



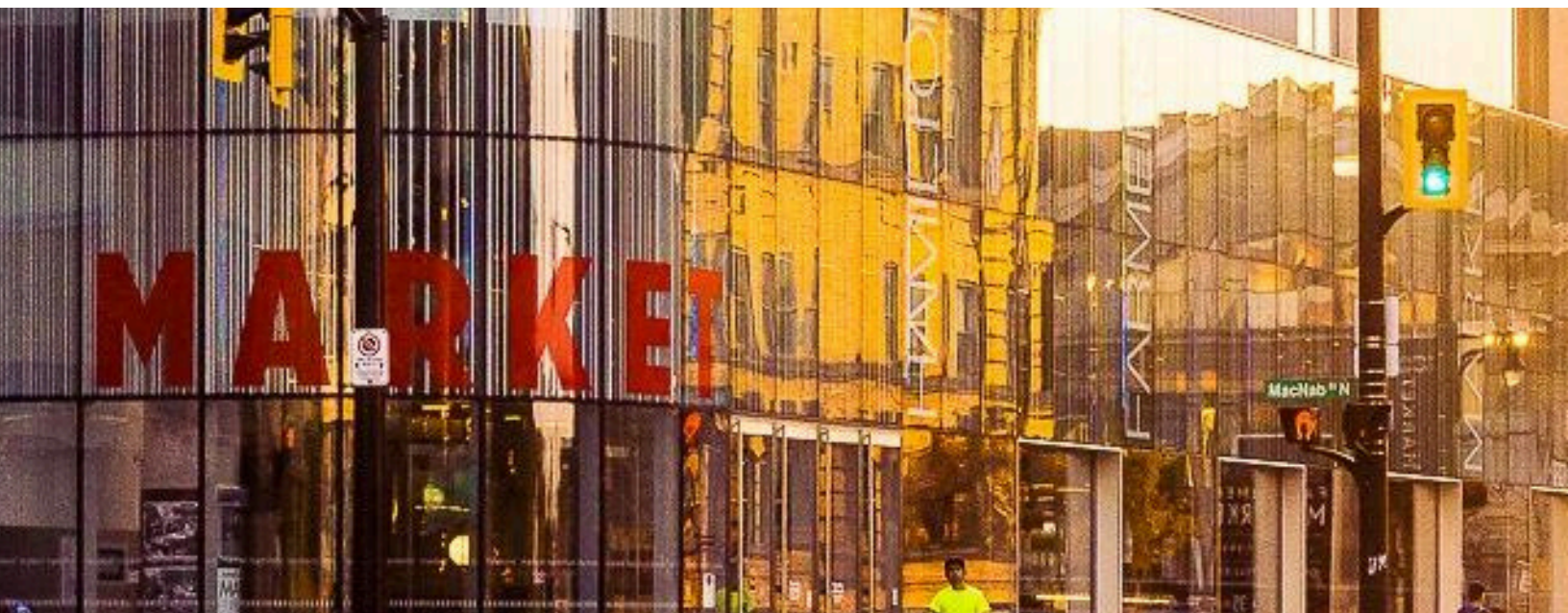
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HAMILTON FARMERS'

MARKET

OPEN YEAR ROUND

HFM BOARD MEETING PACKAGE FOR OCTOBER 27TH, 2025



VIEW ALL BOARD DOCUMENTS ONLINE:
hamiltonfarmersmarket.ca/board-meetings





Hamilton Farmers' Market Board of Directors Meeting Agenda

**Monday, October 27, 2025, 5:00 pm
Council Chambers, Hamilton City Hall**

- 1. Approval of Agenda**
- 2. Declarations of Interest**
- 3. Approval of Minutes of Previous Meeting – September 22, 2025**
- 4. Delegations**
 - a) Darren Kregar regarding the Vendor Attendance Policy**
 - b) Eric Miller regarding the Vendor Attendance Policy**
 - c) Clive Enyon regarding the Vendor Attendance Policy**
- 5. Items for Information**
 - a) Q3 Programming Review & Q3 Update - Alexandra**
 - b) Q3 Marketing Review & Q3 Update – Terri**
 - c) Q3 Foot Traffic Report – Bill**
 - d) Market Managers' Reports - Bill**
 - e) 2026 Operating Budget Presentation - Adam**
- 6. Items for Consideration**
 - a) Vendor Attendance Policy - Adam**
- 7. Motions - None**
- 8. Notices of Motion - None**
- 9. 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, 239 (2) (b) personal matters about an identifiable individual, including municipal or local board employees.

