"> • Identified mask wearing is a challenge for staff <p>Other Business Updates</p> <ul style="list-style-type: none"> • Daniel P offered to have Pat Carrozzi at the next meeting for a North Market update. • Next meeting is on JC Williams project to identify an operating model for the Hall. JC Williams was selected with a sole source due to previous work history. Sole sources are reported to City Council. Committee requested to see the business case to select JC Williams. Part of JC Williams project is to help develop the RFP for a third party operator. • Daniel to send JC Williams info in advance of next meeting. 	
7. Adjournment	Next Meeting: tbc Virtual Meeting	