

MINUTES

St. Lawrence Market Precinct Advisory Committee

Date: Wednesday, February 17, 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, Marlene Cook, Marina Queirolo

Regrets & absences: Marvin Creighton, Allison Bain

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

Alternates and Guests: George Milbrandt

ITEM	ITEM DESCRIPTION	ACTION ITEMS
Gather	Host (Daniel P.) started WebEx meeting	
1. Introduction of New Chair and Vice Chair	<ul style="list-style-type: none"> • Daniel will share SLMPAC contact list with group. • New Chair: Suzanne Kavanagh • New Vice Chair: Lawrence Mosselson 	Collect and distribute contact information
2. Welcome Approval of Agenda Approval of January Meeting Minutes	<ul style="list-style-type: none"> a) Agenda Approved b) Housekeeping items: Information should go to the committee for meetings seven days in advance of the meeting. Draft minutes should be circulated 5 business days after the meeting while items are still fresh in everyone's mind. c) Strategic Plan will be reviewed in 2021. d) New Chairs are looking forward to working together with everyone with the same goals in mind. e) Committee members should be consistently referring to the Strategic Plan and Terms of Reference documents. These documents are what govern the committee and both are on the City's website. f) Chair, Vice Chair and City staff will meet monthly, two weeks prior to the main meeting to set the agenda and get any documents together for the meeting. g) Webex Chat will be monitored for questions. Members are encouraged to use "raise hand" function to ask questions. 	
3. Confirmation of 2021 goals	<ul style="list-style-type: none"> a) Discussion of 2021 goals will be based on the list in the work plan. b) This will lead into which subcommittee will be most appropriate for the action item. c) Subcommittees will be the following buckets: Operations Planning Marketing Communications Finance (recommended a new committee) d) As needed ad hoc subcommittees may be added for specific subjects. e) How do we determine who is on which committee? f) Subcommittees should have defined terms of reference that echo back to the SLMPAC terms of reference. g) Members should email Suzanne and/or Daniel to request to be added to the subcommittees. 	

4. Subcommittees discussion

- a) Action items will be discussed in detail at the subcommittee level and then brought to the full committee with recommendations.
- b) Each committee should have a committee chair.
- c) The meeting structure should follow the structure of the main meeting. Suggested that each subcommittee should have its own set of terms of reference to define the subcommittee's mandate.
- d) Alternate members will participate in subcommittees.
- e) The work plan includes action items that derive from the Strategic Plan. The annual action items are a draft of priorities based on discussions over the year.
- f) Some items are added to the work plan because they are coming to the end of their lifecycle and need to be revised, such as the Strategic Plan.
- g) Some items have been moved to 2021 based on revisions caused by COVID-19. There may still be some flux in the work plan this year based on that.
- h) Planning Subcommittee will look at:
 - The Strategic Plan
 - Precinct Plan
 - Long term planning
 - Venue partner
- i) Operations Subcommittee:
 - Revamp of Hours of Operation Pilot Project
 - Environmental Strategy and Waste Reduction
 - Lower Level Redesign
 - Capital work items such as Hydro metering, Wi-Fi or SOGR items for example are a part of the work plan but do not need to go to the subcommittee level – just FYI's.
 - Provides advice on renewal of leases.
- j) Finance Subcommittee:
 - Operating and Capital Budgets are set by the City. Any financials shared will be informational.
 - Items such as Market Valuation may fit best here.
- k) Marketing Communications Sub Committee:
 - Maximize Brand Appeal
 - Working on new website
 - 2021 Marketing Communications Plan
 - Community Engagement
- l) Daniel to circulate work plan slides to SLMPAC.
- m) Staff will send all documents in one PDF going forward.
- n) Placemaking depending on the stage of discussion could fall under the Marketing Communications or Operations subcommittee.
- o) Question of whether or not a Finance Subcommittee is necessary as there are financial impacts in all discussions at the committee level.
- p) The structure of financial reporting would need to be determined first.
- q) Some action items may go to multiple committees at various stages of the project.
- r) We need to ensure that the subcommittees are structured to help move work forward and that items do not get held back or

	<p>stuck with committee discussions. Will need to assess after implementation whether the new format needs adjusting.</p> <p>s) Governance may need a short term ad hoc committee discussion.</p> <p>t) Staff need to determine what they are looking for from the committees to ensure that they are getting the advice that they need. A report should be distributed in advance that identifies the issues and questions they are seeking SLMPAC's advice.</p> <p>u) Long term planning can be defined as thinking about where the organization needs to be.</p> <p>v) Strategic planning can be defined as the items that have been identified that you want to do in the long term plan.</p> <p>w) Looking at planning three to five years out.</p> <p>x) Next step with governance was to further review other organizations structures and possibly hear from the organizations.</p> <p>y) Daniel will circulate the governance presentation.</p>	
5. Stakeholder Updates	<p>a) BIA: Looking at potential name change to Old Town Toronto BIA as opposed to St. Lawrence Market BIA with the public facing Old Town brand. Looking at COVID-19 friendly initiative and reallocate marketing dollars from events. Likely no big events. CafeTO program to support neighbourhood restaurants.</p> <p>b) SLNA: Friends of the Foundry are going to court on February 26 to further stop the demolition of these heritage buildings. First Parliament Site – keeping an eye on this project.</p> <p>c) St. Lawrence Hall: Majority still working from home. Possibly using Great Hall for rehearsal space and virtual content.</p> <p>d) Antique Market: Still not operating due to COVID-19</p> <p>e) Tenant's Association: Inabuggy partnership up and running. Could a promotion be done using the advertising fund to cover the delivery fee for new users?</p> <p>f) Samantha: need to review the data from Inabuggy to determine cost implications of this idea. Inabuggy has indicated interest in St. Lawrence Market delivery is high.</p>	
6. Updates on Council Items that affect the Market	<p>a) Novatel Hotel on The Esplanade will be temporarily using some space as a homeless shelter. The hotel will house 200-250 people currently experiencing homelessness. Agreement is currently until the end of 2021.</p> <p>b) Questions on if the Market can offer any support and pursue business opportunities.</p>	
7. Other Business	<ul style="list-style-type: none"> Review of upcoming Market openings. 	
8. Adjournment	<ul style="list-style-type: none"> Next meeting is March 17, 2021 	