

MINUTES

St. Lawrence Market Precinct Advisory Committee

Date: Wednesday, September 22, 2021

Time: 4:00 pm - 6:00 pm

Location: Virtual Meeting via WebEx

Attendees: Simon Miles, Suzanne Kavanagh, Lawrence Mosselson, Jeremy Roach, Liz Seibert, Alexandra Skoczylas, Kathryn Wakefield, Marina Queirolo, Robert Biancolin, Allison Bain

Regrets & absences: Graham Hnatiw, Marlene Cook

Alternates and Guests: George Milbrandt, Doug Fry, Brandon Arkinson, Dov Goldstein, Natalie MacLean

City Staff: Felicity Campbell, Graham Leah, Daniel Picheca, Amanda Diep

ITEM	ITEM DESCRIPTION	ACTION ITEMS
Gather	Host (Daniel Picheca) started WebEx meeting. Suzanne Kavanagh chaired the meeting.	
1. Approval of Agenda and Minutes	a. Agenda approved. b. Previous minutes approved.	
2. Precinct Plan and Strategic Plan	a. A lot of activity has taken place in the last 4 weeks (i.e. meetings, interviews, workshops). b. Strategic planning workshop will be held on November 17 th – the same date as the November SLMPAC Main – from 1 pm to 5 pm. By the end, all participants should have an understanding of what the mission values, goals and strategies are. c. Environmental scan was presented to inform how to proceed with the remaining stages of the plan.	
3. Lord Cultural Resources – Environmental Scan Presentation	Dov Goldstein, Principal Consultant, and Natalie MacLean, Consultant, from Lord Cultural Resources attended the meeting to present on their environmental scan key findings. a. Strategic Planning Overview - Lord Cultural Resources is currently working on the competitive analysis/ environmental scan stage of Phase 1. 50-60% of consultations with various stakeholders have been completed. Information compiled will be used to guide goal and objective development. b. Local Landscape A number of different entities compete with the St Lawrence Market precinct at various levels and in different ways. Findings are summarized below. - <i>Food Halls & Markets:</i> The prevalence of food halls and markets in Toronto is increasing. Though most have narrower offerings, these locations appeal to desires for convenience. - <i>Cultural Neighbourhood Destinations:</i> The number of culturally significant neighbourhoods are growing. Most assume a larger audience than just the local clientele because they have a wide variety of offerings and present cultural experiences. - <i>Grocery Retailers:</i> Bigger grocery chains and independent grocery stores are beginning to offer a market-like experience.	- Feedback to be sent to Liz Seibert to communicate to Lord Cultural Resources.

- *Neighbourhood Farmers' Markets*: The existence of 70+ weekly neighbourhood farmers' markets in Toronto highlights the importance of fresh food markets and how people connect to where their food grows and comes from.
- *Culture and Heritage Destinations*: These destinations appeal to the masses as they provide many different types of experiences that drive repeat visitation (e.g. music, art, food, or other events and activities).
- *Historic Event Spaces*: Heritage and historical spaces serve as popular venues for events. Each are unique in their own way.

c. Key Findings

The observations – not recommendations – that will inform the strategic planning process are summarized below.

- *History and Placemaking*: Most successful markets are well-established in their respective cities and have played critical roles in the revitalization of the neighbourhoods they are in.
- *Building and Architecture*: Landmark buildings, like the St Lawrence Market, are destinations in and of themselves. Most have undergone significant renovations and have served as a catalyst for rejuvenation in their neighbourhoods.
- *Governance*: Most North American markets are either controlled by independent, not-for-profit entities or held privately.
- *Diversity of Offering*: All surveyed markets offer a combination of fresh food and prepared foods, though in varying ratios.
- *Programming and Services*: All surveyed markets program events and activities throughout the year within the building and surrounding spaces.
- *Operations*: All markets surveyed in North America operate 7 days a week. Only some are open later than 5/6 p.m. and even fewer are open a few late nights per week. About half of all surveyed markets have some form of liquor license.

