



EST. 1837

HAMILTON FARMERS'
MARKET

OPEN YEAR ROUND

**HFM BOARD MEETING
PACKAGE**

March 3rd, 2025

MARKET

Agenda of the Hamilton Farmers' Market Board of Directors

Monday, March 3rd, 2025 - Starting at 5:00 pm

In-Person Meeting, Council Chambers, Hamilton City Hall

- 1. Approval of Agenda**
- 2. Elections**
 - a) Vice-Chair**
 - b) Treasurer**
- 3. Declarations of Interest**
- 4. Approval of Minutes of Previous Meeting - January 27, 2025**
- 5. Delegations**
- 6. Items for Information**
 - a) Market Manager's Report (Bill)**
 - b) Senior Program Manager's Report (Adam)**
 - c) Operations Meeting Report (Shane)**
 - c) Vendor Attendance Report (Bill)**
 - d) HFM Foot Traffic Report (Bill)**
- 7. Items for Consideration**
 - a) 2025 Holiday Hours Proposal (Bill)**
- 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, April 14, 2025, 5:00PM - Council Chambers, City Hall

Hamilton Farmers' Market Board Meeting
HFM Market Manager's Report
Monday March 3, 2025

Points of Update:

- **HFM Local Showcase Update** ... The Hamilton Farmers' Market has been featuring established local producers under a "Local Showcase" banner since February 7th. The Local Showcase has now expanded to include every Thursday, 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 at the West end of the Market across from Romano Cheese and Thango Meats. This revitalized area offers space for multiple vendors and includes refrigeration, display tables and signage as well as a public seating area when space permits. Feedback thus far from both participating vendors and the public has been positive.
- **HFM Vendor Update** ... British Baked Goods has recently relocated into the former Joshy's Good Eats location as they expand to offer their British food products "served hot" for in-Market 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 Market Event calendar continues to grow as we work towards a robust 2025 public engagement schedule designed to enhance the shopping experience of the HFM. We have recently added eight acoustic panels to the room to assist with enhancing the quality of sound being experienced in the York Blvd space. This will go a long way to making the space more functional and enjoyable.
- **Market Security Increased** ... Given the severe wintry weather we are experiencing more non-shopping traffic in the Market, we have arranged for security patrols to walk through the entire Market to provide an enhanced level of security presence on all Market days. We anticipate this continuing until the end of April.
- **Vendor Attendance Report** ... In 2025, vendor attendance will be reported to the HFM Board on a Quarterly basis.

Hamilton Farmers' Market Board Meeting
Senior Program Manager's Report
Monday March 3, 2025

Vendor Attendance Policy Update

Work continues on the development of a vendor attendance policy. Vendor survey responses, follow-up conversations and reviews of other farmers' markets has provided valuable input towards a policy that meets the needs of the HFM. However, the differences in vendor businesses (i.e. food service vs traditional market vendor vs farmers) and the current market layout and stall arrangements makes the implementation of a comprehensive attendance policy difficult to propose at this time.

In order to move forward, a follow-up vendor survey is proposed to collect data regarding preferred opening days and hours for each existing vendor as well as their intentions to remain a vendor at the market (i.e. retirement, plans to relocate, etc.). While it won't be possible to provide operating hours and stall configurations that meet every vendor's preference, this will provide staff with valuable information to better plan potential changes in the market that could help alleviate systemic issues that prevent compliance with attendance expectations.

In addition, preliminary work is already being undertaken on the feasibility and design of various market upgrades that would allow for a more efficient alignment of stalls that would reflect the different business types in the market. These include:

- Redesign and reconfiguration of stall layouts on the lower level to allow for a section of the market to operate under different hours
- Reconfiguration of stalls at entrances and high-visibility areas to ensure that the market looks open and vibrant on all market days
- Implementation of a single-day/Saturday market for farmers and other local producers/vendors whose operations do not align with 4-day market operation (i.e. an extension of the Local Showcase model)

- Reconfiguration of sections of the market to optimize the space to better meet the needs of market vendors and visitors (i.e. increased open space and seating, HVAC and facility improvements to support food service and improved on-site food preparation).