9a. Market Staff Personnel
- 10. Adjournment**

Next HFM Board Meeting: Monday, November 24, 2025, 5:00PM - Council Chambers, City Hall



Hamilton Farmers' Market Board Meeting

Quarter 3 Programming Report Monday October 27, 2025

Q3 Programming Overview

Quarter three at the Hamilton Farmers' Market included over 28 individual events and 2070+ participants. Participant numbers are tracked manually by staff, City staff, and Market volunteers.

Programming partners this quarter included local musicians from the Tune in Foundation, our annual Summer Courtyard Concert Series, the first large-scale collaborative event with the Hamilton Public Library (Steel Town Love event, Central), leading arts education non-profit Prologue Performing Arts, Plan B Organic Farms family concert, Hamilton Civic Museums team for Supercrawl, and Beadwork By Kay for National Day for Truth and Reconciliation.

The new Lil' Kids Club program launched in September and has been extended through the end of the year due to enthusiastic participation. This toddler aged Market themed programming, aged 0-4, was developed following the Hamilton Children's Museum pop-up 'Little Wiggles' program last Winter. Market staff gathered feedback from staff and participants before launching a shorter weekly version to help bolster weekly traffic numbers and continue supporting community needs.

Q4 Preview

Quarter four and the Holiday programming calendar are all included in Board Package. Quarter four 2024 was our busiest quarter and our first full quarter with programming data.

This year's programming calendar offers a mix of previously successful programming partners (My Friend Christopher, BLK Owned, Hamilton Chamber of Commerce) and new (HFM 's Chaton, Hamilton Music Collective) based off data collected last year. This combination of quantitative and qualitative feedback will now offer more detailed year over year comparison going forward, and better guide staff's planning efforts.



Hamilton Farmers' Market Board Meeting

Quarter 3 Marketing Report

Monday October 27, 2025

Q3 Marketing Overview

Market Merch: New Limited Edition Market Bag launched Thanksgiving Weekend. \$30. Design by Jen Robbins from Unperfekt Studios.

TikTok: We have started a TikTok channel - [@HamOntMarket](#)

Meta (Facebook and Instagram) We have been posting more video content to these platforms and have seen an increase in followers, and engagement.

Instagram best post for Q3 was a Reel of Fringe Festival (22,666 views and 825 interactions)

Facebook best post for Q3 was a photos showing behind the scenes of filming Breakfast Television (28,123 views and 213 interactions)

Paid Meta Ad: to promote our SuperCrawl Saturday events (\$35 spend. 7,411 views)

Breakfast Television. Wed July 26. Rick Campanelli came and had a blast. Since this episode we have seen an increase in Toronto customers visiting the Market.

Metrolinx. Filmed a GO Transit to HFM Fall Feature Wed Oct 6, Posted Collaboration with Tourism and HFM Oct 17. (5,452 views)