d. Discussion

- Information from the J.C. Williams report will be provided to Lord Cultural Resources when it becomes available.
- The areas surrounding the precinct will be evaluated at a later time. Lord Cultural Resources is aware of the happenings in the St Lawrence Market area and is taking a staged approach before integrating the contained space into a broader context.
- The environmental scan was primarily focused on the Market, as it is an anchor for the precinct. This is also true for other markets surveyed; they shape the programming in the surrounding areas.
- The committee to have discussions around what a precinct is beyond its geographical boundaries.
- Best practices between 3 or 4 other markets and their respective precincts will be evaluated during the comparable analysis stage.
- SWOT Analysis will be completed at a later time.
- Information gathered from the consultations was not included in the environmental scan, but will be used in upcoming stages.
- Looking at other markets for examples on events and activities does not compromise the authenticity of the market, but can

	<p>help enhance it. However, programming will not be evaluated on a granular level.</p>	
<p>4. Governance Update – Review of Notes/Comments</p>	<p>a. Governance Committee has not had a follow up meeting since July 28th. Notes/comments from the meeting were circulated amongst the SLMPAC committee members for review.</p> <p>b. Terms of Reference are being reviewed, so that strengths and weaknesses are identified and outcomes can be improved.</p> <p>c. Summary document outlines opportunities the committee wants to move forward with (e.g. responsibility, purpose, and liability), as well as areas that will need addressing later in the future.</p> <p>d. Revisions to the Terms of Reference will be presented to the committee in advance and before finalization.</p> <p>e. An inquiry about re-implementing a committee satisfaction survey was raised. The Chair noted that KPIs are in development.</p>	<p>- Feedback to be sent to Kathryn Wakefield.</p> <p>- Kathryn Wakefield and Daniel Picheca to determine priority list items.</p>
<p>5. Stakeholder Updates</p>	<p>a. BIA:</p> <ul style="list-style-type: none"> - Wellington Project has been delayed, but is scheduled to restart in spring 2022. - Winterways (urban adaptation project that is transforming 3 laneways including Colborne Street and Leader Lane in the St. Lawrence Market area) is moving forward. - Discussions about First Parliament Site are ongoing; working to ensure the Master Plan is respected. <p>b. Farmers Market: n/a</p> <p>c. Neighbourhood Association: n/alt was mentioned that the HCD for St. Lawrence has been approved.</p> <p>d. St. Lawrence Hall:</p> <ul style="list-style-type: none"> - Heritage Toronto has not returned to the Hall as of yet. - Opera Atelier is rehearsing and filming in strict compliance with provincial health and safety regulations. - Tenants are adjusting to the implementation of vaccine passports. <p>e. Sunday Antique Market: n/a</p> <p>f. Tenant's Association:</p> <ul style="list-style-type: none"> - Indoor dining has been halted due to Ontario's COVID-19 vaccine certificate program. - A few fresh food merchants (i.e. produce, meat, fish) reported a decrease in sales on the two Saturdays that Market Street was pedestrianized from Front St to The Esplanade. <p>g. Heritage Toronto: n/a</p>	
<p>6. Updates on Council items that affect the Market</p>	<p>a. The councillor's office is working to address opportunities and challenges presented at Novotel (hotel turned temporary homeless shelter at 45 The Esplanade).</p> <p>b. The City is planning improvements to Market Lane Park.</p> <p>c. The committee was reminded of St Lawrence Area's new heritage conservation district boundaries.</p>	<p>- Suzanne Kavanagh to share links showing new boundaries.</p>

<p>7. Other Business</p>	<p>a. The Terms of Reference mentioned above are for SLMPAC. There are currently no Terms of Reference for any of the active subcommittees; however, the committee may reconsider this idea at a later time.</p> <p>b. It was clarified that, as indoor dining has been halted, proof of vaccination is not required to shop at the Market.</p> <p>c. The committee held further discussions and provided feedback re: Lord Cultural Resource's Environmental Scan Presentation.</p>	<p>- Market Staff to follow up with Transportation Services re: planters.</p>
<p>8. Adjournment</p>	<p>Next meeting: Wednesday, October 20, 2021 from 4:00 pm to 6:00 pm</p>	