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HAMILTON FARMERS'
MARKET

OPEN YEAR ROUND

**HFM BOARD MEETING
PACKAGE
JANUARY 27TH, 2025**



MARKET

Agenda of the Hamilton Farmers' Market Board of Directors

Monday, January 27, 2025 - Starting at 5:00 pm

In-Person Meeting, Room 264, Hamilton City Hall

- 1. Approval of Agenda**
- 2. Elections**
 - a) Vice-Chair**
- 3. Declarations of Interest**
- 4. Approval of Minutes of Previous Meeting - December 2, 2024**
- 5. Delegations**
- 6. Items for Information**
 - a) Market Manager's 2025 Goals & Objectives (Bill)**
 - b) City of Hamilton RZone Policy - (Adam)**
 - c) Market Manager's Report (Bill)**
 - d) Senior Program Manager's Report (Adam)**
 - e) Vendor Attendance Report (Bill)**
 - f) HFM Foot Traffic Report (Bill)**
- 7. Items for Consideration**
 - a) 2025 HFM Marketing Strategy - Update (Bill & Alexandra)**
- 8. Motions**
- 9. Notices of Motion**
- 10. Private & Confidential**

Procedural motion to move into camera with only Directors, Adam Watson, Senior HFM Program Manager, Ray Kessler, Contract Manager, and the Market Manager (as required). Discussion of Items in closed session are subject to the following requirement(s) of the Operating Agreement and the Ontario Municipal Act, 2001: A position, plan, procedure, criteria, or instruction to be applied to any negotiations by the HFMC; and personal matters about an identifiable individual.
- 11. Adjournment**

Next HFM Board Meeting: Monday, March 3, 2025, 5:00PM Room 264 City Hall

2025 Market Manager's Goals & Objectives

In keeping with the 2024 Market Vision Study

- **Fill Stall vacancies and support full Market occupancy**
- **Support a creative approach to attract more Farmers to the HFM**
- **Focus on driving activation and public engagement in the York Blvd space**
- **Hire and develop the new HFM Marketing Coordinator**
- **A revitalization and relaunch of the Market cart program**
- **Develop a Market Fee proposal with Options for Board review**
- **Lead the development of the 2025 Marketing Plan**
- **Provide operational support as required to support Vision objectives**

Hamilton Farmers' Market Board Meeting
HFM Market Manager's Report
Monday January 27, 2025

Points of Update:

- **HFM Local Showcase Starts February 7th & 8th ...** The Hamilton Farmers' Market will be featuring established local producers under a "Local Showcase" banner. Initially, the Local Showcase will take place every Friday and Saturday in February/March and will feature a revolving roster of local producers and businesses. The Showcase is located on the lower level of the Market in the stalls formerly occupied by RLY Farms and JT Pets. This revitalized area will offer space for multiple vendors and includes refrigeration and tables as required and will include a public seating area when space permits.
- **HFM Vendor Update ...** Both Joshie's Seafood and JT Pets have left the Market effective January 2025. In each case they are diverting their full-time attention to their bricks and mortar enterprises with Joshie's being a new venture and we wish them the best! British Baked Goods will be relocating into the Joshie's location in February as they expand to offer their British food products "hot" for diners in addition to their takeout business.
- **York Blvd Space Revitalization ...** The York Blvd space is almost complete and continues to host public engagement activities and events as it has since November 2024. The month of December 2024 was chock full of good news stories of hosted events that were well supported and enjoyed by Market shoppers and their families. The 2025 Event calendar is filling up as we work towards a robust public engagement calendar to enhance the shopping experience of the HFM.
- **Market Security Update ...** Given the severe cold weather we are experiencing more non-shopping traffic in the Market. Starting January 23rd, we've arranged for security patrols to walk through the entire Market to provide an enhanced level of security presence on all Market days.



Hamilton Farmers' Market 2025 Marketing Plan

To: Hamilton Farmers' Market Board

Why is Marketing important to the HFM?

- Helps HFM reach a larger targeted audience
- Tells a compelling story that shoppers can connect with
- Promotes our Market brand and keeps us top of mind with new and existing customers
- Promotes our largest asset, our vendors, and builds the foundation for customer loyalty
- Entices public participation and contributes to the overall Market community experience

Foundation of our 2025 Marketing Plan

1. Brand Awareness

- a. Increase brand awareness through visibility and repetition leading to brand recall

2. Loyalty

- a. Customer retention is key to building traffic growth
- b. Enhancing the Market experience giving them a reason to come back

3. Event Based

- a. Appeals to customers looking for an experience
- b. Captivates new customers
- c. Gains media attention

2025 Marketing, Promotion, Event Budget

- \$75,000: \$45K Programming & \$30K Marketing
- Fluidity on spend between categories depending on opportunity and needs
- Quarterly updates to be provided to the HFM Board

What is our Target Audience?

1. **Urban Millennials:** Social media, geo-targeting, social sharing and direct engagement , events, billboards, contests, utilizing online event pages/sources, HFM Website content
2. **Downtown Hamilton Workforce:** Geo-targeting, social media, digital billboards, digital signs, internal signage, decorations inside the Market, events, special promotions, City of Hamilton Employee Newsletter
3. **New Families:** Special events, value added giveaways, targeted event pages and social media promotion, decorations inside the Market, live music, special promotions, contests
4. **Adults (29-54):** Digital Billboards, social media, HFM website content, special events and promotions, contests
5. **Seniors 55+:** Internal signage, HFM website content, print media, newsletters, live music, special events, value added giveaways

Our Marketing Initiatives

- Focus on improving the HFM website as a vehicle for marketing the Market
- Outsource social media expertise for support as required
- Continue to expand to promote upcoming Market Events
- Contests, features, give-aways and sampling
- Promoting the Market around the City through participation in Local Events
- Collaborating with Local Organizations to promote our Market through their channels

Focused Market Messaging

- Indoor Market Open All Year Round
- Local businesses, local products, local producers
- Market hours and days of the week
- Available parking

2025 Programming Plan

Primary Objective: Increase foot traffic in the Market while building relationships within the community and fostering future collaborations and sponsorship opportunities.

Why is Programming Important to the HFM?

- Directly relevant to the HFM Vision and Guiding Principles

Including:

- Serves as a social and cultural focal point of downtown Hamilton
- Provides economic opportunities
- Celebrates the agricultural tradition and strong rural/urban connections of the region
- Provides more flexible Public Space
- Strengthen the role in community, and relationship to community groups

Foundation of our Programming Plans:

1. Family Programming
2. Stall Traffic Driving Programming
3. Educational Offerings
4. Community Service Programming
5. Revenue Generation

Programming Stats + 2024 Q4 Overview:

- **65 total programming events booked** (September-January):
 - including lunch-time concerts, York Blvd. event space activations, pop-up markets, family events (pictures with Santa), resource fairs, City of Hamilton outreach activations etc.
- 100+ community contacts made
- **Over 9,386 individuals** served via programming in 2024
- Consistent attendance growth with each programming event

Programming Partnership highlights in 2024 include:

Hamilton Children's Museum, Hamilton Philharmonic Orchestra, Hamilton Day, Blk Owned, Hamilton Craft Studios, among others.

Programming Partnership highlights in 2025 include:

HARRC (Hamilton Anti-Racism Resource Centre), Green Venture, gritLIT, Zero Food Waste, Hamilton Fringe Festival, Tiger Cats, Centre Francophone Hamilton, among others.

Programming Report Timelines for 2025 Board Meetings:

March 3: Q2 Programming Plans

June 2: Q3 Programming Plans

September 22: Q4 + Holiday Programming Plans