

MINUTES

St. Lawrence Market Precinct Advisory Committee

Date: Wednesday, July 19, 2023

Time: 6:00 p.m. to 8:00 p.m.

Location: In person at 105 The Esplanade and by phone

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

Regrets & Absences: Shane MacMillan, 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	<ul style="list-style-type: none">• Gather Host (Daniel Picheca) started meeting.• Elizabeth Seibert chaired the meeting.	
2. Approval of Agenda and Minutes	<ul style="list-style-type: none">• Agenda approved.• May minutes – check the attendance list and reconfirm	
3. Hours of Operation Pilot Project	<ul style="list-style-type: none">• Samantha shared the Hours of Operation Pilot Project Evaluation Report<ul style="list-style-type: none">○ Evaluation methods used include data from merchant surveys, merchant sales reports, data from people counting system, consumer surveys/feedback and social media○ Merchant surveys results<ul style="list-style-type: none">▪ Over 95% of the merchants completed the survey▪ Surveys were received from merchants from April-June, majority in June.▪ Merchants reporting positive impacts of the hours has increased over the project.▪ Significant improvement regarding positive impacts of Sunday hours.▪ St. Lawrence Market Tenants Association has not seen the report▪ Majority of the merchants are satisfied with Sunday hours but dissatisfied with weekday evening hours▪ Local shopping patterns studied.▪ Is there a correlation with those who are satisfied with the hours and their sales? Will be looking into further.▪ Look at feedback on seasonality of hours.▪ Sales have increased in comparison to 2019 data	Email to follow after this meeting from Samantha to gain further feedback and recommendations on moving forward with the hours of operation

- 2023 sales data includes 4 fewer tenants than 2019, mostly on the lower level.
- Numbers are not inflation adjusted.
- A suggestion was made to add more layers of data including basket size, sales and traffic during peak hours and non-peak hours as well as cost of operation during these different times
- Customer survey results
 - A total of 2625 surveys were collected
 - Survey respondents could select multiple reasons for visiting, therefore could be coming for both grocery and leisure purposes.
 - Reasons for visiting and distance to Market are similar to 2019 consumer research survey.
 - 62% of respondents were aware of the new hours.
 - Survey was conducted on site at the Market in person.
 - Awareness increases to 88% of people who live the closest to the Market.
 - Awareness can be quite low with people coming from out of the country or first time visitors.
 - Regarding awareness of expanded hours, 55% found out on site at the Market but there is no specific data related to whether they found out through a vendor or from a sign in the Market – this can also mean that 55% was not aware of the pilot project until they came on site
 - Most popular times to visit include Saturday mornings and Sunday mornings. Next most popular times are weekday afternoons and weekday evenings.
- People counting data is not available.
- Local shopping patterns and hours of other retailers should be further expanded.
- Discussion on inflation and how that affects the sales data.
- Comments made regarding difficulty with customers coming during the day, even if they live close by and work from home. They are still working and not able to shop during working hours. In some cases hours of work are longer.

	<ul style="list-style-type: none">○ While commercial real estate is down hotel occupancy rates are up.○ Residential development is a core contributor to potential customers.○ Review local marketing to people within 1km of the Market.○ How do we support vendors to ensure that they remain open and have product during the hours.○ Look at how customers were targeted and how can targeting be refocused with core target audience.○ There is seasonality of traffic patterns at the Market.○ Local customers give you the "biggest bang for your buck" as they keep coming back, while tourists will only come once or infrequently.○ Pilot is not an isolated mechanism but a tool to move the Market forward into the future. The Market needs to be able to compete with high quality grocery chains. Customers are needed for retail components and social aspects to ensure that the Market is a hub of activity.○ This is a long term strategy that is a part of ensuring that we are making the Market a destination.○ Can't look at the hours as a short term strategy as customers will find it a drag if it is difficult to access the Market during convenient hours. They may not bother shopping if it is too challenging.○ Ensure that the data is compared to the objectives and how it is measured, what are the indicators to measure.○ Market's value to City and neighbourhood is not just sales. Hours are part of a strategy to make the Market an important and valuable hub. Market's traditional hours don't necessarily line up with when customers are spending their time there.○ Conversation on whether or not merchants are prepared for evening customers and if they are offering value and reason to visit during this time.○ The hours will remain as is and the goal is to provide an update to the merchants in the next couple of weeks regarding the status of pilot project and next steps include to have a meeting with the St. Lawrence Market	
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	Tenants Association to discuss the evaluation report and to gather their feedback.	
4. North Market Update	<ul style="list-style-type: none"> Pat and Alex confirmed that the City's website has been updated and the building is expected to be completed and operational by Q1 2024 	
5. Market Program Update	<ul style="list-style-type: none"> Market Street programming includes music at lunch and dinner time on Tuesdays and Wednesdays and children activities during the day on Thursdays Market Lane Park improvement construction to start in spring of 2024 and estimated completion date is fall of 2024 	
6. Stakeholder Updates <ul style="list-style-type: none"> a. BIA b. Farmers c. Neigh. Assoc. d. St. Law Hall e. Tenant's Association f. Heritage Toronto 	<ul style="list-style-type: none"> BIA update <ul style="list-style-type: none"> In anticipation of the Market Lane Park improvement and Market Street closure, the BIA will be working with stakeholders on precinct design (wayfinding, branding, canopies) to prepare for placemaking Farmers – no update SLNA update <ul style="list-style-type: none"> 40th anniversary project – the mural is complete on the exterior wall of the St. Lawrence Community Recreation Centre. This mural will honour the Indigenous heritage of this land and the sense of community and cultural diversity that the St. Lawrence neighbourhood is known for Celebration event happening on August 17th for the opening of the parliament trail connection (new bike lane) SLH – no update SLMTA – no update Heritage Toronto update <ul style="list-style-type: none"> Leading shorter free 30 min tours featuring highlights of the local area's heritage and the meet up is at the Heritage Toronto tent on Market Street 	
7. Updates on Council items that affect the Market		
8. Other Business	<ul style="list-style-type: none"> To look at providing an update on the Strategic Plan Implementation Plan 	