



Hamilton Farmers' Market Board of Directors Meeting Minutes 010-23

5:00 pm

Monday, October 2nd, 2023

Room 264, Second Floor

Hamilton City Hall

Directors Present: Cameron Kroetsch, Jeff Beattie, Anne Miller, John Alexander, Celina Masoudi, Shane Coleman

Directors Regrets: None

City Staff Present: Ray Kessler, Bill Slowka (Market Manager), Cindy Vo, Sarah Ehmke, Peter Fortune,

THE FOLLOWING ITEMS WERE REFERRED TO THE BOARD OF DIRECTORS FOR CONSIDERATION:

- (a) **(Beattie/Coleman)**
Delegation Request: Darren Kregar, The Market General Store

- (b) **(Alexander/Miller)**
York Boulevard Seating Concept (Presented by Sarah Ehmke, Senior Project Manager, Tourism and Culture and Peter Fortune, Manager, Placemaking, Public Art and Projects Tourism and Culture Division)

Seeking Board endorsement of the York space seating concept as presented. Planning & Economic Development Department is happy to financially support the purchase of the furniture as the Market will temporarily take custody. The concept presented focused on maximizing the use of space with multiple design iterations to include the possibilities of adding decals on wall and pillars and plants to create a welcoming and inviting space.

- (c) **(Alexander/Miller)**
Request by Market Manager, Bill Slowka to change our next Hamilton Farmers' Market Board of Directors meeting to Monday, October 30th at 5:00 p.m.

1. Agenda Approval

(Alexander/Masoudi)

That the agenda for October 2nd, 2023 Hamilton Farmers' Market Board of Directors meeting be approved, as presented.

2. Declarations of Interest

There were no declarations of interest.

3. Approval of Minutes of Previous Meeting - September 11, 2023

(Miller/Beattie)

That the Minutes of September 11, 2023 meeting of the Hamilton Farmers' Market Board of Directors be approved, as presented.

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

There were no Board communications received or sent prior to this Board meeting.

5. Vendor Attendance Policy (Bill)

(Alexander/Beattie)

Bill discussed the inconsistent vendor attendance which impacts our customers confidence, vendor fairness, and safety concerns. Not showing up is not as important as people leaving early.

(a) Bill engage with the vendors to discuss in detail. Prepare a draft policy, stage it or phase it. Certain elements want to kick in earlier than later. Engagement framework for future meeting.

6. 2024 Market Fees (Bill)

Presentation of Market revenue streams, identifying current Market Fee structure (vendor rent) and demonstrating the financial impact to the 2024 Operating Budget with increases of 1-4%.

Cameron Kroetsch:

- a. Clear understanding on how many standard and premium spaces there are.
- b. What should be the market rate for standard and premium?
- c. Total square footage standard vs total square footage premium vs square footage extra premium?

Analysis required to propose different rate scenarios that will work for everyone before making a final decision.

7. Request for Additional Resources (Bill)

In line with recommendations made in the report, Vision for the Future of the Hamilton Farmers' Market, the Market manager requests an increase in staffing resources for 2 New Positions:

Project Manager/ Market Transition (temporary full-time position)

Market Programming Coordinator (part-time position)

(Alexander/Beattie)

Cameron Kroetsch to send a letter to City Council requesting additional staffing resources on behalf of the Hamilton Farmers' Market Board.

8. Committees of the Board – Review

Two Board committees previously existed, a Marketing Advisory and Vendor Relations Committee. Citizen members are needed to help re-activate these committees to fill responsibilities. Revisit this topic when we have a full compliment of the HFM Board.

Regular Reports:

9. Councillor’s Update (Cameron Kroetsch/Jeff Beattie)

Selection committee process is ongoing for Citizen Board members with interviews in November.

10. HFM Foot Traffic Report (Bill)

(Beattie/Miller)

There has been a 14% increase on Wednesdays. Will continue to provide this data monthly as well as:

- (a) Establish a baseline for September, include monthly stats, month over month, year to date to see where trend is going
- (b) Show whole traffic count of the market as well
- (c) Average count from 3-4pm and 4-5pm
- (d) Provide these numbers to vendors as a means for hope and it may help improve attendance

11. Outstanding Business List Update (Bill)

(Miller/Alexander)

- (a) Add ‘Corporate Security’ for November Meeting
- (b) Initiate next step for HSR / Shuttle Service pilot
- (c) Ray Kessler to report back on HSR route changes

12. IN CAMERA - Private & Confidential – Personnel

(Beattie/Kroetsch)

Motion: To move into Camera with only Directors and Ray Kessler

(Beattie/Kroetsch)

Motion: To move out of Camera.

FUTURE MEETINGS:

Next In-Person Board Meeting: Monday, October 30th, 2023 at 5pm (Room 264, Hamilton City Hall)

Finance Meeting – TBA

Marketing Meeting – TBA

Operations Committee – TBA

13. ADJOURNMENT

(Masoudi/Coleman)

That, being no further business, the Hamilton Farmers’ Market Board of Directors meeting be adjourned at 7:35 p.m.