



Hamilton Farmers' Market Board of Directors

Meeting Minutes 1-27-2025

5:00 pm

Mon. March 3rd, 2025

Room 264, Second Floor

Hamilton City Hall

Directors Present: Councilor Cameron Kroetsch (Chair), Shane Coleman, Anne Miller, Amanda Reiser, and Matthew LaRose.

Directors Virtual:

Directors Absent: Councilor Tammy Hwang, Celina Masoudi, Laura Lukasik

City Staff Present: Bill Slowka (Market Manager), Terri Worrone (Administrative Clerk), Adam Watson (Senior Program Manager), Ray Kessler (Chief Corp. Real Estate Officer), Alexandra Morgan (Programming Coordinator)

City Staff Absent:

Meeting Called to Order:

Meeting called to order at 5pm by Councilor Kroetsch.

1. Agenda Approval:

MOTION: to approve the agenda for January 27th, 2025 meeting of the Hamilton Farmers' Market Board of Directors.

AMEND:

Update the agenda to add "Programming" to Item 7.

(Miller//Coleman)

CARRIED

2. Elections

a) Vice-Chair – No nominations were put forward.

Anne Miller resigned as Treasurer and was requested to submit a formal resignation in writing as Treasurer to the Board.

Elections for Vice-Chair and Treasurer will be added to the March agenda.

3. Declarations of Interest: None

4. Approval of HFM Board Meeting Minutes of December 2nd, 2024

MOTION: to approve the minutes

(Reiser/LaRose)

CARRIED

5. Delegations: None

6. Items for Information:

a) Market Manager's 2025 Goals & Objectives

Staff presented the 2025 Market Manager Goals. The main areas of focus will be on achieving full stall occupancy, attracting more farmers, increased public engagement and updating vendor fees. Additionally, operations and facility improvements will include hiring a new marketing associate and undertaking facility improvements.

Discussion took place on the need to further refine these goals and to attach specific data indicators in order to measure success.

MOTION provide more refined goals and numbers to measure success by the next meeting
(Reiser/LaRose) **CARRIED**

b) City of Hamilton RZone Policy

Staff provided a presentation on the City's new RZone Policy and its importance for achieving a more respectful and safer environment for vendors, staff, and the public. Improved signage and information for vendors will be rolled out over the next couple of months.

c) Market Manager's Report

Staff provided an update on the main operational activities at the Market since the previous meeting. These were:

- British Baked Goods is relocating to the stall previously rented by Joshy's Good Eats and will be launching a hot food program
- York Boulevard renovations are nearly complete
- The security presence has been increased with more regular walkthroughs.

d) Senior Program Manager's Report

Staff provided information on the Local Showcase launching February 7 that will feature a rotating group of local producers. This showcase aligns with the Market Vision by exploring flexible stall space, increasing the number of local vendors and farmers and creating more of a buzz about the Market.

e) Vendor Attendance Report

Staff provided an overview of the December vendor attendance numbers and noted that they were consistent with attendance numbers recorded throughout 2024.

Staff will provide an update on the vendor attendance policy at the March meeting.

f) HFM Foot Traffic Report

Staff provided an update on weekly foot traffic and noted that traffic has shown continuous improvement, reaching 71% of pre-COVID levels in 2024 and a 12.6% year-over-year increase. Staff noted strong December attendance that was driven by some well-attended events. Staff will be proposing the 2025 seasonal hours earlier in the year to allow for better promotion and engagement.

MOTION: Staff to bring forward the proposed seasonal hours in advance for approval by the Board.
(Reiser/Coleman) **CARRIED**

7. Additional Items for Information

a) 2025 HFM Marketing & Programming Strategy - Update

Staff provided a presentation on the 2025 marketing plan which will focus on brand awareness, loyalty, and event-based programming. Key initiatives will be website improvements, outsourced social media support, expanded event promotion, and collaborations with local organizations.

Marketing:

Staff provided an update on social media statistics in December and noted that we saw significant organic reach, including a viral Instagram post that hit 5.8 million views.

Programming:

Staff indicated that the main areas of focus for 2025 will be strategic planning, improving programming,

strengthening partnerships, increasing engagement, and refining policies to make market participation more accessible and impactful. A form will be made available for vendors and the public to submit ideas/proposals for event space usage.

MOTION: to receive the items for information
(Miller/Reiser)

CARRIED

8. Motions

MOTION: to suspend any provision in the bylaws to allow Amanda to take a parental leave from April to August 2025 resulting in an absence of 3 meetings.

(Reiser/Coleman)

CARRIED

9. Notices of Motion: None

10. Private & Confidential

Procedural motion to move into camera with only Directors, Adam Watson, Senior 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.

MOTION: to move in camera

(LaRose/Reiser)

CARRIED

11. Adjournment

7:36pm

MOTION: to adjourn the meeting

(LaRose/Reiser)

CARRIED

Next HFM Board Meeting: Monday, March 3, 2025, 5:00PM Council Chambers, City Hall

Councilor C. Kroetsch, Chair
Hamilton Farmers' Market Board of Directors