



**City of Hamilton
SOLE VOTING MEMBER
OF THE HAMILTON FARMERS' MARKET
REPORT 23-005**

9:30 am

**Thursday, November 30, 2023
Council Chambers, Hamilton City Hall, 2nd Floor
71 Main Street West, Hamilton, ON**

Present: Mayor A. Horwath
Councillor M. Tadeson (Acting Deputy Mayor)
J. Beattie, J.P. Danko, M. Francis, T. Hwang, T. Jackson, C. Kroetsch,
T. McMeekin, M. Spadafora and M. Wilson

Absent: Councillors B. Clark and E. Pauls – Personal
Councillors C. Cassar, N. Nann and A. Wilson – City Business

**THE SOLE VOTING MEMBER OF THE HAMILTON FARMERS' MARKET PRESENTS
REPORT 23-005 AND RESPECTFULLY RECOMMENDS:**

- 1. Vision for the Hamilton Farmers' Market (PED23049(a)) (City Wide) (Item 7.1)**
 - (a) That the proposed Vision Statement and Guiding Principles for the Hamilton Farmers' Market attached as Appendix "A" to Sole Voting Member of the Hamilton Farmers' Market Report 23-005, which would be used to guide the future planning and operation of the Hamilton Farmers' Market Corporation, be endorsed by Council;
 - (b) That Staff be directed to resume and complete the Hamilton Farmers' Market Governance and Operational Review; and,
 - (c) That staff be authorized and directed to undertake a concept study for the physical design and layout of the current Hamilton Farmers' Market, and the adjacent public realm, to identify opportunities to better utilize the current property and adjacent public realm to achieve the Vision and Guiding Principles for the Farmers' Market, and that staff be authorized to retain any necessary consulting services, to an upset limit of \$200,000, to be funded from the Economic Development Reserve (Account 112221).

FOR INFORMATION:

(a) APPROVAL OF AGENDA (Item 1)

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

Council – December 13, 2023

The agenda for the November 30, 2023 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) October 16, 2023 (Item 3.1)

The Minutes of the October 16, 2023 meeting of the Sole Voting Member of the Hamilton Farmers' Market, were approved, as presented.

(d) ADJOURNMENT (Item 13)

There being no further business, the Sole Voting Member of the Hamilton Farmers' Market adjourned at 9:40 a.m.

Respectfully submitted,

Acting Deputy Mayor Mark Tadeson
Chair, Sole Voting Member
Hamilton Farmers' Market

Angela McRae
Legislative Coordinator
Office of the City Clerk

Vision and Guiding Principles for the Future of the Hamilton Farmers' Market
(May 2023)

Vision Statement

That the Hamilton Farmers' Market continue its long-standing role of supporting local farmers, producers, and businesses while providing a reliable source of fresh food and creating a community gathering destination for downtown residents and all Hamiltonians.

The Market:

- Provides a wide range of fresh food and grocery options for downtown residents and all Hamiltonians;
- Serves as a social and cultural focal point of Downtown Hamilton;
- Provides economic opportunities, including business incubation, for rural and urban producers and entrepreneurs; and,
- Celebrates the agricultural tradition and strong rural/urban connections of the region.

Guiding Principles

Physical Design / Infrastructure:

a. Address the physical limitations of the Market:

Upgrade the infrastructure (plumbing, electric, storage, exhaust, etc.); improve circulation; explore zoned areas to allow for varied market hours; create more inviting entrances; and modify the façade to provide for a more seamless indoor/outdoor experience.

b. Provide for more public spaces that are flexible to accommodate a variety of uses:

Provide for greater opportunities for seating, pop-up vending, events, and programming.

c. Strengthen connections to outdoor spaces and neighbours:

Let the market spill outdoors; better connect to its surroundings (e.g. Library, City Centre, etc.); and coordinate on efforts to improve neighbourhood safety.

Program / Mix

d. More local farmers, local producers, and pop-up vendors:

Reflect and celebrate the Market's strong agricultural traditions as well as support and attract new entrepreneurs and meet the needs of the Market's local and City-wide customers. Consider flexible/shorter lease term options, a weekly local vendors day, and regular seasonal street closures to accommodate additional vendors.

e. More programs, events, and education (in collaboration with local partners):

The Market should be the centre of the local food movement for Hamilton and serve as a cultural hub and gathering point for the Hamilton community.

f. After hours and expanded culinary offerings:

Seed more culinary activity at the Market, including after hours, through offerings such as a market café, prepared food vendors, and licensed establishments.

Operations

g. Increase management capacity and funding sources:

Provide senior-level staffing resources and operating funding to better reflect the role of the Market as a community hub.

h. Expand hours (for at least parts of the Market):

Provide for expanded and regularized hours, that better meet the needs of the Market's customers.

i. Strengthen the Market's marketing, advertising and promotion:

Create more "buzz" about the Market and get the word out about market hours, special events, and vendors.

j. Provide for multi-modal access, including adequate parking:

Ensure the Market is easily accessible by pedestrians, cyclists, transit users and drivers. With most current market customers arriving by car, ensure that adequate parking is available.