The timeline for the implementation of these potential improvements varies and staff will report back with more definitive timelines at a future meeting. Once some of these systemic issues are resolved, a more comprehensive and enforceable vendor attendance policy will be implemented.

While these larger-scale studies and improvements are underway, some more easily implemented improvements have been identified that could help improve clarity for customers around vendor hours. These include:

- Updated vendor profiles on the HFM website stating their current hours
- Improved signage at vendor stalls clearly stating their current hours
- Improved communication between vendors and staff to notify about upcoming planned closures/vacations so that appropriate signage can be posted.

Some of these improvements are already underway and full implementation can be completed in the coming months.



VENDOR ATTENDANCE 2024 HOLIDAY HOURS

MONDAY DECEMBER 23RD, 2024

1 Closed without notice
1 Closed with notice
1 Arrived Late
0 Left Early

TUESDAY DECEMBER 24TH, 2024

1 Closed without notice
1 Closed with notice
1 Arrived Late
14 Left Early (1-3pm)

MONDAY DECEMBER 27TH, 2024

4 Closed without notice
9 Closed with notice
2 Arrived Late
4 Left Early (4 pm)

TUESDAY DECEMBER 28TH, 2024

0 Closed without notice
8 Closed with notice
3 Arrived Late
7 Left Early (1-3pm)

HFM Operations Advisory Committee Meeting

Wednesday February 27, 2025

ATTENDEES: Shane Coleman (Chair), Anne Miller, Jeff Pychel

STAFF: Bill Slowka (Market Manager)

NOTES:

1. Market Safety - Motorized Scooter Policy/Signage

- a. Request for increased scrutiny of motorized scooters in the Market relative to speed limits. Appropriate signage to be considered.

2. Power Washer & Loading Dock Cleanup - Update

- a. Commercial quality electric power washer now on order for Market cleaners to more effectively clean the garbage & loading dock areas.
- b. Majority of Vendor appliances have been removed from the loading dock with the balance to be removed soon.
- c. Random skids piling up in the Dock area need to be removed. Bill to investigate.
- d. Recycling station in the loading dock area being contaminated. Memo to be sent out with instructions how to correctly recycle.

3. Request for Vendor Access to the Slop Sink located in the Cleaners secured area for dumping their grey water from mop buckets. Bill to investigate.

4. Stainless Steel Wainscoting damaged by vendor motorized vehicles along the Legacy wall of the Market needs to be addressed once again as previous repairs seem inadequate.

5. Facilities Projects Being Planned in 2025

- a. Painting of Market railings and walls
- b. Deep cleaning of stair treads on stairway to the upper level
- c. Safety markings (yellow) for public safety be considered

- d. Tops of stalls along metal beams be vacuumed for dust and any unsightly property that can be viewed from above be addressed
- e. Nono's inside glass is not showing well and needs to be cleaned
- f. Need a status report on West Market Stairwell repairs

6. Hydro Invoicing

- a. Request back-up for vendors in support of quarterly hydro invoices
- b. Back-up has always been available from the Market Office upon request.
- c. Jeff to provide a list of vendors who have questions about their hydro invoicing and are requesting back up

7. Market Rules Follow Up Required

- a. Work together to find a way to help vendors clean up their stalls and make them more appealing
- b. Deep frying is strictly prohibited in the Market and some vendors are allegedly using oil to cook with. Bill to investigate.

