

Draft Minutes of the Hamilton Farmers' Market Board of Directors Meeting

Monday, April 3rd, 2023 - 5:00pm in Room 264, Hamilton City Hall

Directors Present: Cameron Kroetsch, Jeff Beattie, Celina Masoudi

Directors Absent: Anne Miller, Eva Marsden

City Staff Present: Bill Slowka, Raymond Kessler, Cindy Vo

Meeting was called to order at 5:24pm

Cameron Kroetsch: Ratification to happen by the end of April for the new Vendor Directors – they can delegate today if they would like.

1. Approve agenda

Approved by Jeff Beattie / 2nd by Celina Masoudi

2. Declarations of Interest

None declared

3. Approve minutes of previous meeting March 6, 2023 (Attachment A)

Moved by Jeff Beattie / 2nd by Celina Masoudi. Motion carried.

4. Board Communication received or sent since prior board meeting: None

5. Delegations: Darren Kregar (The Market General Store) & Shane Coleman (Dilly's Farmacy)

Darren Kregar: Absent

Shane Coleman: 5 Points

#1: Canada Day - Request for an exemption allowing the HFM to stay open on Canada Day July 1st.

#2: Bus Pilot - Start the Bus Pilot Committee again and begin investigating the feasibility.

#3: Operations Committee - Start up the Operations Committee again where all vendors are welcome to join and discuss operational issues regularly without involving the HFM Board in their meetings.

#4: Parkade - The Parkade currently takes away the Market's "free 1-hour parking" during special events such as during Disney on Ice. The Market has brought millions of revenue dollars into that parking lot over the years. When is it's going to the new developers and where will our Market customers going to go to park?

#5: Homelessness – The Market streetscape has seen a recent escalation of drug use, tents etc. Mental health issues are growing worse in the downtown core and customers are afraid to come.

Cameron Kroetsch: As the Ward 2 Councilor, I'm aware of the challenges posed by homelessness and have insight and perspective on this topic. The issue of homelessness did not arise suddenly and thus the solution to the problem will likely not change overnight. This is an issue that's top of mind to us all at City Hall.

MOTION: Ray Kessler to look further into provincial legislation regarding the Market opening on Canada Day July 1st which is on a Saturday (Jeff Beattie / 2nd Celina Masoudi). Motion passed.

MOTION: Market Staff to speak with HSR and report back to the Board as a first step in the Bus Pilot. Provide previous Committee information to the Board. (Jeff Beattie / 2nd Celina Masoudi)

MOTION: Market Manager Bill to provide a detailed report on the current parking situation/ special events etc. as there are misconceptions on how the system works. (Jeff Beattie / 2nd Celina Masoudi)
Motion passed.

MOTION: To receive the delegation presented (Jeff Beattie / 2nd by Celina Masoudi) **Motion passed.**

6. 2022 HFM Financial Update (Bill)

Many decisions on the budgeting side are made well in advance of the calendar year. The budget process begins in September each year and is finalized and approved by the HFM Board in November for the following year. Our 2022 operational budget finished on plan. Our HFM Reserve account sits at approximately \$77k which is available to the HFM Board to invest in the Market. Criteria has been created to govern its spending and must be approved by Council prior to spending.

7. Market Manager Goals and Objectives: 2023 Discussion (Board)

Motion: To identify the Market Manager's Goals and Objectives in the year prior to the year it takes effect. For example, set goals and objectives by the end of 2023 for the 2024 Market year with a mid-year review. (Jeff Beattie / 2nd Celina Masoudi) **Motion passed.**

Regular Reports:

8. Councilor's Update (Cameron Kroetsch/Jeff Beattie)

We'll be seeing a tremendous shift in the activity level around the Market over the next 3-6 years. I've noticed an increase in traffic at the Market of late. Councilor Kroetsch feels that the city is more in sync now in terms of their meetings and are being productive. His Board goals include more clarity of our by-laws and address concerns. The By-law committee to look at these concerns and get something prepared for council so we can get approvals done.

9. Market Manager's Report (Bill)

The report includes a summary of the recent Vendor Director elections held on March 23rd, the upcoming Easter celebration at the HFM and an introduction of a new Market Staff member in Jon Howe. Pranali Parikh, our new Marketing associate, will have a Marketing presentation at our next Board meeting to discuss our marketing strategies and how we plan to move forward the Market forward.

10. Finance and Audit Committee - No Report

11. Marketing Committee - No Report

12. Vendor Attendance Report (Bill)

We are seeing a downtrend for absenteeism since the start of 2023 however, a lot of vendors are still either coming in late or just not coming to Market on Tuesdays. We will wait for the visioning exercise.

13. HFM Foot Traffic Report (Bill)

The Market is experiencing an increase in foot traffic which is consistently more at the higher end of the range. We will work on graphing the resulting traffic counts for a visual perspective.

The traffic counting technology allows us to drill down to better understand our foot traffic patterns including on an hourly basis.

14. Outstanding Business List Update (Bill)

This is a “living” document that will be tracking all Board decisions on business projects assigned with target dates for completion. This will be updated on a monthly basis and starts with the 2023 calendar year.

Motion: Market Manager to provide the exact sq. footage of the York Boulevard Space at our next meeting.

(Jeff Beattie / 2nd by Celina Masoudi). **Motion passed.**

Motion: Market Manager to prepare a report on the standard vs premium rent structure for June’s meeting; including the revenue amount the Market needs to sustain considering rising costs, other sources of revenues, a map of standard vs premium, what changes you propose. (Jeff Beattie / 2nd Celina Masoudi). **Motion passed.**

15. In-Camera Discussion: Private & Confidential:

Motion: To move into Camera with only Directors and Ray Kessler (Jeff Beattie / 2nd by Celina Masoudi)

Motion: To move out of camera (Jeff Beattie / 2nd by Celina Masoudi)

FUTURE MEETINGS:

Next In-Person Board Meeting: Monday, May 1st, 2023 at 5pm (Room 264, Hamilton City Hall)

Finance Meeting – TBA

Marketing Meeting – TBA

Operations Committee – TBA

ADJOURNMENT: 7:05 pm - Cameron Kroestch moved to Adjourn / 2nd by Jeff Beattie