

## **Minutes of The Hamilton Farmers' Market Board of Directors Meeting**

**Monday, June 26<sup>th</sup>, 2023 - 6:00pm in Room 264, Hamilton City Hall**

**Directors Present:** Cameron Kroetsch, Jeff Beattie, Anne Miller, John Alexander, Celina Masoudi, Shane Coleman

**Directors Absent:** Eva Marsden, Raymond Kessler, Cindy Vo

**City Staff Present:** Bill Slowka, Pranali Parikh, Tyson McMann

Meeting was called to order at 6:00 pm

**1. Agenda Approval**

Approved by John Alexander / 2<sup>nd</sup> by Anne Miller.

**2. Declarations of interest**

None declared

**3. Review of the Future Vision Report for the HFM – Discussion**

**Cameron Kroetsch**

Cameron Kroetsch makes it clear in the beginning of the meeting that this meeting will be to discuss how the Market is responding to the City's advice and how we plan to respond to recommendations of the consultant's report.

**Bill Slowka**

Bill presents his power-point presentation. The presentation begins with the visioning report. Will the Market Board agree with the report, or will there be any changes? Bill goes through various options and recommendations (i.e., better utilizing the current property and adjacent public realm to achieve the vision and guiding principles). Bill starts going through the 10 vision and guiding principles; these principles include short, medium, and long-term changes that could benefit the Market.

Short term:

- More programs/events
- Increase management/funding
- Expand Market hours
- Strengthen marketing

Medium term:

- Flexible public spaces
- Attract local farmers
- Licensed Market café
- Maintain adequate parking

Long term:

- Address physical limitations
- Connection to outdoor spaces

Bill suggests that we will need to hire more staff so we can effectively follow through with this plan. An important point was brought up by Bill; whatever happens with the hours, we need to promote it effectively and very well, so we get the ground running.

Bill suggests having 4 consecutive days as the one-off day is awkward and confuses people; Councillor Beattie agrees. The Market Manager goes through the 2 timing options that he believes are best for the Market and vendors.

**Option 1:**

Wednesday: 9 am – 5 pm

Thursday: 9 am – 5 pm

Friday: 9 am – 7 pm

Saturday: 8 am – 5 pm

**Option 2:**

Wednesday: 9 am – 6 pm

Thursday: 9 am – 6 pm

Friday: 9 am – 7 pm

Saturday: 8 am – 5 pm

The Market Manager suggests rebranding the Hamilton Farmers' Market as it no longer has only farmers. Markets are no longer about produce; the Market's customers are different, they want variety. He continues to talk about being unable to find real farmers for the Market because farmers have a set routine for their weeks and do not want to join the Market and change their regular routine. After the Market board has changed the name and rebranded the Market, Bill suggests having a "Farmers' Day." The Farmers' Day would require street closure of York Boulevard, and standing vendors can stay inside the Market and be invited outside.

All Market board members agree.

Councillor Kroetsch asks the board if there should be another concept study from the economic reserve. Unfortunately, this study would be far too expensive so the Market would need financial support in this from the City. A few questions about budgeting are asked to Tyson McMann but he does not know if there is a set budget provided to the Market by the City for now.

**MOTION:**

Cameron Kroetsch asks if everyone is okay with the Governance review, and if the Board can move on to the hours.

Everyone agrees. Motion passed.

The conversation shifts to the main topic of this board meeting: Hours. Many different opinions come from this conversation, opening on Sundays, opening on Wednesdays, having a 7-day week, staying open on Sundays only for 4 – 5 hours, taking the gap in between out and keeping the Market open Wednesday – Saturday, and expanding hours. The Market manager says they have tried opening on Sundays during their busiest time (December), and the results were still low. Only 68% of the vendors at the time stayed open on Sundays in December. This needs to be a discussion for a later day as opening on Sundays is a big decision.

The two options that Bill Slowka showed in his presentation are being looked at again. All board members discuss different options. A mandatory start time for vendors is suggested, stricter rules. Vendors then go through different timings, how they would work, or if they would not work at all. Tyson McMann agrees with all, includes that the City is having similar conversations about the Hamilton Farmers' Market (expanding hours).

All vendors agree that the Market should extend hours on one weekday which would be Friday, the Board needs to give vendors and public enough notice, the Market needs to open for Super Crawl, and the Market needs to implement new hours in the week of Super Crawl.

**MOTION:**

Majority of the Board in favour of Option 1. The Hours of Operation will change on September 8<sup>th</sup>. There will be fees and penalties for vendors who don't show up on all Market days. The fee will be reasonable, not too high, not too low. Motion passed.

**MOTION:**

Councillor Kroetsch suggests giving the Market Manager some time to decide the penalty and fees. Approved by John Alexander / 2<sup>nd</sup> by Anne Miller. Motion passed.

**MOTION:**

The Hamilton Farmers' Market will be opening with their new hours on September 6<sup>th</sup>. The new hours are:

**Wednesday: 9 am – 5 pm**

**Thursday: 9 am – 5 pm**

**Friday: 9 am – 7 pm**

**Saturday: 8 am – 5 pm**

Motion passed.

**4. Future Meetings:**

Discuss fees and penalties.

Discuss opening on Sundays in December or changing hours again.

**Next In-Person Board Meeting:** Monday, September 11<sup>th</sup>, 2023 at 5pm (Room 264, City Hall)

Operations Committee - TBA

Finance Meeting - TBA

Marketing Meeting – TBA

**5. Adjournment:** 7:41 pm – Cameron Kroetsch moved to Adjourn / 2<sup>nd</sup> by Anne Miller

The Hamilton Farmers' Market public drive with meeting materials and other documents is accessible via the 'meetings & minutes' link at [hamiltonfarmersmarket.ca](http://hamiltonfarmersmarket.ca).