



Hamilton Farmers' Market Board of Directors

Meeting Minutes

Monday November 24, 2025

Council Chambers, Hamilton City Hall

Directors Present: Councilor Cameron Kroetsch (Chair), Councilor Tammy Hwang, Matthew LaRose, Laura Lukasik, Amanda Reiser

Directors Absent: Shane Coleman

Non-voting Vendor Member: Jeff Pychel

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

City Staff Absent: Alexandra Morgan (Programming Coordinator)

Meeting Called to Order:

Meeting called to order at 4:31pm by Councilor Kroetsch.

1. Agenda Approval:

MOTION:

To approve the agenda for the November 24, 2025 meeting of the Hamilton Farmers' Market Board of Directors.

(Hwang/LaRose)

CARRIED

2. Declarations of Interest: None

3. Approval of HFM Board Meeting Minutes of October 27, 2025

MOTION: To approve the minutes as presented.

(Lukasik/Hwang)

CARRIED

4. Delegations: None

5. Items for Information:

(a) Market Managers' Reports – Bill

The Multi-level parkade is in transition due to sale to HUPEG. HFM will continue to offer one-hour free parking.

Staff to track the administrative burden and provide parking data to report back to the Board. New signage will be posted directing customers to register their vehicle inside the Market to receive their free hour.

MOTION: To provide a parking report at the January 2026 meeting.

(Kroetsch/Reiser)

CARRIED

MOTION: To receive all Items for Information.

(Hwang/Lukasik)

CARRIED

6. Items for Consideration:

(a) 2026 Meeting Dates – Adam

Proposal to change meeting dates in 2026 from Mondays to Tuesdays. Eight meeting dates suggested - January 20, February 17, April 21, May 19, June 16, July 21, September 15, December 1.

MOTION: To approve the change of meeting dates as proposed.

(Reiser/Hwang)

CARRIED

(b) 2026 Operating Budget – Adam

Staff presented the proposed 2026 HFM Operating Budget adhering to Council's directive of a maximum 4.25% increase. Balancing the budget would require \$44,096 to be taken from the HFM Reserve account.

Discussion on the budget centered around the security arrangement with the HPL, plans for sponsorship generation including in-kind opportunities, how revenue is generated in the York Blvd space and opportunities for community-based partnerships. Discussion also took place on how the HFM Reserve works and the historical use of the funds.

MOTION: To amend the proposed 2026 HFM Operating Budget as follows, remove funding from the HFM Reserve and request Council to approve a Levy Fund request of \$401,286.

(Hwang/Reiser)

CARRIED

7. MOTION:

For staff to provide a 2026 programming and marketing plan and budget, to include a detailed listing of programming and events, identifying target audiences, marketing strategies and costs, key performance indicators (KPI) for events, attendance and spending metrics, vendor opportunities, and programming cost analysis.

(Lukasik/LaRose)

MOTION: To request that staff to report back on the motion at the January 2026 meeting.

(Lukasik/LaRose)

CARRIED

8. Notices of Motion: None

9. Private & Confidential - None

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.

10. Adjournment

The meeting adjourned at 5:24pm

Next HFM Board Meeting: Tuesday, January 20, 5:00PM Council Chambers, City Hall

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