

# MINUTES

## St. Lawrence Market Precinct Advisory Committee

**Date:** Wednesday, January 20, 2021

**Time:** 4:00pm-6:00pm

**Location:** Virtual Meeting via WebEx

**Attendees:** Simon Miles, Suzanne Kavanagh, Robert Biancolin, Lawrence Mosselson, Jeremy Roach, Liz Seibert, Alexandra Skoczylas, Katheryn Wakefield, Graham Hnatiw, Marvin Creighton

**Regrets & absences:** Marlene Cook, Allison Bain

**Alternates and Guests:** George Milbrandt, Sara Spector

**City Staff:** Daniel Picheca, Samantha Wiles, Graham Leah, Edward LaRusic

ITEM	ITEM DESCRIPTION	ACTION ITEMS
Gather	Host (Daniel P.) started WebEx meeting	
1. Approval of Agenda and Minutes	Agenda approved. Previous minutes approved.	
2. Update on the Market	<ul style="list-style-type: none"><li>a. COVID-19 impact on Market operations.</li><li>b. November 23 the city of Toronto moved into the Grey – Lockdown category of the Province of Ontario COVID-19 response framework.</li><li>c. Order included that the indoor farmers markets wasn't permitted to operate anymore and outdoor dining was eliminated at that point. Non-essential businesses were able to operate inside the Market under Legal Services interpretation since the Market was considered grocery.</li><li>d. December 5 the indoor Farmers Market was reopened inside the Temporary Market</li><li>e. December 16 non-essential businesses were required to close based on Municipal Licensing and Standards interpretation of Provincial restrictions.</li><li>f. January 14 Ontario announced the State of Emergency and Stay at Home order. South Market &amp; Farmers Market were not impacted.</li><li>g. From December 10 to January 14 the Market has had 17 confirmed cases of COVID-19.</li><li>h. Many of the cases were traced back to home settings or family gatherings and commuting to work.</li><li>i. The Market has continued to operate under the guidance of Toronto Public Health.</li><li>j. Ken Young of Greenery Patch has passed away.</li><li>k. Chef Scott of Toronto Food Tours has also passed away.</li><li>l. InaBuggy online ordering and delivery service has soft launched and will fully launch in February.</li><li>m. Graham gave an update on rent relief.</li><li>n. Shops inside the Market can defer their rent.</li><li>o. This was approved by City Council in October.</li><li>p. The Market vendors have accumulated a little over one million dollars in deferred rent to date.</li><li>q. Previously the Market did not qualify for Federal rent relief program as it is operated by a municipality.</li></ul>	

	<ul style="list-style-type: none"> <li>r. In October a new program was introduced by the Federal Government that tenants are eligible to apply for.</li> <li>s. The Market is still developing a recommendation for City Council that will go to them after February on how to treat the deferred rent balance that accumulated between April and September.</li> <li>t. Market requires that anyone who requires rent relief to apply for funding.</li> <li>u. Rent relief and funding is based on the level of lost revenue.</li> <li>v. SLMPAC members asked why the Market decided to go with Inabuggy. This was the result of comparative research that will be recirculated.</li> </ul>	
<b>3. New SLMPAC Members</b>	<ul style="list-style-type: none"> <li>a. SLMPAC new member interviews have been completed and new members have been appointed.</li> <li>b. New Member: Marina Queirolo. Public Markets advocate, previous market manager at Evergreen Brickworks and member of the Toronto Food Policy Council.</li> <li>c. New Member: Liz Seibert. Coming on full time, a previous alternative member.</li> <li>d. New Alternate Member: Brandon Arkansas. Expert in disability studies and strategic planning.</li> </ul>	
<b>4. Committee and Subcommittee Structure</b>	<ul style="list-style-type: none"> <li>a. Subcommittees will be moving to a smaller and more focused subcommittee structure that will feed into the larger committee meeting.</li> <li>b. Committee meetings will be structured in the buckets of operations, planning and marketing communication.</li> <li>c. A finance subcommittee will be added.</li> <li>d. Stakeholders and skill based members will be added to these four subcommittees based on their skills.</li> <li>e. The workplan will be divided into these buckets.</li> <li>f. The subcommittee will be where we talk about specific items in detail and bring it up to the larger full committee.</li> <li>g. Alternates will also be included in sub committees.</li> <li>h. Question about the difference between operations and planning. Planning is strategic planning and long term. Operations focuses on programs and their day to day impacts.</li> <li>i. Request to revisit subcommittee buckets and define the mandate of the subcommittees.</li> </ul>	
<b>5. Replacement of Chair and Vice Chair - Elections</b>	<ul style="list-style-type: none"> <li>a. SLMPAC chair and vice chair elections will be virtual via a survey link sent to the group.</li> <li>b. Votes will remain confidential.</li> </ul>	
<b>6. Year in Review and 7. 2021 Workplan</b>	<ul style="list-style-type: none"> <li>a. 2020 priorities shifted in March due to COVID-19 and pushed us to focus on COVID-19 response and core operations.</li> <li>b. The Market operations have been steady, serving the public and protected the merchants and workers.</li> <li>c. Review of 2020 workplan and shifts due to COVID-19.</li> <li>d. Governance and operating model are still in discussions.</li> <li>e. Assessment of SLMPAC skills and replacement of members was completed.</li> <li>f. South market lease renewals are in discussion and were slowed by COVID-19 impacts.</li> <li>g. Delivery program will launch in February.</li> </ul>	

