

Minutes of the Hamilton Farmers' Market Board of Directors Meeting

Monday, June 5th, 2023 - 5:00pm in Room 264, Hamilton City Hall

Directors Present: Cameron Kroetsch, Jeff Beattie, Anne Miller, John Alexander, Celina Masoudi (virtually)

Directors Absent: Eva Marsden, Shane Coleman

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

Meeting was called to order at 5:05pm

1. **Agenda Approval**

Motion to add 2 more delegations to agenda – Darren Kregar & Eric Miller – approved by Jeff Beattie / 2nd by Anne Miller. Motion carries.

2. **Declarations of interest**

None declared

3. **Approve minutes of previous meeting May 1st, 2023 - (Attachment A)**

Cameron Kroetsch: To add 'Staff Performance' to In Camera – Private & Confidential heading moving forward. Moved by Jeff Beattie / 2nd by Cameron Kroetsch. **Motion carried.**

4. **Board communication received or sent since prior Board meeting:**

Cameron Kroetsch: City council sent the vision report for us to review and provide feedback or recommendations to city council.

5. **Delegations: (4):** Kristy Van Beek (Apothecary Kitchen), Jeffrey Psychel (Market Bakery), Eric Miller, Darren Kregar (The Market General Store)

Kristy Van Beek: Unable to find a mission statement on our website. To swiftly make changes of our hours of operations and management. With very few farmers in the market, it does not make sense to have a day off in the middle of the week to harvest anymore. Having the day off in the middle of day just means product is going bad for vendors with perishable foods.

Jeffrey Psychel: Swiftly make changes to the hours of operation of the market. Beautify the market, utilize the York space. Fill the space with the farmers and florists. Make more signage in the market so customers know where to go. Do not relocate the market. Work on the market and make changes such as making the 2nd floor a food hall and move all the other vendors downstairs. Allow West entrance doors to stay open longer for food vendors.

Eric Miller:

To the sole shareholder and council for bringing this discussion to this forum where it should have started. The staff recommendation was not sourced from the board. The pandemic was a real problem for the Market and the struggles continue. Review of the organizational structure required and its relationship with Council. Next steps vital to the future of the Market and loyal customers of the Market are concerned and confused. The Market is more than a facility of glass and concrete, it's a community. There's not enough self governance. More investment needed in the current facility with my concerns expressed going back to 2016 and through my experience on the Board.

Cameron Kroetsch: Can you submit those in writing? You got lots of suggestions. Can you forward them to me or others? Are you willing to do that?

Eric Miller: Happy to provide that.

Darren Kregar: Offered a different perspective to the decline in the market. James Street is also struggling in the last two years where Darren has a business. His store in the Market is performing better than James Street. The challenge is the homelessness, drugs, and area in Ward 2. Customers do not feel safe in this area. Even if we changed hours, we need better enforcement of those hours as vendors still close early. This was happening even before Covid began. Report to city staff about absences. On board with the idea of a food hall open all week on second floor, everyone else moves downstairs including him. The 200k could be used for renovations like installing proper ventilation. Improve relationship with Jackson Square. Suggested we turn the "Love your Lunch" campaign to "Love your Market" campaign and bring back the people.

Motion: To receive the delegations presented (Jeff Beattie / 2nd by Anne Miller) Motion carried.

Cameron Kroetsch:

MOTION:

The report has 1-3 recommendations that requires a review and response back from this Board:

RECOMMENDATIONS

- (a) That the proposed Vision Statement and Guiding Principles for the Hamilton Farmers' Market attached as Appendix "A" to Report PED23049, which would be used to guide the future planning and operation of the Hamilton Farmers' Market Corporation, be provided to the Hamilton Farmers' Market Board of Directors for review and comment, and that staff be directed to report back to the Sole Voting Member with a recommended final Vision Statement and Guiding Principles;
- (b) That staff be authorized and directed to undertake a concept study for the physical design and layout of the current Hamilton Farmers' Market, and the adjacent public realm, to identify opportunities to better utilize the current property and adjacent public realm to achieve the Vision and Guiding Principles, and that staff be authorized to retain any necessary consulting services, to an upset limit of \$200,000, to be funded from the Economic Development Reserve (Account 112221);
- (c) That the Consultant's Report by Project for Public Spaces on the Vision and Recommendations for the Future of the Hamilton Farmers' Market attached as Appendix "B" to Report PED23049 be received.

What we are doing in our next meeting and what decisions need to be made:

1. Discuss how committees will run and how they will report.
2. We will respond to the City about the recommendations they put forth (a & b) and timing for the governance review. Whether we want to do it at all or when we want to start it.
3. We will respond to the 77 page report. This is a great anchor to start, what are some short goals we can tackle right away.

Motion: John Alexander / 2nd by Ray Kessler

Balance of the Agenda postponed to a future meeting;

Future Meetings:

16. **Next Board Meeting:** Monday, June 26th, 2023 at 6:00pm (Hamilton City Hall – Room 264)

Operations Committee: TBD

Finance Meeting: TBD

Marketing Meeting: TBD

17. **Adjournment:** 7:00 pm – Cameron Kroetsch moved to adjourn / 2nd by Jeff Beattie.