

# MINUTES

## St. Lawrence Market Precinct Advisory Committee

**Date:** Thursday, October 19, 2023

**Time:** 6:00 p.m. to 8:00 p.m.

**Location:** Virtual via WebEx

**Attendees:**, Jeremy Roach, Robert Biancolin, Graham Hnatiw, Marina Queirolo, Elizabeth Seibert, Kathryn Wakefield, Paul Moyer

**Regrets & Absences:** Suzanne Kavanagh, Larry Smith, Allison Bain

**Alternates and Guests:** George Milbrandt

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

ITEM	ITEM DESCRIPTION	ACTION ITEMS
<b>1. Welcome</b>	<ul style="list-style-type: none"><li>• Gather Host (Daniel Picheca) started meeting.</li><li>• Elizabeth Seibert chaired the meeting.</li><li>• Doug Fry has tendered his resignation for a new opportunity and we wish him well.</li><li>• Daniel has received several applications to fill Simon's and Doug's roles.</li><li>• We welcome Paul Moyer the new Farmers Market representative on the committee. Paul owns Cherry Avenue Farms and Moyers Apple Products.</li></ul>	
<b>2. Agenda and Minutes</b>	<ul style="list-style-type: none"><li>• Agenda approved.</li><li>• July meeting minutes approved (sent in September and revised to include comments on hours).</li></ul>	
<b>3. Councillor Moise Meet &amp; Greet</b>	<ul style="list-style-type: none"><li>• Councillor Moise thanks the merchants, tenants association, staff and SLPMAC members for their work. He has had businesses in the area for 18 years and owns a pet food shop. He shops and socializes here, and sees the importance of keeping St. Lawrence Market vibrant and successful.</li><li>• There are several safety concerns that have been brought up by residents:<ul style="list-style-type: none"><li>○ Novotel Hotel shelter still impacting us today.</li><li>○ Having regular meetings with Christopher Kirkpatrick, 51 Division, about concerns, having more visibility in the area</li></ul></li><li>• Councillor Moise has been an advocate of the pedestrianization of Market Street. As of this meeting, the pilot project has been extended further.<ul style="list-style-type: none"><li>○ Market Street will close for the winter, and re-open for pedestrians next summer.</li><li>○ There was a motion to extend the closure until November 30, 2024. City transportation services staff are to provide a report and direction on the full closure of the street, but this has not happened yet. Once submitted, we can move from temporary to full closure</li></ul></li></ul>	Edward LaRusic to check with City staff if Market Street closure needs to go to Council as it is a local road.

	<p>as envisioned. Item will go to Council in November.</p> <ul style="list-style-type: none"> <li>• Sundays at SLM have been a success, but the later hours have not been as busy as hoped. <ul style="list-style-type: none"> <li>○ Recommends resources and mechanisms to further promote, ex. TTC ads, Yonge-Dundas Square billboards</li> </ul> </li> <li>• Edward LaRusic will continue to attend SLMPAC meetings. His role is changing within the Councillors office to put better focus on projects such as Market Street, Market Lane Park, etc.</li> </ul>	
<p><b>4. North Market Update</b></p>	<ul style="list-style-type: none"> <li>• Project is 88-89% complete according to project management team. The date provided by the contractor for substantial performance is February 29, 2024 (when the contractor turns the key over to the city). This date is not final, and we may still see further delays.</li> <li>• City requires 8-10 weeks from that date to complete work inside the building before it is open for public use. This includes the courtrooms and office spaces.</li> <li>• The building is expected to open for public use sometime in May based on this current timeline.</li> <li>• Current delays are due to some design deficiencies and minor quality control items. The architect is working to fix these issues.</li> <li>• Court Services is a major tenant of the new building. The City is currently negotiating with landlords to extend the lease terms at their current location. The City must provide 6 months' notice to anyone attending court of their court date location.</li> <li>• Daniel is speaking with Parking Authority about the program, construction and impacts. The lot was designed many years ago and there have been changes that are being worked on.</li> <li>• Tenants will likely go into the new building in phases. Courts have a higher priority based on their 6-month notice window. In consultation with Farmers and SLMPAC, the Farmers' Market and Events could launch in phases as needed.</li> <li>• The design for Market Lane Park is complete and the City is out to tender to bring on a contractor. They will start construction in Spring 2024 and anticipate completion by the end of the year for opening in 2025. This may impact the outdoor Farmers' Market location and layout.</li> <li>• City Staff will bring forward a draft Venue Handbook to the November SLMPAC meeting for feedback. The items are currently being developed: <ul style="list-style-type: none"> <li>○ Operating guidelines for the use of space, indoor and outdoor</li> </ul> </li> </ul>	<p>Daniel to share updates on the operating model in advance of the November meeting for feedback.</p> <p>Daniel to schedule a SLMPAC site visit of the North Market building.</p>

