

Minutes of the Hamilton Farmers' Market Board of Directors

Monday, January 9, 2023 - 5:00pm in Room 264 Hamilton City Hall

Directors present: Cameron Kroetsch, Jeff Beattie, Anne Miller, Brandon Linares, Celina Masoudi

Directors absent: Eva Marsden

City Staff Present: Bill Slowka, Ray Kessler

Meeting was called to order at 5:07pm

1. Approve agenda

Approved by Jeff Beattie / 2nd by Anne Miller

2. Declarations of Interest

None declared

3. Election of the Board Chair

- a. Nomination of Cameron Kroetsch for Board Chair (By Jeff Beattie/ Celina Masoudi) Passed
- b. Nomination of Jeff Beattie for Vice Chair (By Cameron Kroetsch / Celina Masoudi) Passed
- c. Confirmation of current roles; Anne Miller (Board Secretary), Brandon Linares (Board Treasurer). HFM Board roles confirmed.

4. Approve minutes of previous meeting November 01, 2022 (Attachment A)

Moved by Anne Miller / 2nd by Celina Masoudi. Motion carried.

5. Board communication received or sent since prior board meeting: None

6. Delegations (2): Darren Kregar (The Market General Store) & Eric Miller (Former HFM Board Chair)

Darren Kregar: Spoke to his desire to expand his Stall into the adjacent vacant space to provide access to more local products. Requested the definition of Market rental fees for standard vs premium rates.

Eric Miller: Expressed his concerns over the future of the HFM and offered his advice to the Board. Utilize the data and information from all sources including vendors, consumer feedback, traffic counters and analyze current trends. Embrace diversity and fill the stalls. The Market is a BIA unto its own. Beware the temptation to fill Board seats with professionals who are non-shoppers of the Market. The Market impacts all City Wards. Envision a Market as part of a network and City-wide system perhaps tied to other municipalities and other City Markets.

Motion: Market Manager to analyze and bring information back to the Board on the current rent structure of the Market as it pertains to the square footage rates of Standard vs Premium. (Cameron Kroetsch / 2nd by Anne Miller). Motion passed.

Motion: To investigate and survey vendors on Market hours of operation and bring back options for the Board to consider at the February 6th meeting. The Board to decide on operating hours on March 6th. Motion passed.

Motion: To report back to the Board on the process for filling the vacant Vendor Director seat (1) (Anne Miller / 2nd Celina Masoudi). Motion passed.

Motion: To identify and pursue the process for filling the vacant HFM Citizen Director seats (4+) and report back to the Board with approximate timing (Cameron Kroetsch / 2nd Jeff Beattie). Motion passed.

7. 2023 HFM Operating Budget: (Bill)

Market Manager presented the 2023 HFM Operating Budget ppt for Board information only as it was being presented to the General Issues Committee (GIC) on January 11th.

8. 2023 Vendor Status Report: (Bill)

Current vendor roster for 2023 stands at 44 Stalls plus 1 under Board review and 1 retirement pending Stall vacancies as of January 1st, 2023 is 7. New vendor candidates in process is 3.

9. 2023 HFM Board Meeting Schedule: (Bill)

The 2023 HFM Board meeting schedule was presented and will be posted on the Public Drive located on the HFM website.

Motion: To accept the HFM Board Meeting Schedule as presented including summer dates if required (Cameron Kroestch / 2nd Anne Miller).

10. 185th HFM Anniversary Wrap-up: (Bill)

The 2023 185th HFM celebrations are wrapping up from a busy November/December event schedule. Highlights included historical images presented for viewing throughout the Market, Market post card giveaway, a Christmas Market, participation from the Hamilton Bulldogs, Toronto Rock, COH Animal Services, Hamilton Spectator and the Hamilton Police Mounted Unit Market performances included Tim the Magical Elf and the Bel Canto Strings Academy. In addition, we received support for the 185th Anniversary event from our newest Corporate Sponsor Rogers Communications.

REGULAR REPORTS

11. Councillor's Update: (Cameron Kroestch / Jeff Beattie)

12. Market Managers Report (Attachment: B)

Motion to accept Market Managers report by Anne Miller / 2nd by Brandon Linares. Motion passed.

13. Finance and Audit Committee – No Report

14. Marketing Committee – No Report

15. IN CAMERA - Private and Confidential

16. FUTURE MEETINGS:

Next In-Person Board Meeting: February 06, 2023 at 5pm (Room 264 Hamilton City Hall)

Finance Meeting - TBA

Marketing Meeting - TBA

Operations Committee - TBA

17. ADJOURNMENT: 7:12pm - Cameron Kroestch moved to adjourn / 2nd by Anne Miller