



Hamilton

Hamilton Farmers' Market

Update
General Issues Committee
January 22, 2014

Recent Events

- **December 4** – delegation from Stallholders' Association at GIC
- **December 12** – JH presented report to Farmers' Market Subcommittee
- **January 16** – JH presented update to Farmers' Market Subcommittee
- **Weekly** – JH Newsletter to all Stallholders and meetings with Stallholders' Representatives

Context for Today

- The detailed report included a comprehensive review through:
 - focus groups,
 - individual and small group meetings,
 - and several reports and articles on both the Hamilton and other regional markets
- It included a refreshed vision for the market and a significant list of actions required to achieve the vision (signage, parking etc.)
- The subcommittee directed staff to tackle the action list and to establish a Community Board governance model
- Today is a quick summary of the actions under way

Action Register

Governance

- Staff assessing in-house examples and will develop a scope of work and recommendation to the subcommittee if any external assistance is required
- Will complete initial research and modelling in February

Parking

- A validated parking 4 month pilot effective March - June
- Performance to be measured through volume tracking, stall tracking, customer and vendor surveys
- Part of a comprehensive Marketing program
- A separate motion will be presented by Clr. Farr

Action Register

Signage

- 3 concepts received & are being vetted through the subcommittee members and Stallholders
- Working with Culture to not negatively impact Public Art program

Empty Stalls

- Individual vendor meetings have been completed this week
- A revised floor plan is being created to recognize the needs of existing stallholders first – movement will be phased to minimize disruption
- Subsequently will receive new vendor applications

Hours of Operation

- Stallholders were also surveyed on hours of operation
- More customer friendly and consistent – like the competition

Cell / Wi-Fi Coverage

- Needed by vendors for Debit & CC payments
- Bell / City IT review underway this week

Ventilation / Temperature / Humidity

- Stallholders were also surveyed on these requirements
- Results will be rolled into the overall vendor plan
- Options & cost estimates are targeted for the end of February

Pickup / Delivery Service

- Will review as a customer service enhancement
- Opportunity to engage students, volunteers

New Canadians

- Many new Canadians settle in our downtown
- English is most often not their first language
- Seeking assistance from the Y for ideas to better serve

Marketing

- Developing a 6 month Marketing plan
- Will incorporate the positive momentum and new offerings into a Market re-launch in March