

MINUTES

St. Lawrence Market Precinct Advisory Committee

Date: Wednesday, January 19, 2023

Time: 4:00 pm - 6:00 pm

Location: Virtual Meeting via WebEx

Attendees: Suzanne Kavanagh, Simon Miles, Jeremy Roach, Elizabeth Seibert, Robert Biancolin, Allison Bain

Regrets & Absences: Shane MacMillan, Graham Hnatiw, Marina Queirolo, Lawrence Mosselson, Kathryn Wakefield

Alternates and Guests: Doug Fry, George Milbrandt, Sara Spector, Brandon Arkinson

City Staff: Edward LaRusic, Daniel Picheca, Samantha Wiles, Graham Leah

ITEM	ITEM DESCRIPTION	ACTION ITEMS
1. Welcome	Gather Host (Daniel Picheca) started WebEx meeting. Suzanne Kavanagh chaired the meeting.	
2. Approval of Agenda and Minutes	Agenda approved. November minutes approved.	
3. Out Going Member Recognition	<ol style="list-style-type: none">1. Today is Simon Miles's last day on the Advisory Committee. We thank Simon for his hard work and dedication throughout the years with the Committee.2. Simon encourages the City to learn and listen more from the Merchants and Farmers as they are the front line in the operations.3. Thanks to everyone for the time spent throughout the years, wishing us all the best moving forward.	
4. Pilot Project Hours of Operation	<ol style="list-style-type: none">4. In November we reviewed the Pilot Project Hours of Operation slide decks – the first quarterly report.5. Member feedback focused on the need to review metrics more after the year mark and oppose to quarterly, we need to look further into the nature of businesses and compare their results to measure how certain businesses benefit from the hours and where we can target to improve overall satisfaction and moral.6. Customer survey to collect feedback has started in January. The survey format is slightly revised based on participant's feedback so more people would partake.	

7. Shoppers Confidential is the group taking the survey. There is an online survey being developed. The plan is to have this data collected quarterly.
8. The aim is to have a final summary report taking into account metrics from all quarterly reports.
9. Members provided feedback regarding how between 5:00pm and 7:00pm the Market as a whole is slow and that on Sundays certain businesses are succeeding more than others.
10. Mayor Tory and Councillor Moise visited the Market before Christmas and this feedback was shared with them. The Mayor confirmed that it has been a common topic that was spoken to him.
11. Sales metrics for October were not complete as it takes time to gather the information. Inflation and cost of goods need to be taken into consideration when analyzing the sales data.
12. Market followers on Instagram are 32.6 thousand followers at this time. Online advertisements have been geo-targeted for the GTA, certain age groups and interests.
13. Suggestion made to not use the "read more" function on advertisements.
14. The 2023 Marketing and Communications Plan is similar to the 2022. Staff will drafting the plan, meet with the Tenants Association first as they contribute funds towards the budget, then meet with SLMPAC for feedback. Feedback from both parties will be taken into consideration prior to finalizing the plan. The 2023 budget will be approximately \$700,000 plus any revenue generated from the events.
15. Points raised that comparing 2019 to pilot project results is not an apples to apples comparison as there are too many changes in consumer behaviour to do so.
16. Things to consider: The long term goal? Do we know the frequency of the consumer who comes to the market? To change consumer habits, you have to measure them on a monthly basis.

	<p>Historical data is great if you have the historical activities to go with it: Old events, weather, tourist months, etc.</p> <p>17. Will have to look into long term effects of remote work on the City and current information regarding potential job loss. Major companies are not moving into office space and layoffs in industries are a concern. However, to consider that condos going up in the area, if consumers are not working they are living in the area.</p> <p>18. It was suggested that we continue to analyze shopping hours from other stores/groceries in the area.</p>	
<p>5. Strat Plan Action Items</p> <p>Prioritization and 2023 Plan</p>	<p>19. The strategic plan and action plan are complete.</p> <p>20. We are working towards is having the report reviewed and AODA compliant. City Staff will circulate to the Committee and other stakeholders before publishing on our website.</p> <p>21. In regards to gaining traditional support from within the City it has become increasingly difficult due to scarce resources to help aid the projects. We are in talks with Economic Development to potentially collaborate but talks are on-going with no official news as of yet.</p> <p>22. Concerns raised how there are many items with so few staff and what is realistically achievable.</p>	
<p>6. Stakeholder Updates</p> <ul style="list-style-type: none"> a. BIA b. Farmers c. Neigh. Assoc. d. St. Law Hall e. Tenant's Association f. Heritage Toronto 	<p>23. <u>BIA</u> No updates</p> <p>24. <u>Farmers</u> No updates</p> <p>25. <u>Neighbourhood Association</u> The Association is celebrating 40 years of services. We are holding an event on February 14 from 10:00am to 1:00pm. Children will be coming to the Hall, and will be writing love letters on what they love about the St. Lawrence Neighbourhood. They will be doing a scavenger hunt, and those who take 10 selfies with items in the area will have a chance to win a prize. BIA will be a partner in the event.</p> <p>26. <u>Tenant's Association</u> Member presents a book gifted to him during the holiday season from a client in the Market, one of Canada's top CEOs. A passage from the book</p>	

	<p>was read which highlighted the importance of day structure to reduce stress, improve overall wellbeing and respecting workers.</p> <p>27. <u>Heritage Toronto</u> Planning tour season. Creating TO looking to launch in May.</p> <p>28. <u>St. Lawrence Hall</u> New individual should join us for February meeting.</p>	
<p>7. Updates on Council items that affect the Market</p>	<p>29. Budget meeting will take place on February 14 at City hall.</p> <p>30. There is a plan being reviewed to have Market Street close and have it pedestrianized street. Transportation Services is working on it with the Councillor.</p>	
<p>8. Other Business</p>	<p>31. Marketing and communications report to be tabled for the future.</p> <p>32. There are in person events for this year being considered. Paid and non-paid like Chef Series on Sunday, etc. Evening at the Market is not being considered.</p>	