

Hamilton Farmers' Market Board Meeting
HFM Market Manager's Report
Monday October 2nd, 2023

Points of Update:

- **Jurassic World Event ...** On Saturday September 23rd, the HFM was host to the Jurassic World dinosaur event pre-party being held at First Ontario. The Market celebrated the event by providing facepainting for children along with a Market goodie bag and raffle draw for the parents. In addition, we did a giveaway promotion for a family pack of 4 tickets to the Jurassic World Event at First Ontario. The online presence of the promotion via Instagram/Facebook garnered a reach of 6,784 while attracting 151 "Likes" and 106 "Shares".
- **HFM Food Drive ...** The HFM is hosting a food drive in partnership with Community Fridges Hamilton from September 29th through October 28th. The campaign is called "Share2Care". Williams Brothers has provided a bin for collection which will be located beside JT Pets on the lower level of the Market.
- **HFM Thanksgiving Weekend ...** The Market will be celebrating Thanksgiving with a Scavenger Hunt for children. Once completed, children can receive their goodie bag from the Market Office in recognition of their accomplishment. In addition, the Market will feature its ever-popular raffle draw and "Guess the Candy in the Jar" promotion.
- **Halloween at the Market ...** On Saturday October 28th, the Market will celebrate everything spooky by offering a Trick or Treat opportunity for family and friends to dress up and have fun between the hours of 10 am - 2 pm. Loot bags for all kiddies who turn in a completed coloring page to the Market Office. The day would not be complete without the "Guess that Candy in the Jar contest and raffle draw for the adults!
- **NEW HFM Vendor Coming Soon ...** Coati Fine Chocolate is currently under construction on the lower level of the Market located across from The Mexican Kitchen. Proprietor Chris Downey is proud to bring this new concept to the Hamilton Farmers' Market where he will be manufacturing organic chocolate products on-site for retail sale.