

MINUTES

St. Lawrence Market Precinct Advisory Committee

Date: Wednesday, November 16, 2022

Time: 4:00 pm - 6:00 pm

Location: Virtual Meeting via WebEx

Attendees: Suzanne Kavanagh, Kathryn Wakefield, Simon Miles, Jeremy Roach, Elizabeth Seibert, Robert Biancolin, Marina Queirolo

Regrets & Absences: Shane MacMillan, Graham Hnatiw, Lawrence Mosselson, Allison Bain

Alternates and Guests: Doug Fry, George Milbrandt, Sara Spector, Al Smith

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

ITEM	ITEM DESCRIPTION	ACTION ITEMS
1. Welcome	2. Gather Host (Daniel Picheca) started WebEx meeting. 3. Suzanne Kavanagh chaired the meeting 4. Land Acknowledgment	
2. Approval of Agenda and Minutes	5. Agenda approved 6. November 2 meeting minutes approved.	
3. North Market Update	7. Streetscape work along Jarvis Street frontage is now complete, the sidewalk closure is awaiting authorization from Transportation Services for it to re-open for use. 8. The roof membranes on the building and skylights are now installed. As a result we are now watertight at roof level. The bulk of the above story curtain wall and glazing is now in place. 9. The remainder to enclose the building is the south side of the atrium end wall and then also at the ground floor level where there are large overhead door systems. The building is very close to being watertight. 10. Interior partition framing has started on floors two and three. 11. Mechanical and electrical rough ins are well underway with most of the mechanical systems in place, with the masonry enclosures being 50% in place.	

	<p>12. Overall the building construction is approximately 70% complete.</p> <p>13. Finishing is projected for Q4 of 2023 at Substantial Performance. The building will still require a period of 2 months after where we will anticipate Total Completion. In this period the City will move in to set things up and move workers in. Court systems would be installed as well as communications in order to be commissioned for business.</p> <p>14. The trees on Jarvis are completed. The design concept of trees was approved in 2016 for the concrete enclosures.</p> <p>15. Partitions for the second floor at the moment are framed for drywall.</p> <p>16. Space is being designed as per the building permit that was submitted in the past. There is a certain square footage allocated for the seniors resource centre. Original restaurant design is now being designed into blank space with future plans for another commercial kitchen/event space to be used for programming in conjunction with the main floor and connect to the St Lawrence Hall.</p>	
<p>4. Market Street Pedestrianization</p>	<p>17. History: Market Street is one of the earliest main roads in Old Toronto, as it connected the harbour of Lake Ontario to the town centre. Famous building Armory Hotel eventually became a home for World War 2 veterans.</p> <p>18. Revamp of the street completed in 2014, making it the first pedestrian vehicle shared street in the City.</p> <p>19. 2016 hosted the Feast of St. Lawrence.</p> <p>20. 2021 launched a project to have the street closed on summer weekends for consumers to enjoy, and from a further survey 93.5% voted in favour to have the street closed all summer for events and consumer enjoyment!</p> <p>21. <u>Survey results of 2022:</u></p> <ul style="list-style-type: none"> • Many strongly approve of the use of pedestrianized streets. • Strongly approve of the use between June to October • Strongly Approve of the use Year round 	

	<ul style="list-style-type: none"> • Findings suggest the Market Street pedestrianization helped sales in the area. • Findings suggest consumers would like vendors to include more takeout on the street. <p>22. Activations for the winter are now being considered. Ideas discussed in QA: Ice Wine, Tire Racing, contracting to 3rd parties to have weekly events.</p> <p>23. We should measure the net profitability of the project to see if we should continue with programming for the Market Street.</p> <p>24. Also can consider using Market Lane Park as an extension.</p> <p>25. Recommendation to pilot again in 2023 for summer months.</p>	
<p>5. Pilot Project hours of Operation – Quarterly Update</p>	<p>26. For Evaluation methods we used sales reports, people counting systems data, surveys (stakeholders), consumer data from traffic and social media, and assessments of financials impact</p> <p>27. Feedback from tenant's state Sunday sales are positive but weekday evening sales is poor.</p> <p>28. Merchants have also added suggestions like:</p> <ul style="list-style-type: none"> • Revise weekdays hours to 9:00am - 6:00pm • Seasonal hours approach • Increase advertising • Ensure all shops open and close on time <p>29. 2020 and 2021 cumulative sales are almost identical, however 2022's are trending upwards.</p> <p>30. 2022's sales in the south market gross sales PSF to date are beating sales from 2020 and 2021. Expectation is the 2022 sales to be close to 2019 sales (2019 highest grossing PSF sales)</p> <p>31. People counting data wasn't included as the system was installed in June of 2020. The system was down from July 2021-June 2022. Traffic counts compared was for August, September and October 2020 and 2022. The data for the count is only pilot project period.</p>	<p>If you wish to provide feedback, you can do so in writing for the future. When you email them please reply to everyone so everyone can see.</p> <p>Format or category suggestions are good as it can be implemented.</p> <p>Review PowerPoint slides Daniel shared.</p>