- h. Hours of Operation Pilot Project was deferred due to COVID-19. Will discuss when it is advisable to restart.
- i. East Mezzanine renovations are on hold.
- j. Busker Program is ready but did not launch due to COVID-19 and busker activity not being advisable at this time.
- k. Marketing, Communications and Event plan paused due to COVID-19. A small fall campaign was permitted by the City but terminated when the City went into Lockdown.
- l. Waste management program was deferred.
- m. Hydro meter work was deferred.
- n. COVID has had an impact over on the city's capital budgets. Some of the funds that were allocated to the Market have been redirected. New requests have been made for funding for projects.
- o. Market Valuation project was deferred.
- p. Wifi project is in progress.
- q. Wayfinding signage has been deferred due to capital funding changes.
- r. Capital Funds allocated for the North Market are still secured.
- s. Funds are allocated for a portion of the lower level redesign.
- t. There are no impacts to the operational budget due to the rent deferral. Rent deferral also does not impact the capital budgets.
- u. The City also has operational provisions in place in case of bad debt.
- v. Question about buskers. COVID-19 busking at the Market has been paused due to the activity causing gathering and congestion.
- w. Busker program will be shared with the group.
- x. 2021 workplan will be brought to various sub committees.
- y. Discussion will need to occur on when to launch programs such as busker program, hours of operation and how to shape marketing communications if advertising is unpaused and approved by the City.
- z. New strategic plan needs to be revisited in 2021.
- aa. Precinct plan needs to be developed with SLMPAC.
- bb. Long term planning and strategy will be review with subcommittee and could include a plan than looks out 10-15 years.
- cc. JC Williams will be working on operating model options for St. Lawrence Hall and the potential of a third party operator.
- dd. Under the goal of good governance we will review market leases, other leases within the Complex.
- ee. Operational goal of environmental excellence will include lower level redesign and Hydro meter installation.
- ff. Placemaking goal includes capital projects, ongoing lower level redesign, Wifi in the South Market.
- gg. Financial stainability will include the budget, Market valuation, and metric monitoring. This will be reviewed with the new finance sub committee
- hh. Ongoing is a state of good repair for the Hall which are general improvements.

	<ul style="list-style-type: none"> <li>ii. Finance committee would need access to data to help with decision making.</li> <li>jj. Setting timelines and priorities to goals will be helpful for tracking in 2021.</li> <li>kk. COVID-19 will likely continue to have some impacts on shifting priorities.</li> </ul>	
<p><b>8. Stakeholder Updates</b></p>	<ul style="list-style-type: none"> <li>a. SLNA: Working to stop the demolition of The Foundry buildings in Canary District with an injunction order. These are heritage buildings that the Ontario government has currently begun to demolish without community consultation.</li> <li>b. Metrolinx is working on the Ontario Line with a station located in the St. Lawrence Market neighbourhood.</li> <li>c. First Parliament site land is requested to be expropriated.</li> <li>d. BIA Update: Working on a plan to get part of the neighbourhood designated as a cultural corridor. Streetscaping activity is also in progress.</li> <li>e. Farmers Market: request for update on cleaning inside the Temporary Market. This has been increased.</li> <li>f. St. Lawrence Hall: looking to discuss internet access in the Hall.</li> <li>g. South Market: Business is slow with impact of COVID-19 and cold weather. Question on what marketing and communications are permitted.</li> <li>h. Sam updated that non COVID-19 communications are paused but a request is in to run a winter campaign. Inabuggy partnership communications are permitted.</li> <li>i. Question if merchants can do communication on behalf of the Market. This is not advisable as the City owns the Market brand and the policies put forward by the City should be followed.</li> <li>j. Social media is permitted and focuses on the Market being open with regular reminders. Merchant support and small business support are also ongoing communications.</li> </ul>	
<p><b>9. Other Business</b></p>	<ul style="list-style-type: none"> <li>a. Working with a community member on public art for Jarvis Street. Will share further details with the committee.</li> <li>b. Please complete the committee evaluation that Dan circulated. Jeremy will be working on this and sharing the feedback.</li> <li>c. Community organization Loaves and Fishes has been collecting food from merchants and redirecting the food that would otherwise go to waste to community members in need.</li> </ul> <ul style="list-style-type: none"> <li>• Next meeting is February 17, 2021</li> </ul>	