	<ul style="list-style-type: none"> <li>○ Types of activities</li> <li>○ Booking process &amp; workflow</li> <li>○ Updating permits, templates and contracts (working with City legal)</li> <li>○ Updating rental rates</li> <li>○ Organizational chart / roles &amp; responsibilities</li> <li>○ Working with City IT on the booking system to have it more automated</li> <li>○ Preferred suppliers list</li> <li>○ Equipment (we secured capital funds for equipment to support programs, occasional use, third party use, and events)</li> <li>● We are developing a communications strategy around the uses which will cover the North Market/Hall and other public spaces. It will speak to industry and 3<sup>rd</sup> party users about the space coming online, access to facilities and types of uses.</li> <li>● Venue Handbook will also be shared with Tenant groups, Farmers' Market group, resident group, SLNA and Councillor's office for their consultation.</li> <li>● Guidelines for the space are being developed with inspiration and best practices from other buildings such as city buildings, museums, civic squares, Globe and Mail building, MARs, etc.</li> <li>● SLMPAC previously reviewed an option with JC Williams to have an operator brought on board, but the City has elected to keep operation in house. A budget process for staffing and resources will support this. This includes: <ul style="list-style-type: none"> <li>○ New refrigeration units to support Farmer's Market</li> <li>○ Tents, tables and furniture for event spaces</li> </ul> </li> <li>● Daniel is currently working on a building condition assessment report for the SLM complex and updating the current document to align with the state of good repair budget.</li> <li>● City Staff will be meeting with the Farmers' Market Committee to review needs and resources and ideas for the new space with the goal of having details finalized in early 2024. We will discuss: <ul style="list-style-type: none"> <li>○ Timing of the move</li> <li>○ Layout / floorplan</li> <li>○ Use of Market Lane Park &amp; Jarvis St.</li> <li>○ Hours of operation (alignment with South)</li> <li>○ Tour of the space</li> </ul> </li> <li>● Paul reports that 85% of the farmers will be moving back to the North Building and are excited to do so.</li> </ul>	
<p><b>5. Market Program Update</b></p>	<ul style="list-style-type: none"> <li>● Market Street programming over the summer included music, dance nights, festivals, dinners and more and featured increased diversity in activities and representation. This included Asado</li> </ul>	<p>Samantha to schedule a subcommittee meeting</p>

