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HAMILTON FARMERS'

MARKET

OPEN YEAR ROUND

**HFM BOARD
MEETING PACKAGE
JUNE 2ND, 2025**

MARKET



Hamilton Farmers' Market Board of Directors Meeting Agenda

**Monday, June 2, 2025, 5:00 pm
Council Chambers, Hamilton City Hall**

- 1. Approval of Agenda**
- 2. Declarations of Interest**
- 3. Approval of Minutes of Previous Meeting – April 17, 2025**
- 4. Delegations - None**
- 5. Items for Information**
 - a) 10 Year Downtown Revitalization Strategy Engagement – Phil Caldwell, Senior Business Development Consultant, Economic Development Division, City of Hamilton**
 - b) Market Manager Report - Bill**
 - c) Senior Program Manager Report - Adam**
- 7. Items for Consideration - None**
- 8. Motions - None**
- 9. Notices of Motion - None**
- 10. Private & Confidential - Market Staff Personnel Matters**

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, 239 (2) (b) personal matters about an identifiable individual, including municipal or local board employees.
- 11. Adjournment**

Next HFM Board Meeting: Monday, July 21, 2025, 5:00PM - Council Chambers, City Hall

Our Future Downtown: Hamilton's 10-Year Downtown Revitalization Strategy

Hamilton Farmers' Market
Board of Directors

June 2, 2025

Phil Caldwell, RPP MCIP
City of Hamilton



Why Is Downtown Hamilton Important

- ✓ Encapsulates the city's **culture** and **civic identity**
- ✓ Serves as a **major economic hub** for the city's business community and destination for **City and social services**
- ✓ Where over **30,000** Hamiltonians call **home**
- ✓ A place of work for over **28,000** people
- ✓ Serves important **city-wide functions** including **transportation linkages**, a hub for the **arts, culture and creative industries** and a major source of the city's **small businesses** and **entrepreneurship**
- ✓ Contributes **\$4.8B** of the City's assessment base contributing to a significant source of the City's **tax revenue** that in turn **supports City initiatives and operations for all Hamiltonians**



The Current State of Downtown



Street front Commercial Occupancy

Downtown BIA = **71.0%***

IV BIA = **71.9%***

Other City BIA's = 87.0%*

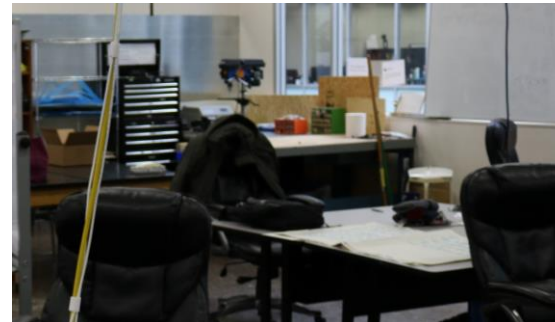


Downtown Office Vacancy Rate = **18.2%***

Waterloo Region = 23.4%*

Toronto = 19.2%*

National Average = 19.7%*



Hybrid-work

Impacting the presence of workers giving rise to greater prevalence of systemic societal issues



Housing Stalled

Housing market slowed in 2023 and remains stagnant

* As of end of 2024

Taking Action to Revitalize Downtown

In December 2024 Council approved a number of staff recommendations ...



The city wants property owners to consider converting empty offices into homes. (Samantha Beattie/CBC)

The Strategy...



The City has heard the concerns that the Downtown is in a general state of decline relative to before 2020

This strategy will identify priority actions the City will take to revitalizing the Downtown core over the next decade.

Actions will focus on those that:

- support business retention/attraction;
- catalyze new public and private sector investments;
- improve quality of life and amenities
- attract for employees, residents, visitors

Consultants



Cultural Spaces

People and Places

- Relationship people and places
- Multidisciplinary
- Treat the place as an ecosystem
- Identify the pressure points, the tensions
- Integrated solutions – avoid silo discussions
- Big and small changes
- Pay attention to who is best placed to affect change



Project Phases/Work Plan

PHASE 1: Community Engagement Development of Vision and Guiding Principles (April –June)

Community pop-up engagement events, online surveys and stakeholder specific roundtable discussions to hear what people really think and want to see Downtown.

- Ensuring the strategy reflects real community needs
- Building trust and relationships towards success
- Changing the narrative and invoking pride and ambition about what could be



Phase One Deliverable: Information Report and Presentation to Council **July 9, 2025**

PHASE 2: Development of Priority Actions and Final Strategy (July to November)

Working with key stakeholders to develop the priority actions that the City and its partner will lead over the next 10 years.