Q4 Preview

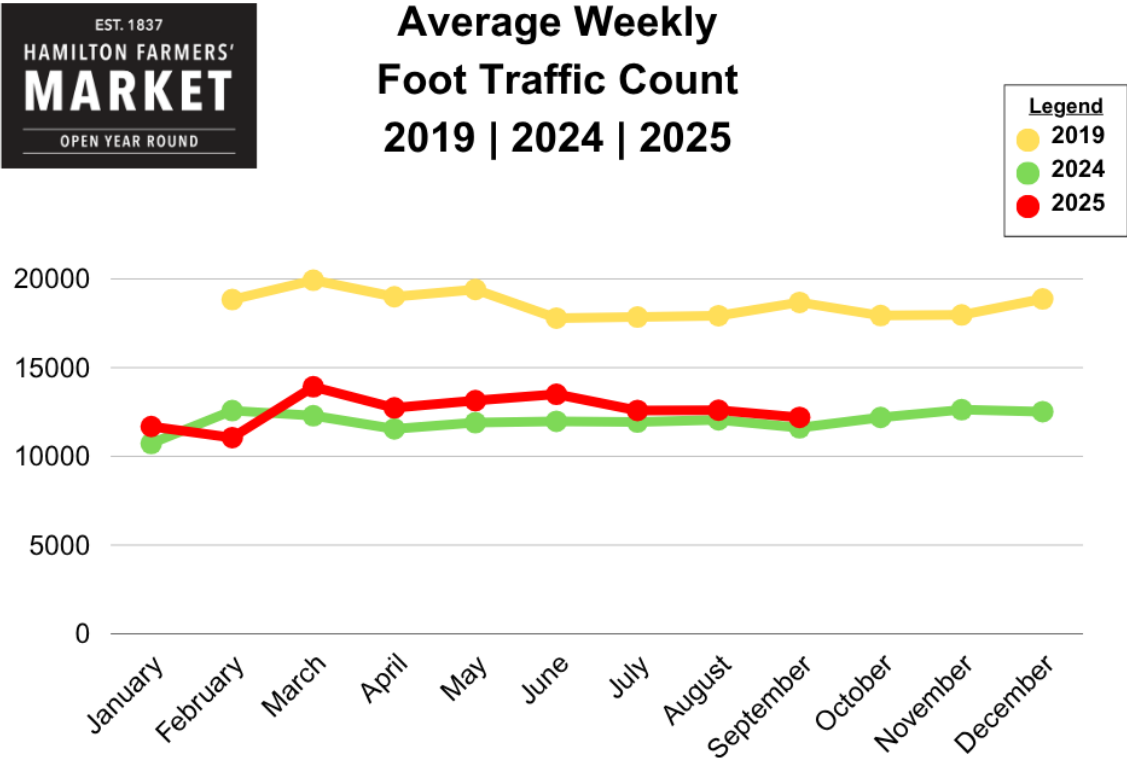
- **More Market Merch:** Birk's Clock enamel pin, HFM Magnet, and other items
- **"Little Chats"** series launching mid-November to Instagram, Facebook and TikTok
- Holiday Signage and Decor to be set up end of November.
- **Video Filming with new series such as:** Hungry? (showcasing prepared foods), Event space rental, Market Cart rental, Things to Do at HFM, Fall Treats, Prepare for the Holidays.

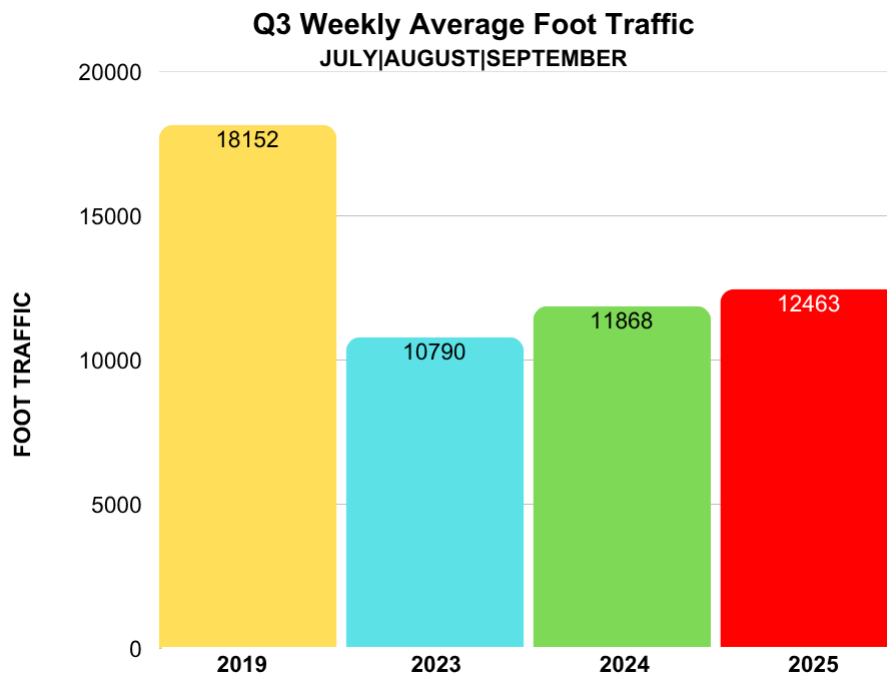


Hamilton Farmers' Market Board Meeting
Q3 2025 Foot Traffic Report
Monday October 27th, 2025