	<p>(Argentinian BBQ, Taste of the Caribbean, and ReconciliACTION Indigenous Market.</p> <ul style="list-style-type: none"> <li>• Other community partnerships included programming with the Performing Artists Lodge (PAL), CommFest, and Luminato.</li> <li>• Pedestrianization of Market Street was very well received and the street was populated for lunch times. The group contributed these ideas and thought starters for next year: <ul style="list-style-type: none"> <li>○ Additional décor to make the space more appealing (alternative to traffic signs that look like warnings)</li> <li>○ Additional lighting (ex. overhead string lights)</li> <li>○ Bollards themed like vegetables</li> <li>○ Support from Councillor's office would help in "beautifying" the space</li> </ul> </li> <li>• Market Kitchen hosted a book signing with celebrity chef and TV host Mary Berg. We hope to do more partnerships and mid-sized events like this to activate the space inside the South Building.</li> <li>• Evening at the Market may return in 2024. The event is a tremendous expense. Some costs can be recouped through ticket sales, sponsorship and earned media, however media was diminished in previous year due to being sold out very early. We are looking at securing sponsorship funds early in 2024 to make it feasible.</li> <li>• Chef Battles could potentially be reintroduced, however it was difficult to get merchant participation. Hiring local celebrity chefs and chefs from the community and local restaurants, working in tandem with merchants is a possibility.</li> <li>• We have been meeting with the City's Strategic Public and Employee Communications division to develop marketing and communications plan for 2024. Objectives will be updated to be strategic about how efforts and funds will be utilized. Plans will be shared with the Tenants Association and SLMPAC later in November.</li> <li>• Communications have been hours-focused since the pilot project and messaging will be returning to focus on "what is the core of the market" and "why come to the market", aligning with the strategic plan of becoming a vibrant market district. We will focus on food, community and culture. Hours will still be touched on as a subset.</li> <li>• Reminder: we have used reserved funds over the past 2 years saved from the COVID time period. The 2024 budget will be around \$400K for marketing, communications and events, which is about 30% less than the previous two years.</li> </ul>	<p>once a draft of the Marketing and Communications plan is ready to review with SLMPAC.</p>
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	<ul style="list-style-type: none"> <li>• One of the action items for the strategic plan is to hire a consultant to do an audit of current programs, products and services throughout the district. We will come to the committee for feedback. The goal is to have a consultant on board early next year and a report in Q3. This will include: <ul style="list-style-type: none"> <li>○ South Market leasing program</li> <li>○ Arts at the Market</li> <li>○ Occasional use program</li> <li>○ Looking for gaps and synergies</li> <li>○ Increasing diversity and access</li> <li>○ Indigenous presence</li> </ul> </li> </ul>	
<p><b>6. Stakeholder Updates</b></p> <ul style="list-style-type: none"> <li>a. BIA</li> <li>b. Farmers</li> <li>c. Neigh. Assoc.</li> <li>d. St. Law Hall</li> <li>e. Tenant's Association</li> <li>f. Heritage Toronto</li> </ul>	<ul style="list-style-type: none"> <li>• BIA update <ul style="list-style-type: none"> <li>○ Priority is currently on the approval of transportation and public space master plan. A draft will be presented to AGM in November. The parts that affect the Market would be finding a way to make Front St between the two Markets more pedestrian friendly and slow down traffic to allow people to cross from South to Market Lane Park.</li> </ul> </li> <li>• Farmers – no update <ul style="list-style-type: none"> <li>○ Farmers are general pleased with a warm fall season. Thanksgiving was the last big push before Halloween.</li> <li>○ Farmers are excited to move to the North building. The Temporary Tent was successful and worked out well with few problems.</li> </ul> </li> <li>• SLNA update – no update</li> <li>• SLH – no update</li> <li>• SLMTA – no update <ul style="list-style-type: none"> <li>○ Loved the idea for including Councillors in the Chef Battles. Previous council members have participated in similar events and there could be an invitation to participate in bbq cook offs, baking cook offs, etc.</li> </ul> </li> <li>• Heritage Toronto - no updated</li> </ul>	
<p><b>7. Updates on Council items that affect the Market</b></p>	<ul style="list-style-type: none"> <li>• There is a new bike lane between the Esplanade and Mill St. which will make Esplanade a more viable bike route. Work will begin soon to complete the connection to Yonge St.</li> <li>• City is planning a raised bike path along the north side of David Crombie Park once the Temporary Tent is removed, water main work and re-surfacing.</li> </ul>	
<p><b>8. Other Business</b></p>	<ul style="list-style-type: none"> <li>• Daniel and team are still gathering data from SLM tenants about the South Market hours. This information will mostly likely be shared in November.</li> </ul>	<p>Marina to send an email out to the group about the</p>

	<ul style="list-style-type: none"><li>• Over the winter, farmers will have produce that can keep: apples, pears, grape juice, jams, etc. There is opportunity for value add items, example, a glass of apple cider at the market vs. a gallon. There is more of an afternoon audience however they are not necessarily shoppers, but looking to see what's at the Market in general.</li><li>• A presentation is being made to the Economic Development division overviewing the work on the Public Markets Conference. An ask will go to the committee for councillors to approve the development of a public market action plan to bring together the public markets in the city. The budget has already been allocated for the action plan. SLMPAC can participate by:<ul style="list-style-type: none"><li>○ Attend the meeting</li><li>○ Send a letter of support</li><li>○ Do a deputation</li></ul></li><li>• Social Event with merchants, staff and stakeholders will take place in Market Kitchen November 29<sup>th</sup>.</li></ul>	public markets presentation and participation.
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