



City of Hamilton
**SOLE VOTING MEMBER
 OF THE HAMILTON FARMERS' MARKET
 REPORT 22-001**

2:10 p.m.

Wednesday, February 2, 2022

Due to COVID-19 and the closure of City Hall, this meeting was held virtually.

Present: Mayor F. Eisenberger (Chair), Deputy Mayor A. VanderBeek
 Councillors M. Wilson, J. Farr, N. Nann, R. Powers, T. Jackson,
 E. Pauls, J.P. Danko, M. Pearson, B. Johnson, L. Ferguson

Absent: Councillors T. Whitehead, S. Merulla, B. Clark – Personal
 Councillor J. Partridge – Other City Business

**THE SOLE VOTING MEMBER OF THE HAMILTON FARMERS' MARKET
 PRESENTS REPORT 22-001, AND RESPECTFULLY RECOMMENDS:**

**1. Hamilton Farmers' Market Corporation Governance and Operational Review
 Update (PED22029) (Ward 2) (Item 10.1)**

That Report PED22029, respecting the Hamilton Farmers' Market Corporation Governance and Operational Review Update, be received.

**2. 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 (Item 11.1)**

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 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;

- (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); and,
- (c) That staff be directed to hold a charrette with the community-at-large regarding the vision and role of the Hamilton Farmers' Market, and include a summary of that feedback in the forthcoming report to the Sole Voting Member of the Hamilton Farmers' Market.

FOR INFORMATION:

(a) APPROVAL OF AGENDA (Item 2)

The Committee Clerk advised that there were no changes to the agenda.

The agenda for the February 2, 2022 meeting of the Sole Voting Member of the Hamilton Farmers' Market was approved, as presented.

(b) DECLARATIONS OF INTEREST (Item 2)

There were no declarations of interest.

(c) APPROVAL OF MINUTES OF THE PREVIOUS MEETING (Item 3)

(i) September 13, 2021 (Item 3.1)

The Minutes of the September 13, 2021 meeting of the Sole Voting Member of the Hamilton Farmers' Market were approved, as presented.

(d) COMMUNICATION ITEMS (Item 5)

**(i) Correspondence from Paul Dube, Ombudsman of Ontario, respecting
Complaints about the Meeting Practices of the City of Hamilton's
Farmers' Market Board of Directors (Item 5.1)**

The correspondence from Paul Dube, Ombudsman of Ontario, respecting Complaints about the Meeting Practices of the City of Hamilton's Farmers' Market Board of Directors, was received.

**(ii) Resignation of Joshua Czerniga, Former Vice Chair of the Hamilton
Market Board (Item 5.2)**

The resignation of Joshua Czerniga, Former Vice Chair of the Hamilton Market Board was received.

(e) ADJOURNMENT (Item 15)

There being no further business, the Sole Voting Member of the Hamilton Farmers' Market adjourned at 3:15 p.m.

Respectfully submitted,

Mayor Fred Eisenberger, Chair

Stephanie Paparella
Legislative Coordinator,
Office of the City Clerk