32. Customer feedback from customer communication channels the sentiment has been overall positive. A few of the customers have been voicing their opinions on social media which will be monitored further into the future.
33. Customers claiming it is convenient to go at the hours.
34. Work life balance have been a concern from clients of vendors
35. Engagement of social media is very important, as it provides an extension to the visitor experience at the market.
36. Instagram engagement is the fastest growing social media platform in terms of traffic. Speaks to the demographics of our audience. Twitter is our lowest performing platform
37. Facebook and Instagram reach from July 30 to October 31 - combined reach of over 422,000 accounts.
38. Instagram audience has seen significant growth including a 10% follower increase since the hours launch. This is a 60% higher increase than the same time period the previous year. People have been engaging the market as most content is the market street pedestrianization and new hours.
39. Financial operations have been pretty consistent with our budgets and our projections for the pilot project.
40. Comments
41. Increase overall in advertising likely positively affected social media impressions.
42. We should consider inflation prices and impact on sales increase.
43. Programming for events have been great as it can be driving social media and attraction to the market on Sundays.

	<p>44. Certain vendors and business have found success more than others as it varies. Overall the positive impact is reported across all lines of business.</p> <p>45. Identify and further analyse if certain types of business and the location of businesses were reporting more success verse less success with the hours</p> <p>46. We should consider Net profit as a way to measure the performance if the merchants are able to provide. As we won't really know if it is something vendors are better off with or without.</p>	
<p>6. SLMPAC Member Terms and Elections</p>	<p>47. Daniel shared the terms of reference prior to meeting. In the last two pages, the document talks about elections and the actual terms for the Committee. The election section was drafted a few years back as a reference point.</p> <p>48. There are currently two vacant positions on the Committee: 1 stakeholder and 1 skill based member whose term will be expiring at the end of this year. We will be reaching out to the stakeholder group requesting that elect someone from their stakeholder group in a fair and impartial manner and report back to us who they have selected as the representative. We will work with the Clerk's Department to recruit for the vacant skill based member position, develop a job posting based on the required skill set which will then be posted on the Clerks portal for recruitment.</p> <p>49. We will be advertising the position through all our advertisement groups/channels. Applicants will be screened by the Director of Property Management, the Counselor's office, and the SLMPAC Chair. The individual will be selected based on how the candidates experience matches our needs/is a right fit. The goal is to have someone in place for early next year (January or February Meeting).</p> <p>50. We built the skills matrix with the Committee to identify the gaps. We can draft a report as a team to assess what skills we need from an applicant.</p>	

	51. We streamlined the process for hiring, and the chair of the advisory committee will be on the interview committee.	
7. Stakeholder Updates	<p>52. <u>BIA</u> AGM taking place November 17th.</p> <p>53. <u>Farmers</u> No updates</p> <p>54. <u>Neighbourhood Association</u> Monthly meeting coming up next week that will have Chris Moise from Ward 13 and Ausma Malik from Ward 10.</p> <p>Bill- 23 is keeping the association busy. Aim of the bill is to have more towers larger than 30 stories.</p> <p>55. <u>St. Lawrence Hall</u> No updates</p> <p>56. <u>Heritage Toronto</u> No updates</p> <p>57. <u>South Market Tenants Association</u> Tenant Update for South Market to be pushed to a future meeting</p>	
8. Updates on Council items that affect the Market	Edward LaRusic will be covering the St. Lawrence area.	
9. Other Business	Marketing and Communications report to be tabled for the future.	