

**Hamilton Farmers' Market Board Meeting**  
**HFM Market Manager's Report**  
**Monday April 3, 2023**

**Points of Update:**

- **HFMC Vendor Director Election** ... The HFMC Vendor Election was held on Thursday March 23rd. Five vendor candidates were nominated; John Alexander (JT Pets), Shane Coleman (Dilly's Farmacy), Darren Kregar (The Market General Store), Christine Philips (Romano Cheese) and Jeff Pychel (Club Pantry). The election was presided over by the City of Hamilton Elections Office and attended by a vendor scrutineer. Congratulations go out to John Alexander and Shane Coleman as the successful candidates who will be brought forward to the sole voting member of the Hamilton Farmers' Market Corporation for appointment.
- **Easter Celebration on April 8th** ... The Easter celebration will commence at the HFM on Saturday April 8th . The festivities include popular family-oriented activities such as our children's coloring contest, "Guess the Candy Eggs in the Jar" contest and featuring our "Find the Bunny's in the Market" contest. In addition, we will have a face painter/balloon artist in the Market from 11 am - 2 pm.
- **Market Staff Update** ... We welcome Jon Howe, our new Part-time Cleaner, to the Market team. Jon joined our Market staff in mid-March and brings with him a wealth of commercial cleaning experience.
- **Nigerian Canadians Market on Saturday April 15th** ... We welcome back the Nigerian Canadians for Cultural, Educational, and Economic Progress (NCCEEP) to our York Blvd space for their sponsored booths. This organization has added diversity to the HFM and have been well received by our customers to date. These are scheduled for the 3rd Saturday of every month.
- **New Marketing Initiative** ... Our new Marketing associate, Pranali Parikh, has recently launched a new marketing initiative that is based on a "story telling" theme by which a vendor is featured on social media telling "their story" about themselves and their business. Market Studies have shown that customers seek a connection with vendors and want to support those who are aligned with their interests. We'll extend this opportunity to all HFM vendors but participation is voluntary. Our goal is to launch 1-2 vendor stories a week across our social media platforms and will share the results.

**OUTSTANDING BUSINESS LIST HAMILTON FARMERS' MARKET BOARD**

**APRIL 2023 HFM BOARD MEETING**

	<b>Issue</b>	<b>Date Action Initiated</b>	<b>Assigned to</b>	<b>Status</b>	<b>Due Date</b>
J-1	Market Rent Structure	January 9, 2023. Item 6. Motion: 1	Market Manager	Bring back to the Board the current rent structure of the Market. Specifically, standard vs premium rates.	April 3, 2023
F-2	Market Bussing	February 13, 2023. Item 5. Motion: 1	Market Manager	Bussing Proposal to be reviewed and analyzed for feasibility.	TBD
M-3	HFM By-law Review	March 6, 2023. Item 5. Motion: 1	Board Chair	Address term limits, length of term, recall rights, director's choice, definition of "vendor in good standing". Board process for filling vacancies and elections.	TBD
M-4	Establish Vendor Work Order Process	March 17, 2023.	Market Manager	Create a work order process by which vendors can initiate action by the Market Office to investigate an issue within their Stall.	April 15, 2023