8. Operations Advisory Committee Meeting Schedule:

Wednesday May 21, 2025

Wednesday July 9, 2025

Wednesday September 10, 2025

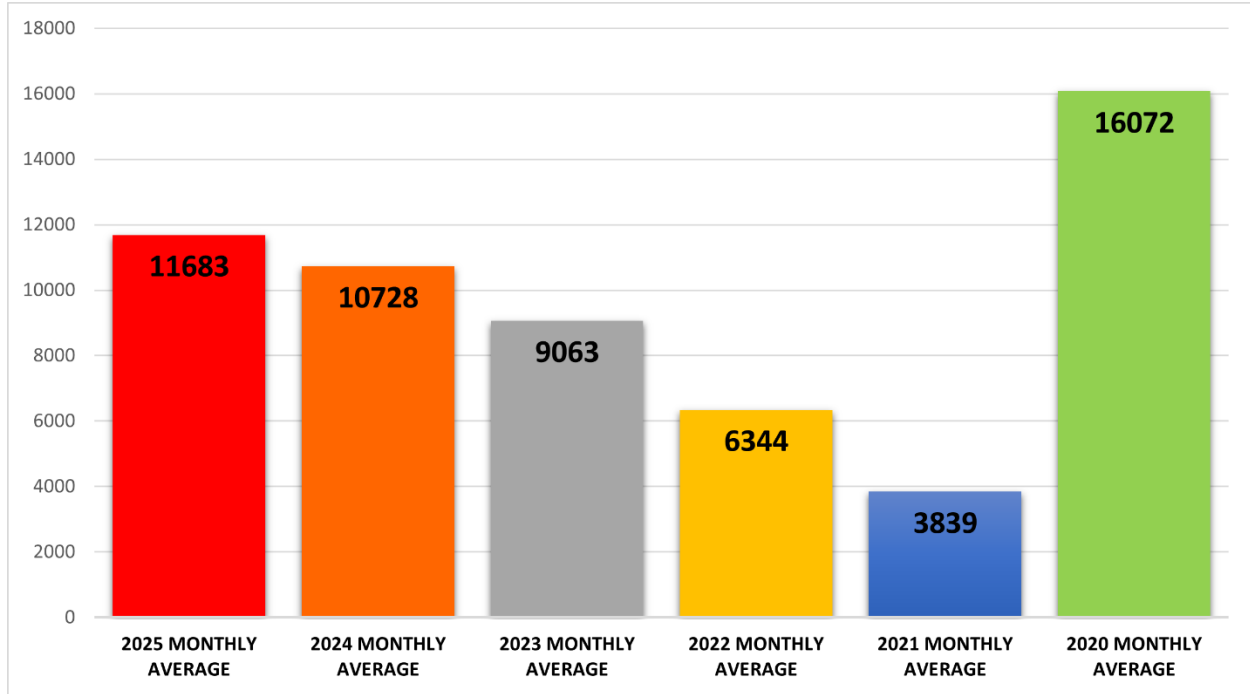
Wednesday October 15, 2025

Wednesday November 12, 2025

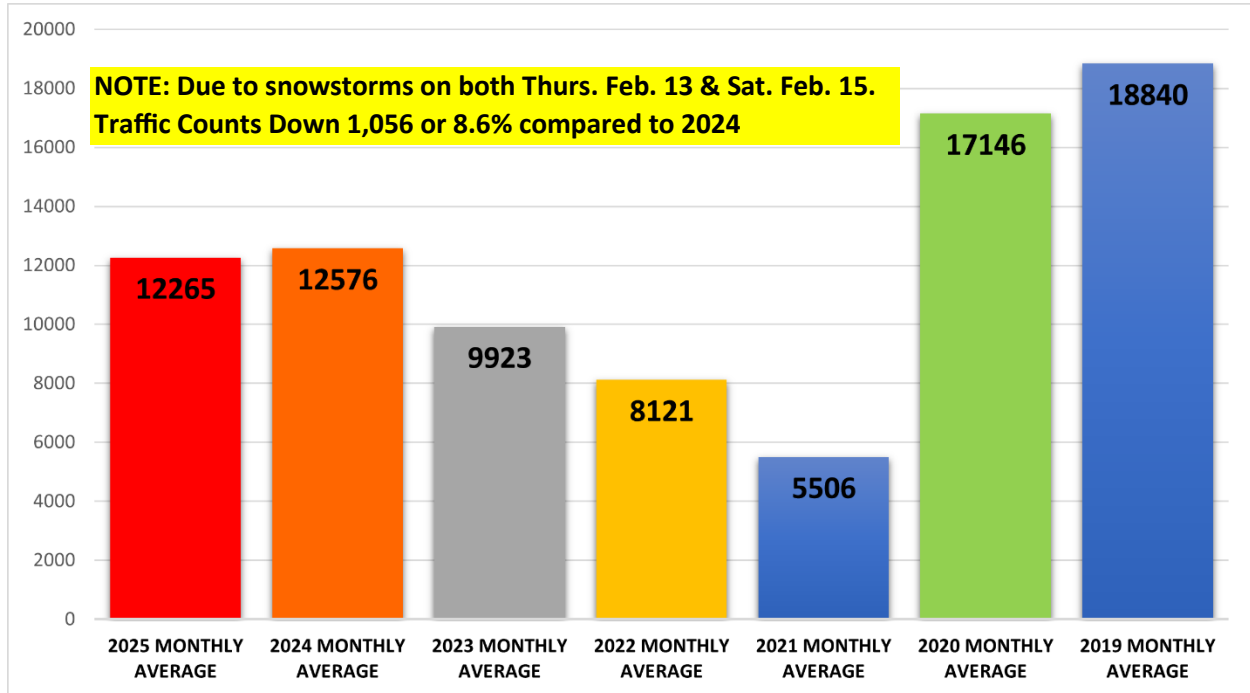
(NOTE: Scheduled 2 weeks prior to each 2025 HFM Board meeting)



