

# MINUTES

## St. Lawrence Market Precinct Advisory Committee

**Date:** November 20, 2024

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

**Location:** 105 Esplanade Boardroom and Virtual via WebEx

**Attendees:** Robert Biancolin, Elizabeth Seibert, Suzanne Kavanagh, Paul Moyer, Macy Parakh, Kathryn Wakefield, Marina Queirolo, Jeremy Roach

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

**Alternates and Guests:** George Milbrandt

**City Staff:** Daniel Picheca, Scott Barrett, Christina Tedesco

ITEM	ITEM DESCRIPTION	ACTION ITEMS
1. Welcome, Agenda and Minutes	<ul style="list-style-type: none"><li>• Introduction and welcoming</li><li>• Agenda approved.</li><li>• Approval of the August meeting minutes.</li></ul>	
2. Operational and Governance Review	<ul style="list-style-type: none"><li>• Governance review findings and recommendations will be brought forward to City Council in March of 2025 regarding the structure/governance of the committee.</li><li>• A Terms of Reference document has been drafted to guide upcoming discussions. It is essential that the senior executive team and all involved parties speak with a unified voice.</li><li>• 3 SLMPAC members will be selected to attend biweekly meetings.</li><li>• March 2025 – its crucial to ensure a thorough, unhurried process. All details agreed to in past meetings so it should be a smooth process.</li><li>• What is management looking for from the advisory council?</li><li>• Recommend a tactical approach to address issues.</li><li>• Discussion points include the difference between SLMPAC governance and district governance.</li><li>• Catalyst emerged through request from SLMPAC members and Councillors' Office.</li><li>• It is vital to focus on issues that are beneficial for the market, productive for business, and contribute to the thriving of the community. The committee will also explore potential risks and risk tolerance.</li><li>• Diversity at the table is necessary to represent the varied voices and issues of SLMPAC.</li></ul>	Wednesday of next week (1 week) opportunity for committee to give feedback & comment on Terms of Reference which are to be sent to Daniel/Scott

	<ul style="list-style-type: none"> <li>• Emphasis will be placed on presenting SLMPAC as one unified voice and clearly defining its role within the broader context of the SLM District.</li> </ul>	
<b>3. Marketing &amp; Communications</b>	<p><b>A) Review of Historical Analytics</b></p> <ul style="list-style-type: none"> <li>• Brand refresh prompted by lack of a clearly articulated SLM district brand voice and values.</li> <li>• Field knowledge conducted via various surveys to address gaps in knowledge.</li> <li>• The Vice Chair went through baseline of 7 points outlined in a presentation.</li> <li>• No significant indicators suggest that an immediate brand refresh is required however we should pursue required technical changes to the logo graphic elements to ensure best reproduction and communication.</li> <li>• Branding should focus on the district as opposed to just the market.</li> <li>• Elasticity of branding so it can encompass the entire district (St. Lawrence Hall, North Market, South Market etc.)</li> <li>• Quarterly marketing activities to take place, goal of being more strategic in annual planning.</li> <li>• Key question to consider - can we perform to the expectations with the group and budget we have?</li> <li>• Conclusion and recommendation are the current research is sufficient for the tasks we have now. 2025 is a year of significant change, The North Market, Hall, etc. Its premature to conduct research with our already limited budget, with no significant strategic indicators that a deep dive is urgently required. Also, there is no reason to believe that the existing research is severely out of date or that the gaps are insufficient to embark on and research now.</li> <li>• South Market as a tourist site, discussion of relocating vendors to deter from the stereotype.</li> <li>• Concerns raised regarding customer experience, particularly in relation to traffic and congestion.</li> </ul>	<p>Provide feedback on 2025 Marketing &amp; Communications plan</p> <p>Schedule Subcommittee meeting early in new year.</p>

	<p><b>B) Marketing &amp; Communications 2025 Workplan</b></p> <ul style="list-style-type: none"> <li>• City Staff and Spec have drafted five business objectives with corresponding timelines for the year, outlining suggested budget and communications execution.</li> <li>• The marketing focus will be on the north market opening and farmers market relocation, launch of event rental program, brand refine and logo architecture, general awareness campaigns and event programs with prioritize market merchants and farmers, as a majority of the budget is derived from tenant contributions.</li> <li>• Measurable KPIs will be needed to track progress and outcomes.</li> </ul>	
<b>4. Stakeholder Update</b>	<ul style="list-style-type: none"> <li>• Complete streets guide for the neighbourhood.</li> <li>• Provincial interference in Toronto Business</li> </ul>	
<b>a) BIA</b>		
<b>b) Farmers</b>	<ul style="list-style-type: none"> <li>• Don't forget the Farmer's – importance in not only highlighting what's new and but touching on the old</li> </ul>	
<b>c) Neighbourhood Association</b>	<ul style="list-style-type: none"> <li>• No Updates</li> </ul>	
<b>d) St. Lawrence Hall</b>	<ul style="list-style-type: none"> <li>• No Updates</li> </ul>	
<b>e) Tenant's Association</b>	<ul style="list-style-type: none"> <li>• No Updates</li> </ul>	
<b>f) Heritage Toronto</b>	<ul style="list-style-type: none"> <li>• No Updates</li> </ul>	
<b>5. Updates on Council Items that Affect the Market</b>	<ul style="list-style-type: none"> <li>• Market Street pedestrianized year-round</li> </ul>	
<b>6. Other Business</b>	<ul style="list-style-type: none"> <li>• Plastic bags in the market – tote bags and market merch</li> <li>• Winter Market Recap – Huge success! Partnered with Spadina Fort York Food Bank where proceeds from Santa photos were donated. 18 huts in total occupied by members of the Arts at the Market, Farmer's Market &amp; South Market Programs. Entertainment. Goal is to expand further into Market Lane Park in the future, CHFI ads and socials gained traction to the Market.</li> <li>• Legal staff have moved into North Market, Provincial Offences Courts will begin</li> </ul>	

	<p>operations on March 5. Parking is still under construction. We will move in farmers soon after that. Farmer's Fridges have been purchased and delivered. The stalls have been mapped out and we will do some test runs in the end of first quarter beginning of second quarter which is also targeted timeline for the launch / North Market Grand Opening.</p> <ul style="list-style-type: none"> <li>• Condo crossbridge – concerns regarding brightness of the parking garage. The closing off of the space between Biagio and the Hall should assist with this.</li> <li>• Indigenous interpretation of the original foundation markings in the flooring of the new market.</li> <li>• Expression of Interest for Retail Space: 13 proposals. Paid socials targeted great interest. (George had to leave during this portion of the discussion)</li> <li>• Tenant Le Beau in North Market (Café)</li> </ul>	
<b>7. Adjournment &amp; Next Meeting Date</b>	<ul style="list-style-type: none"> <li>• 2025</li> </ul>	