

# MINUTES

## St. Lawrence Market Precinct Advisory Committee

**Date:** February 19, 2025

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

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

**Attendees:** Robert Biancolin, Suzanne Kavanagh, Paul Moyer, Kathryn Wakefield, Marina Queirolo, Jeremy Roach, Allison Bain,

**Regrets & Absences:** Elizabeth Seibert, Larry Smith, Graham Hnatiw

**Alternates and Guests:** George Milbrandt, Sara Spector, Brandon Arkinson

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

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 November meeting minutes.</li></ul>	
2. North Market Update	<p><b>North Market Update</b></p> <ul style="list-style-type: none"><li>○ Court Operations beginning March 5</li><li>○ TPA lot opening April (dates tbc)</li><li>○ Farmers Market relocation – April 5</li><li>○ Grand Opening Celebration – May 10</li><li>○ Future projects – bridge connection to Hall, 2<sup>nd</sup> Floor redesign and fit out, Senior Resource</li></ul> <p><b>St Lawrence Hall Updates</b></p> <ul style="list-style-type: none"><li>○ Upgrades to carpeting, lighting, wallpaper, curtains, paint, electrical, furniture and appliances</li><li>○ Areas – hallways, lobbies, east room, great hall, prep kitchen</li><li>○ Heritage Architect on board</li><li>○ Design plans underway</li><li>○ New kitchen appliances purchased</li><li>○ Estimated completion schedule Summer 2025</li></ul> <p><b>Launch of Event Program</b></p> <ul style="list-style-type: none"><li>○ Booking Process and Venue Guidelines – Complete</li><li>○ Marketing Package for Venues – April</li><li>○ Preferred Suppliers – April</li><li>○ New meeting room reservation system – go live April</li><li>○ Venue Reservations will start to be accepted on April</li><li>○ First date for events to take place in the North Market</li></ul>	

	<p>Estimated first date for events to take place in the St Lawrence Hall 2nd Floor May 2025 3rd Floor Summer 2025</p> <p>Staff hiring underway that supports new model and programs.</p> <p>Members asked about farmers market program load in and load out, timing of farmers market program to allow for Friday daytime and Saturday evening bookings etc.</p> <p>Market management suggested that we move the farmers in first, work out the kinks of loading in/out and farmers setup first, and then try to condense/clean up schedules to allow for uses.</p> <p>Other feedback was regarding the St Law Hall and whether there are plans to do a wholistic review of spaces and programs. Management confirmed that there will be a phase 2 where a consultant will be brought on board to develop strategy and to align this with the capital budget process.</p>	
<b>3. Marketing &amp; Communications</b>	<p>A 2025 marketing and communication strategy was developed late 2024. The strategy focused on 5 main goals and objectives and various communication deliverables. The strategy was developed with SPEC, Tenants Association and SLMPAC input.</p> <p>At our November 2024 SLMPAC meeting we focused on – Step 1 - the overarching Communications Deliverables in the Marketing and Communication Workplan 2025. Step 2 was to review and provide feedback on for Appendix A Top 2025 Objectives and Goals.</p> <p>The plan was reviewed with SLMPAC and a Marketing and Communication subcommittee in January for feedback.</p> <p>The City of Toronto design services team produce new logo concepts that were shared with the Marketing and Communication subcommittee for feedback.</p>	<p>Review feedback for logo redesign and propose a new plan.</p>

	<p>Discussion points included</p> <p><b>2025 Marketing &amp; Communications Work Plan</b></p> <ul style="list-style-type: none"> <li>• Overall feedback was positive. The proposed plan aligns with what was discussed in previous meetings.</li> <li>• More information requested for success measurements and metrics.</li> </ul> <p><b>Logo Review</b></p> <ul style="list-style-type: none"> <li>• SPEC developed a proposal for a logo refresh, this was reviewed in a subcommittee meeting.</li> <li>• Consensus was to pause, review feedback, redevelop an iteration closer to legacy branding, and suggested to go external for development if needed with consideration to the district identity and each individual property.</li> </ul>	
<b>4. Governance Meeting Update</b>	<p>Held a first Governance Subcommittee Meeting on January 24, 2025</p> <p>Working Group Terms of Reference – St Lawrence Market District Governance were developed and shared with the committee.</p> <p>At this meeting the committee discussed the following:</p> <p><b>Purpose of the Review</b></p> <p>Market District Objectives:</p> <ul style="list-style-type: none"> <li>○ Maintain a common vision for the Market District</li> <li>○ The district is an aspirational goal</li> <li>○ Triple bottom line</li> <li>○ Develop the ‘elevator pitch’ for the market</li> <li>○ BHAGs (Big, hairy, audacious goals)</li> </ul> <p>Alignment to strategic Plan</p> <ul style="list-style-type: none"> <li>○ Working group members agreed that the Market District Strategic Plan will be the ‘north star’ for discussions</li> <li>○ Advice from this group will align with the strategic plan objectives</li> </ul>	

	<b>Issues List</b> Working Group members began a running issues list for working toward mutual resolution <ul style="list-style-type: none"> <li>• Define the role of SLMPAC</li> <li>• Facilitate the functioning of SLMPAC</li> <li>• Decision Making</li> <li>• Foresight, not oversight</li> <li>• Goal Setting</li> <li>• Key Performance Indicators</li> <li>• Business Tools</li> <li>• Finances:</li> </ul> Next steps <ul style="list-style-type: none"> <li>○ Summary of key issues</li> <li>○ Review existing City of Toronto governance structures for Boards, Committees, etc. (CREM)</li> <li>○ Review EDC governance structures (EDC)</li> <li>○ Define next steps</li> </ul>	
<b>5. Stakeholder Update</b>	•	
<b>a) BIA</b>		
<b>b) Farmers</b>	• Looking forward to hearing more about the move to the North Market. Many farmers excited.	
<b>c) Neighbourhood Association</b>	• No Updates	
<b>d) St. Lawrence Hall</b>	• No Updates	
<b>e) Tenant's Association</b>	• No Updates	
<b>f) Heritage Toronto</b>	• No Updates	
<b>6. Updates on Council Items that Affect the Market</b>	• Market Street pedestrianized year-round	
<b>7. Other Business</b>		
<b>8. Adjournment &amp; Next Meeting Date</b>	April 16, 2025	