

CITY OF HAMILTON

MOTION

Sole Voting Member of the Hamilton Farmers' Market: February 2, 2022

MOVED BY MAYOR F. EISENBERGER.....

SECONDED BY COUNCILLOR E. PAULS

Vision of Hamilton Farmers' Market for City, and Feasibility of Greater Private Sector Role in Operations and Management of the Market and the Associated Space

WHEREAS, on April 11, 2012, City Council directed staff to conduct a feasibility study on privatizing the management of the Hamilton Farmers' Market, and to look at ways and means to internally reduce the annual subsidy for the Market;

WHEREAS, following considerable research, consultation and analysis, on December 12, 2013, the Hamilton Farmers' Market Sub-Committee approved recommendations directing staff to bring forward a new governance model;

WHEREAS, on May 14, 2014, City Council directed staff to prepare a governance model and implementation plan, prepare a business case, and undertake public consultation;

WHEREAS, on June 12, 2014, the Hamilton Farmers' Market Sub-Committee approved the terms of reference and business case for the establishment of the current Market corporation and governance model;

WEREAS, on September 4, 2014, the General Issues Committee approved recommendations creating the Hamilton Farmers' Market Corporation, directing the selection of Board members, and authorized staff to negotiate an operating agreement;

WHEREAS, on May 7, 2018, the Hamilton Farmers' Market Corporation Board of Directors approved the Hamilton Farmers' Market Strategic Plan 2016-2020 that had been commissioned by the Board and prepared by 2WA Consulting, Inc;

WHEREAS, on November 23, 2020, the Sole Voting Member of the Hamilton Farmers' Market considered the Hamilton Farmers' Market Governance Report (CM20010), and directed staff to prepare a report that provides a preferred governance and operating model for the Hamilton Farmers' Market Corporation, which prioritizes value-for-dollar

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Page 2 of 2

invested by the Shareholder, role clarity, enhanced governance and the avoidance of any potential conflicts of interest;

WHEREAS, the first phase of the Hamilton Farmers' Market governance and operational review has been completed, with a report from the Consultant that summarizes the outcome of its research and stakeholder input to date, provides an overview of the current state of the Market, and identifies direction on pursuing the future governance and operational options;

WHEREAS, the neighbourhood surrounding the Market is in the process of undergoing significant change, the nature of the vendors and offerings at the "farmers" market has been changing, and the Markets' engagement with its customers and the surrounding community has been changing; and,

WHEREAS, having a broader understanding of the vision, role and opportunities for the Hamilton Farmers' Market within its evolving neighbourhood context would assist Council in making any decisions on the preferred governance and operating model;

THEREFORE, BE IT RESOLVED:

- (a) That staff be directed to undertake a review and consultation on the vision and role of the Hamilton Farmers' Market within the local neighbourhood context, with a focus on engaging surrounding neighbourhood and other interested stakeholders, including using charettes, requests for expressions of interest, and other means, to examine opportunities for the potential future role of the Market and associated space it occupies in the City facility on York Blvd, within the downtown neighbourhood, and report back to the Sole Voting Member of the Hamilton Farmers' Market, prior to completing the governance and operating review; and,
- (b) That staff be authorized and directed to retain any necessary consulting services to undertake the consultation and engagement, to an upset limit of \$100,000, to be funded from the Economic Development Reserve (Account 112221).