



Hamilton

REPORT 14-001

HAMILTON FARMERS' MARKET SUB-COMMITTEE

Thursday, January 16, 2014

2:00 p.m.

Council Chambers

Hamilton City Hall

Present: Councillor J. Farr, Chair
Councillors C. Collins and R. Pasuta

THE HAMILTON FARMERS' MARKET SUB-COMMITTEE PRESENTS REPORT 14-001 TO THE GENERAL ISSUES COMMITTEE AND RESPECTFULLY RECOMMENDS:

1. Validated Parking for Patrons of the Hamilton Farmers' Market

- (a) That staff implement a parking validation program in the York Street Parkade, which provides patrons of the Hamilton Farmers' Market with 1 hour of validated parking in the York Street Parkade during Market hours;
- (b) That a portion of Level 1B in the York Street Parkade be designated for short term parking;
- (c) That the parking validation program be implemented on a pilot basis, commencing in February 2014 and ending no later than June 30, 2014;
- (d) That the parking validation program be funded by stallholder fees designated for promotional purposes;
- (e) That staff report back to the Hamilton Farmers' Market Sub-committee on the results of the parking validation program prior to the expiry of the pilot period.

FOR INFORMATION:

At 2:30 p.m., thirty minutes after the appointed time of the meeting, a quorum was not present. The Clerk advised that pursuant to the requirements of the Procedural By-law, the meeting now stood adjourned.

Chair Farr indicated that Councillor Chad Collins was currently at another meeting that was running late but that he would arrive shortly and that the meeting would commence upon his arrival.

At 2.43 p.m. quorum was achieved.

The Clerk advised that in accordance with Section 3.4 (2) of the Procedural By-law, the following members of the Hamilton Farmers' Market Sub-Committee, comprising a quorum of the Sub-Committee, have requested the Clerk to summon a Special Meeting of Committee, on January 16, 2014 and have requested that the balance of the rules regarding the calling of a Special Meeting be waived:

Chair Jason Farr
Councillor Chad Collins
Councillor Robert Pasuta

Chair Farr called the meeting to order.

On a Motion, Committee confirmed their request to call a Special Hamilton Farmers' Market Sub-Committee Meeting, and to waive the balance of the rules in Section 3.4 of the Procedural By-law.

(a) CHANGES TO THE AGENDA

The Clerk advised there were no changes to the agenda.

The agenda was approved as presented.

(b) DECLARATIONS OF INTEREST

There were none declared.

(c) APPROVAL OF MINUTES OF THE PREVIOUS MEETING

The Minutes of the December 12, 2013 meeting were approved as presented.

(d) **PRESENTATION**

(i) Status Report regarding staff direction from previous meeting (Item 5.1)

John Hertel addressed the Sub-Committee with the aid of a PowerPoint presentation and copies of the hand-out were distributed. The topics he covered included the following:

- Introduction
- Signage
- Parking
- Governance:
 - Proposal to high consulting firm – two outstanding firms:
 - PPS (Project for Public Spaces – helped revitalize other Farmers' Markets) and Evergreen
- Market Work Plan Highlights
- Marketing/Communication

Staff responded to questions from the Sub-Committee.

1. Exterior signage for the Hamilton Farmers' Market

Councillor Collins requested that staff ensure that the Stallholders' Association be consulted regarding the exterior signage proposals.

On a motion, staff were directed to obtain specifications and quotes on the exterior signage options presented by Entro Communications Inc. as soon as possible, without negatively impacting the public art program mandate and process, and report back to the Hamilton Farmers' Market Subcommittee.

2. Governance for the Hamilton Farmers' Market

On a motion, the Sub-Committee amended the staff recommendation by removing the words "secure a budget (\$55,000 to \$75,000)" and inserting the words "determine any necessary budget" therein and by adding the words "and report back to the Hamilton Farmers' Market Sub-Committee" after the word "structure" to read as follows:

That staff be directed to refine the scope of work, revise the quotations, and *determine any budget necessary* in order to select a consulting firm that could commence work in February 2014 to develop a proposal for a governance structure, *and report back to the Hamilton Farmers' Market Subcommittee.*

The motion carried as amended.

(e) ADJOURNMENT

The Hamilton Farmers' Market Sub-Committee meeting adjourned at 3:52 p.m.

Respectfully submitted,

Councillor J. Farr, Chair
Hamilton Farmers' Market Sub-committee

Ida Bedioui, Legislative Co-ordinator,
City Clerk's Office