JANUARY FOOT TRAFFIC – YEAR OVER YEAR



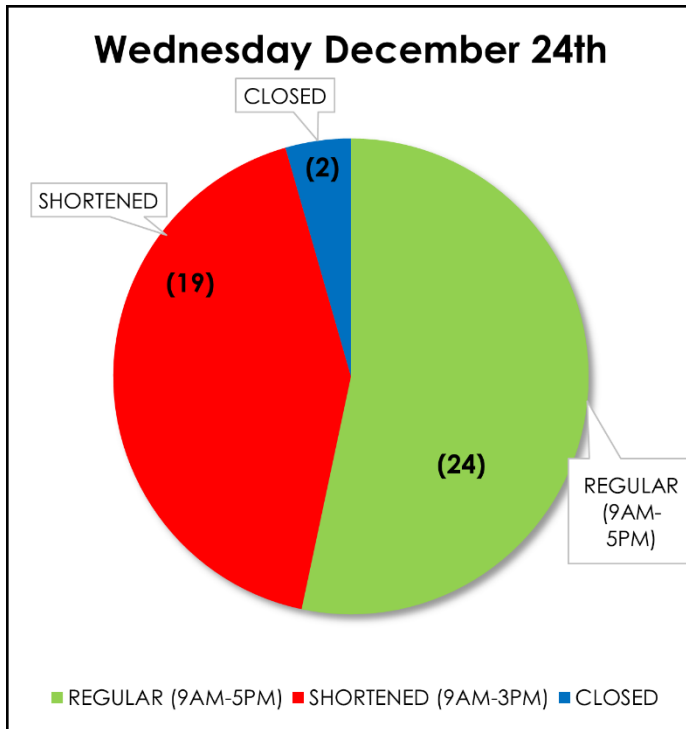
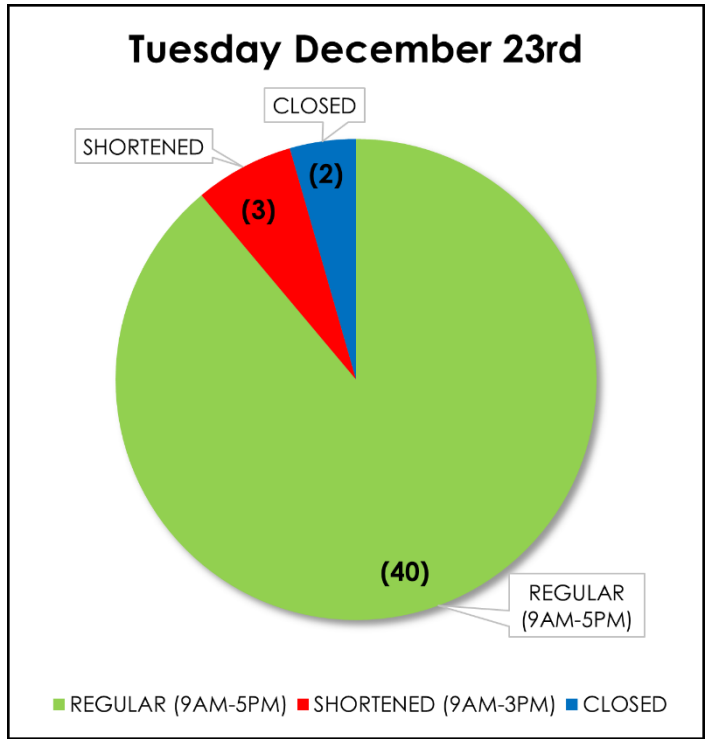
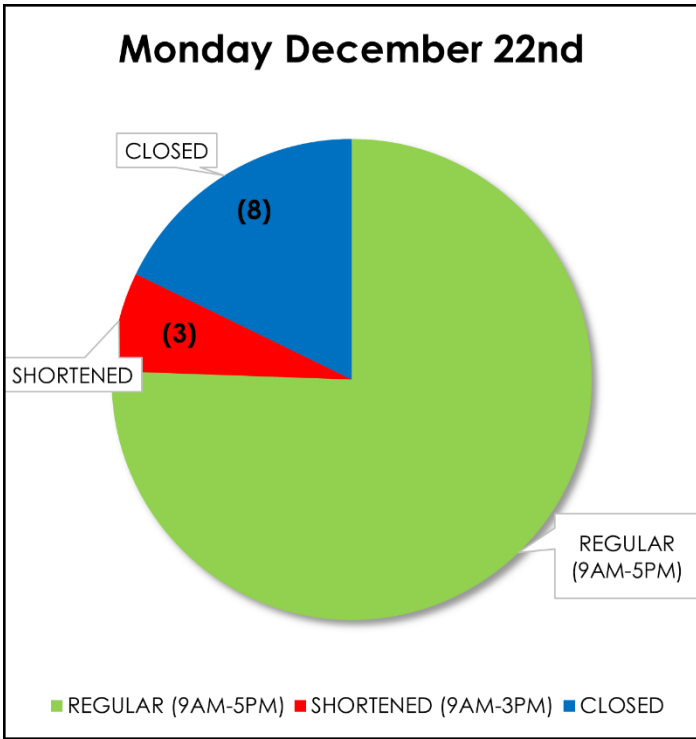
FEBRUARY FOOT TRAFFIC – YEAR OVER YEAR



