

MINUTES

St. Lawrence Market Precinct Advisory Committee

Date: Wednesday, September 16, 2020

Time: 4:00pm-6:00pm

Location: Virtual Meeting via WebEx

Attendees: Daniel Picheca, Samantha Wiles, Daniel DiBiagio, George Milbrandt, Dan Eldridge, Simon Miles, Suzanne Kavanagh, Robert Biancolin, Lawrence Mosselson, Jeremy Roach, Liz Seibert, Rose Becker, Emily McCullough, Alexandra Skoczylas, Allison Bain, Marlene Cook, Edward LaRusic, Alexander Lackovic

Regrets & absences: Marvin Creighton, Patrick Carnegie, Sara Spector

Guests: N/A

ITEM	ITEM DESCRIPTION	ACTION ITEMS
Gather	Host (Daniel P.) started WebEx meeting	
1. Approval of Agenda and Minutes	<p>Dan E chaired the meeting.</p> <p>Agenda approved with addition of Marketing Communications Update.</p> <p>Previous minutes approved with edit to call them special meetings instead of sub committee meetings.</p>	Follow up with strategic communications to get minutes online on City website.
2. North Market Update	<ul style="list-style-type: none"> • Alexander Lackovic gave North Market update. • Constructor company has reached the bottom of excavation and reached to the point of the p4 parking level. • This is the lowest floor level, with perimeter foundations and footings in place. • They are currently doing prep work for p3 parking slab. • Concrete work is expected to progress quickly. • Some underground mechanical services still has to be completed for the end of the month. • We should see the first slab on grade installation shortly. • Work is progressing floor by floor. • The contractor has modified part of the sidewalk protection with overhead protection on the hoarding for the anticipated overhead work. • Above grade work will likely start in January or early 2021. • Discussion of CBC News article this morning that implies that the project is delayed. • The zoning bylaw for the Temporary Market has been extended. This is done regularly and in anticipation if COVID-19 did post delays. • Contractor has not reported any COVID-19 delays and the contracted completion date remains the same. • Building is to be delivered in early 2022. • Article is misquoted and misleading and implies businesses will be negatively impacted by delay of the building. • There has been good coordination with other construction in the area. Especially with the water main work. • Excavation would have been the loudest acoustic interruption to the neighbourhood is now complete 	

	<ul style="list-style-type: none"> • Building is expected to have substantial completion by December 2021 and full completion early 2022. • COVID-19 impacts are unpredictable and this should be kept in mind as we work towards launching the new building. • Regular updates on the progress will be ongoing. • Most dramatic changes to the building will be visible now before the floor slabs go in. • A picture of the back of the Hall has been taken and the construction team takes regular update pictures of the construction. • Staff to investigate a time capsule initiative that came through the Mayor's office • Reminder to contact Samantha and/or Strategic Communications regarding media inquiries. • Request to have website updated with progress. • Email to stakeholders with progress was not adopted by senior leadership. 	
<p>3. Governance, JC Williams & Strategic Plan</p>	<ul style="list-style-type: none"> • Subcommittee meeting will be scheduled to review governance models and current governance structure. • Committee members expressed that getting a timeline together for the opening of the North Market is critical. This includes a workback schedule with touchpoints for JC Williams work and potential RFP for operator for the Hall. • A timeline was included in the original proposal. • JC Williams began work on the project, they have done some initial research and work but it is now paused. • Target date should be substantial completion at end of 2021/early 2022. • The goal is to bring someone on board in 2021 so that they can do outfitting and renovating of the hall and other spaces so that they can work together • JC Williams scope of work has been shared in advance of meeting. • Heritage Toronto was not listed on the scope of work as a tenant, however plans for the 3rd floor of the Hall have not yet had further discussion. • Altering the JC Williams scope of work will also require that timelines be adjusted. • A plan to move forward will need to be discussed so that JC Williams work can resume. 	
<p>4. Cohort A Member Replacement</p>	<ul style="list-style-type: none"> • Daniel circulated the revised deck with new timeline for recruitment. • Interviews are expected to occur at the beginning of December. • A skills audit will be conducted to update the skills matrix. • The Skills required will be updated on the decision body profile document which is the standard template to recruit. • Next Steps: Daniel will set up a subcommittee meeting to review the skills matrix. • Dan and Liz have volunteered to do the skills matrix • And will be using a format that allows us to see which skills we have and are missing. 	

	<ul style="list-style-type: none"> • We will review skills based members outgoing skills which we may be losing. • Stakeholder members can serve more than two terms as long as their group uses a fair and transparent process to elect them. • Current alternate members can apply and would be considered for open positions with other applicants. • Existing committee members would not be able to vet the applications. This is not the standard practise and could pose conflict and confidentiality concerns. 	
5. Round Table Updates	<ul style="list-style-type: none"> • BIA – CafeTO has been extended until mid-November. • No updates from SLNA, Farmers Market, Heritage Toronto, Antique Market, Tenant's Association. • St. Lawrence Hall – minimal Opera Atelier staff, running dance classes. • Council – Phase 2 of St. James Park is complete and the park is open. 	
6. Other Business	<ul style="list-style-type: none"> • Will be sharing stats more regularly with SLMPAC • Farmers Market counts have gone up. Counts began in July and were 2350 on July 18. Last Saturday the count was 5307. Count at the beginning of August was around 3000 and end of August around 4000. June was busier than July. • People counting system is in the South Market and in place since May. We are working through some glitches with pulling the data. • The new North Market will have a people counting system but is may not be the same one. • Fall Winter Marketing Communications Campaign has been approved. • Campaign is intended to give merchants support. • Messaging developed with advisory committee and Strategic Communications. • Most important message is targeted at lapsed or new visitors and is that the Market is open. • Key message: St. Lawrence Market is open to serve you the best. • Campaign speaks to emotional aspects of shopping for groceries and how that may have changed or become more important due to COVID-19. • Photographer will be capturing skills and videos for merchant profiles. • Campaign has a small budget and will focus primarily on online and social media tactics using storytelling to carry through. • Recommended to also feature customers. • Report is going to City Council on City's approach to rent. • Request to see sales report data based on categories. • Committee members inquired on their role in budgeting. • Financial information is not currently shared with the committee. • Committee considering conducting self-evaluations. 	
7.	Next Meeting: tbc Virtual Meeting	