- Everyone working together to create real, tangible plans reflecting what Hamiltonians want Downtown
- Working collaboratively to share skills and resources to make things happen
- Fostering organic, grass roots efforts to achieve long-lasting change and ownership of Downtown



Phase Two Deliverable: Draft Strategy presented to Council **December 3, 2025**

Phase 1 Project Awareness and Engagement

Community Pop-up Events

Occurring throughout April May and June at different events/locations in the city:

- Lime Ridge Mall
- Touch-a-Truck Event (Pier 8/Discovery Centre)
- Art Crawl
- Hamilton Farmer's Market
- Central Library
- Boats in the Park
- Gage Park Greenhouse
- ... and others

Direct Mail-out

Canada post mail-out to 55,000+ businesses, apartments and residences in Wards 1, 2 and 3)

Online Engage Hamilton Platform

Survey, submit questions and share feedback/stories/big ideas)

Focused Stakeholder Roundtables

- Arts and Culture
- Downtown Transportation
- Small-Mid Sized Businesses/BIA's
- Commercial Landlords
- Social Service Providers

Individual Stakeholder Meetings

- Hamilton is Home
- Hamilton Chamber of Commerce
- Hamilton Police
- OVG/HUPEG
- Ward Councillor
- ... and others

Observations and Feedback To-Date

What We've Been Hearing So Far:

- Safety
- State of public infrastructure (roads, sidewalks, streetlights, graffiti etc.)
- Amenities/facilities to support residential growth
- Empowerment of City staff
- Greater City priority needed for Downtown overall

Initial Consultant Observations:

- Feeling of disconnect – walls, empty storefronts, parking lots, wide streets
- Challenges to street life – physical barriers, competition for use of public space, absence of people
- Municipal team – invested, aim for coordination, ability for positive change
- Levers – small businesses, public spaces, sports / entertainment / arts / culture, investments
- Pockets of change – street activity (King William), McMaster Residence

Key Questions



What are the challenges & concerns you think need attention downtown?



What is your vision for Hamilton's downtown core?



What do you value about the downtown core?



What's your big idea? How can we make your vision for the downtown a reality?



Share your special memory or a personal connection to the downtown core that can help define its future vision.

OUR FUTURE DOWNTOWN

Have your say!



www.engage.hamilton.ca/OurFutureDowntown



Hamilton Farmers' Market Board Meeting Market Managers' Report Monday June 2, 2025

York Blvd Space Update

The Market has recently purchased additional stacking chairs and folding tables complete with transportation dollies to meet the growing needs of our community programming. In addition, the existing furniture has been fitted with lockable rolling casters to facilitate ease of transitioning our various Market spaces between events.

Local Showcase

Our Local Showcase program continues its success and has been extended again to include June 2025. The positive feedback received from market customers, market vendors and participating showcase businesses continues to be supportive. Summit Station Dairy, Humble Bee, Caribb Pop, and Triple Eh Brews will be joined by our newest vendor, Golden Tallow, in June.

Market May Event Recap

May 03 - Sample Saturday: 26 Participating Market Vendors. Vendors were provided with signage to promote the event with a piloted social media Market gift card contest whereby customers who tagged us with their Market purchases were randomly drawn.

May 10 - Hamilton Philharmonic Orchestra (HPO) Cellist Laura Jones, was on-site Mother's Day for our "Meet the Musician" program to discuss her instrument, listen to her perform various pieces of music and facilitate an engaging Q & A session.

May 10 - Romance Reader Event in conjunction with the Hamilton Public Library

May 17 - Hamilton Children's Museum Market Scavenger Hunt

May 22 - Lunchtime Children's Live Concert with "Our Friend Christopher"

May 24 - Picturing Place: Hamilton Harbour Photography Exhibit Kick-Off

2025 Summer Programming

June 4-7th: Hamilton Arts Week at HFM!

- Engage Hamilton is in the Market June 6th/7th, hosting a number of internal departments for a community outreach event. In partnership with the Market and The Creative Parents, the event also models aspects of arts-based data collection for City staff.
- Saturday June 7th includes a performance by Arts For All's 'Resonance Choir', a youth choir of all abilities from 10-11AM.
- We are also hosting artist Tania Denyer for a textile craft pop-up, making mushrooms from recycled off cuts of fabric.

June 21st: National Indigenous Day, Jeanie Book Launch!

- Join us to celebrate Northern Canadian culture and local artists.
- Kristy Woudstra will be onsite for two readings of the new book based on her 'Grumpy Faces' characters. Illustrations are done by a local visual artist and the book is published by indigenous imprint Inhabit Media.

July & August: HFM Kids Club Launch!

- Young Market shoppers are encouraged to sign-up for the new HFM Kids Club!
- Club events will span July-August and feature four events:
 - Two Prologue Performing Arts family concerts.
 - A Medicine Pouch beading workshop led by local 15-year-old indigenous artist, Jaxon Pamenter
 - Summit Station Dairy event, led by fourth generation family farmer.
- Participants receive merit badges for attendance and two newsletters designed exclusively for them.



Hamilton Farmers' Market Board Meeting Senior Program Manager Report Monday June 2nd, 2025

Facility Studies

The Lighting Feasibility Study is almost complete and a draft report has been provided to staff for review. A more in-depth report on study findings will be presented at the July meeting. Staff has also initiated an Electrical and HVAC Review to assess the capacity of our current systems to be enhanced and to determine where more significant investment may be required to allow for future improvements and upgrades to support the implementation of the HFM Vision and Guiding Principles.

Vendor Attendance Policy Update

The second vendor survey was sent out the week of May 26th and be open for approximately two weeks. The information received will help inform the development of a new vendor attendance policy and will also assist in the planning of other market improvements consistent with the HFM Vision. A summary of the results will be provided at the July meeting.