2025 HOLIDAY HOURS VENDOR SURVEY

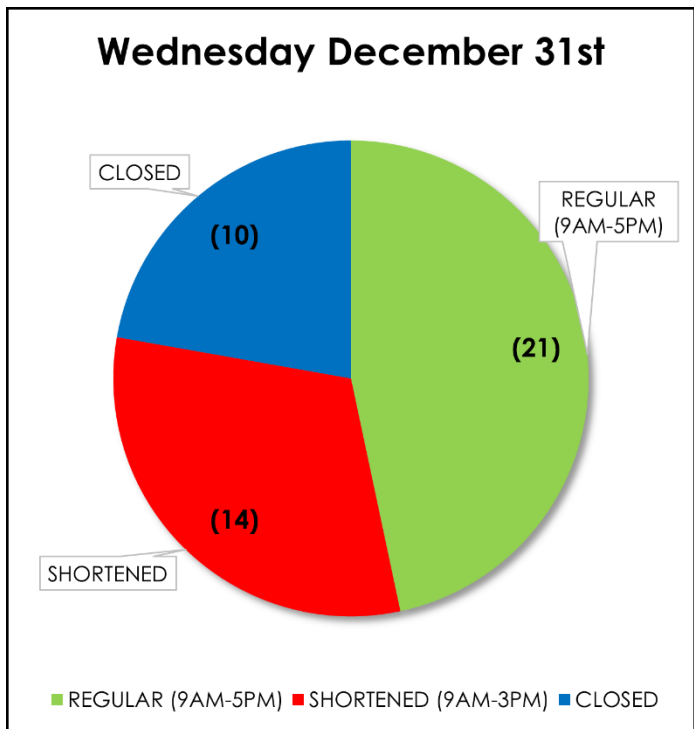
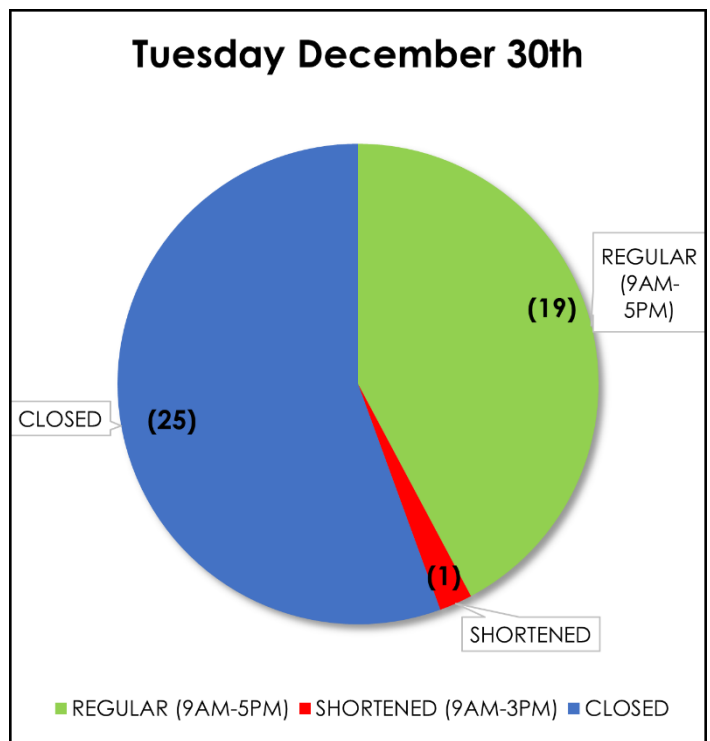
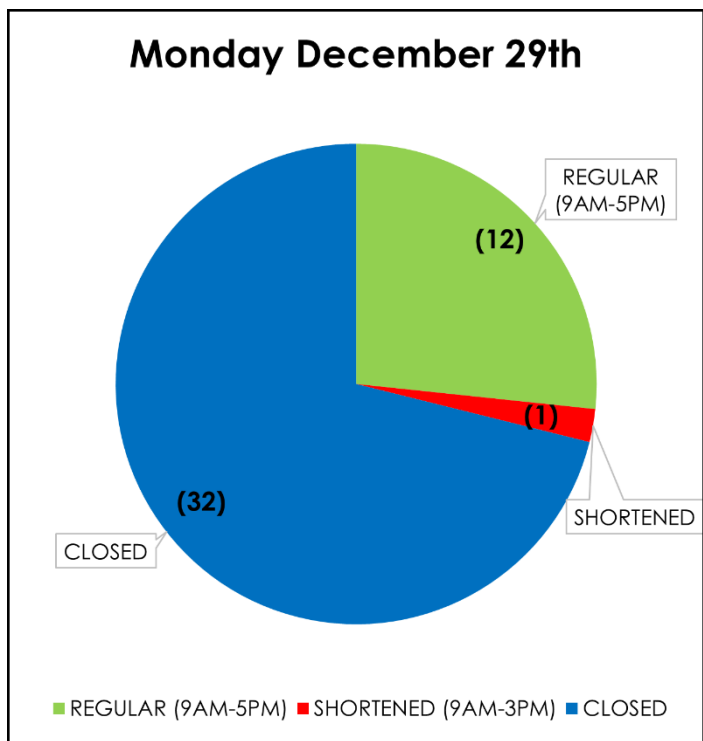
45 Vendor Responses

BEFORE CHRISTMAS DATES:



**2025 HOLIDAY HOURS
 VENDOR SURVEY**
 45 Vendor Responses

AFTER CHRISTMAS DATES:





2025 Holiday Hours Recommendation

MON DEC. 22: 9 AM – 5 PM

TUES DEC. 23: 9 AM – 5 PM

WED DEC. 24: 9 AM – 4 PM

THURS DEC. 25: CLOSED

FRI DEC. 26: CLOSED

SAT DEC. 27: 8 AM – 5 PM

SUN DEC 28: CLOSED

MON DEC. 29: CLOSED

TUES DEC. 30: CLOSED

WED DEC. 31: 9 AM – 4 PM

THURS JAN. 1: CLOSED

FRI JAN. 2, ETC: RETURN TO REGULAR HOURS