

MINUTES

St. Lawrence Market Precinct Advisory Committee

Date: June 19, 2024

Time: 4:00 p.m. to 6:00 p.m.

Location: 105 Esplanade Boardroom and Virtual via WebEx

Attendees: Robert Biancolin, Graham Hnatiw, Marina Queirolo, Elizabeth Seibert, Suzanne Kavanagh, Paul Moyer, Jeremy Roach, Larry Smith

Regrets & Absences: Kathryn Wakefield, Allison Bain

Alternates and Guests: George Milbrandt, Brandon Arkinson

City Staff: Daniel Picheca, Samantha Wiles, Scott Barrett, Edward LaRusic

ITEM	ITEM DESCRIPTION	ACTION ITEMS
1. Welcome	<ul style="list-style-type: none">Suzanne Kavanagh chaired the meeting.Land acknowledgments.	
2. Agenda and Minutes	<ul style="list-style-type: none">Introduction and welcoming Scott Barrett.Agenda approved.Approval of the May meeting minutes.	
3. Indigenous Engagement	<ul style="list-style-type: none">Strategic plan was to establish a greater Indigenous presence within the district through meaningful and ongoing dialogue and engagement with Toronto's Indigenous community.Consulted with the Indigenous Affairs Office. Working closely with them to develop the plan and strategy around the engagement. Indigenous Affairs Office said it was a good starting point.Approach to the Indigenous inclusion is around aligning it with reconciliation actions. City of Toronto has its own strategy and plan in place and will be providing access to space and programs.The overall goal is to foster Indigenous participation and programs within the St. Lawrence Market District, promoting cultural exchange, economic empowerment, education, and community engagement in consultation with the local community and stakeholders.The approach to this will be:<ul style="list-style-type: none">To review current programs and identify any gaps.Make changes to reduce barriers.To greater Indigenous engagement partnerships throughout the district.Initiate dialogues with local Indigenous people for feedback on desired access, use of St Lawrence Market District, and other spaces.To seek guidance and collaboration to create programs at the St Lawrence Market District and advance the reconciliation action.	<p>Reconnect with the Indigenous Affairs Office about next steps and their recommendations on what is being suggested here.</p> <p>Create one pager with information including thoughts around venues/spaces and programs offered. Indigenous Affairs Office will then share with the larger group and provide feedback.</p>

	<ul style="list-style-type: none"> • The Indigenous Affairs Office suggested these steps: <ul style="list-style-type: none"> ○ To hire an Indigenous Consultant to assist with this process. ○ Create a space to meet with the Indigenous community. ○ Organize a ceremony and consultation with them on site. ○ Listen to what they have to say or suggest about the program and use of space. ○ Allocate funds or honorarium for the meeting. ○ Create in advance of this a one page or strategy that they can share with the community as an introduction to arrange for that meeting. • The Indigenous Affairs Office suggested as a starting point to connect with the Toronto Aboriginal Support Services Council, which is a local Indigenous umbrella organization that represents about 24 agencies. • Suggested to change the goal to “To foster Indigenous peoples' presence and participation within the St. Lawrence Market District. By promoting cultural exchange and enabling economic opportunities.” • Suggested to list all programs and events for Indigenous Affairs Office to review. Framed as a menu of opportunity for them. 	
<p>4. Expression of Interest - Sunday Use</p>	<ul style="list-style-type: none"> • This had been done for the temporary market as a testing ground last summer and received some proposals back. Landed currently on one relationship with the Sunday Variety. The events have been very successful and has brought in new demographics. As well, it has assisted in growing popularity for Sunday hours for the South Market. • Looking to review what worked well and what did not to adjust the approach to the new location EOI. • Suggested to have farmers load in and start later Saturday mornings in the North Market so the space can be rented on Friday nights to assist in generating more revenue opportunities. • Discussion around licensing the venue versus SOP. Licensing potentially increases issues with liability but reduces amount SOPs to be approved and opens more revenue opportunities. 	
<p>5. Consumer Research for</p>	<ul style="list-style-type: none"> • Samantha shared the update on the marketing and communications plan. 	<p>Samantha / Daniel to share</p>

<p>Brand Refresh</p>	<ul style="list-style-type: none"> ○ The team will be working closely with SPEC (strategic, public, and employee communications division) who will be leading execution. ○ The work plan has ongoing marketing advertising campaigns running throughout the year. ○ More significant investment for the summer campaign as well as the fall holiday campaigns. ○ Investments for brand refresh. ● Feedback requests from SLMPAC <ul style="list-style-type: none"> ○ Look at more iterations of the campaign that have more specific call to actions. ○ Add more upfront content on the website. ○ Request quotes for a photographer to come into the market to get more content, not only for advertising but also for the new website. Samantha to receive quotes back next week. ● The City is doing a newsletter audit so there is a halt on communications. Request has been made to move forward. ● Discussion on signage plan for North Market. Outdoor signage to be planned. ● The need for a refresh and rebrand to be reviewed as it is a large financial undertaking. Reason for suggesting a refresh was based on feedback from merchants and new businesses – they wonder how does the current brand relate to them and some suggested a need for an update and refresh. ● Logo to be fixed in the interim to be used better digitally, not fixed creatively. ● Engagement rate of the St. Lawrence Market social media is very high compared to industry standard. ● Scott, Daniel, and Sam will go back to SPEC with the indicators. 	<p>website pages for feedback.</p> <p>Daniel / Samantha to follow up on signage needs for North Market.</p> <p>Sam would connect with the BIA around existing photos</p>
<p>6. Stakeholder Update</p>	<ul style="list-style-type: none"> ● St. Lawrence Hall participated in Doors Open and it was successful, increased participation over past three runs. ● Market tours are selling well. 	
<p>7. Other Business – North Market Update</p>	<ul style="list-style-type: none"> ● Construction portion is finished, they're working on deficiencies. ● IT infrastructure is going in right now. That will assist with securing the indoors. ● The courts are moving in a phased approach in September and October. This is not court 	

	operation being open for public courts, but the administration side. <ul style="list-style-type: none">• Parking authority to move in and parking garage to be open most likely in October.	
8. Next Meeting	<ul style="list-style-type: none">• August 21, 2024, from 4-6pm.	