Q3 2025 HFM Foot Traffic Data

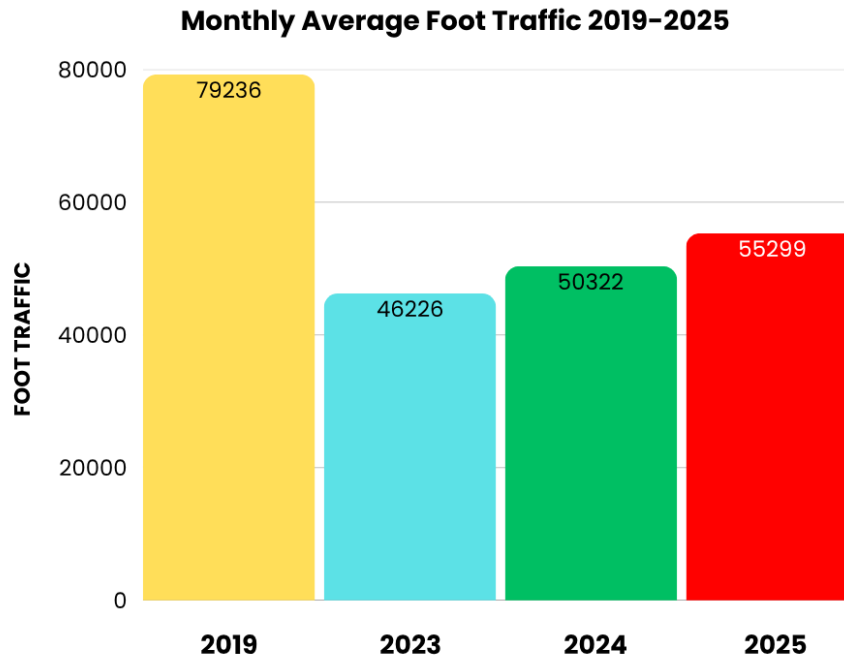
The following three graphs illustrate the Q3 2025 foot traffic data compared to previous years. Overall foot traffic is trending in a positive direction and staff will continue to monitor these numbers throughout Q4 to determine whether these increases are being sustained.





Key Findings

- Overall market traffic continues to trend positive
- Q3 2025 foot traffic shows a 5% increase over 2024
- Average Saturday traffic has increased 6.8% in Q3 2025 compared to Q3 2024
- Highest week to date: Week of August 30th – 13,145
- Q3 2025 monthly average foot traffic has increased 9.8% above Q3 2024
- Q3 2025 average monthly foot traffic is 69.8% of Q3 2019





Hamilton Farmers' Market Board Meeting

Senior Program Manager & Market Managers' Reports (Combined)

Monday October 27, 2025

Local Showcase in Transition

Our Local Showcase has now fully transitioned to its new home adjacent to the downsized Buttrums Family Farm stall. Buttrum's has now transitioned themselves to a Saturday-only format in a downsized space as part of the re-launched Local Showcase. This initiative will allow the Market to better utilize the new space on all market days as well as work with a legacy farm to meet their needs and allow them to continue long-term in the Hamilton Farmers' Market.

Market Painting - Update

Now that the Market railing that runs from the base of the lower-level ramp to the end of the upper-level ramp has been painted, we've just completed the staining of the unsightly concrete below it to create a fresh look that "pops". Come check it out!

City of Hamilton Collaborations

We continue to grow opportunities for public engagement as facilitated through City of Hamilton resources such as the Solid Waste Management Team (September), Crime Stoppers (October), and we play host to the International Entrepreneurial Market with EcDev Business Development in November.

NEW Limited Edition Market Bag Launched

We are excited to share that on Saturday October 11th the Market Office launched a new limited edition Market bag featuring a painting of our Market streetscape by local artist, Jennifer Robins. Given the interest level generated, the bag is sure to be a holiday gift giving hit!