



Hamilton Farmers' Market Board of Directors Meeting Agenda

**Tuesday, May 19, 2026, 5:00 pm
Council Chambers, Hamilton City Hall**

- 1. Approval of Agenda**
- 2. Declarations of Interest**
- 3. Approval of Minutes of Previous Meeting – April 21, 2026**
- 4. Delegations**
- 5. Items for Information**
 - a) Q1 Programming Review & Q2 Update - Alexandra**
 - b) Q1 Marketing Review & Q2 Update – Terri**
 - c) Q1 Foot Traffic Report – Bill**
 - d) Market Manager's Report - Bill**
 - a) Governance & Operational Review Implementation – Adam**
- 6. Items for Consideration - None**
- 7. Motions**
- 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) (k) A position, plan, procedure, criteria, or instruction to be applied to any negotiations by the HFMC; and personal matters about an identifiable individual.
- 9a. Vendor Management**
- 10. Adjournment**

Next HFM Board Meeting: Tuesday, June 16, 2026, 5:00PM - Council Chambers, City Hall



Hamilton Farmers’ Market Board Meeting

HFM Programming Report

Tuesday May 19, 2026

Q1 2026 Review

Programming at the Hamilton Farmers’ Market serves as a strategic tool designed in alignment with broader City of Hamilton and Market priorities related to placemaking, economic viability, and community connection.

Strategic Focus for 2026 (excerpt from Jan 2026 notes)

As discussed at the January HFM Board Meeting, HFM Programming plans are grounded in our learnings from 2025 and will continue to evolve as a strategic asset for the Hamilton Farmers’ Market – supporting vendors, attracting visitors, and strengthening community connection.

For 2026, these programming categories have been updated to better reflect current HFM programming goals: **Seasonal/Calendar Driven Events (aligned with seasonal rhythms and City initiatives), Cultural + Community Activations, Vendor Centric Activations, Revenue Generation.**

Q1 Review by Programming Category

Category	Individual Program Dates	# of attendees	Average Cost PP	Sample of Programming Events Include:
Seasonal + Calendar Driven Events	8	344	\$3.90	Black History Month Community Collage Event (HSR Partnership), March Break Recycled Cardboard activation

Cultural and Community Activations	15	1,209	\$1.20	Indian Cookies with Cathy Smoke (City of Hamilton Indigenous Relations Team partnership), Seedy Saturday, Bi-weekly Family Concert Series, Lil' Kids Club
Vendor Centric Activations	2	353	\$1.70	Valentines Day: Coati Chocolate tasting, Winter and Spring Bingo Cards
Total	25	1906	\$2.27	

For additional context, the **revenue generation category** is broken down below by program:

Revenue Generating Program Q1	# of Rentals	Revenue Generated
Market Cart Daily Rental Program	27 + 10 Youth Vendor March Break Pop-Up, fee waived	\$1,474.65
Local Showcase, Seasonal Rental Program	50	\$5,213.20
Programming/Event Rental	0	\$0
Total	87	\$6,687.85

Q2 2026 Programming Preview

Projects underway include:

- HFM Consumer Data Surveys: survey administration is underway and will be conducted quarterly for comparable results. Surveys are conducted across all Market days, over the course of a designated week. Surveys are collected in morning, lunch, and afternoon time periods.
- A Mother's Day Fashion Show will be presented Saturday May 9th, in collaboration with HFM vendor Artisan Market.
- May is Asian Heritage Month and we will be hosting two 'Live Market Chats' with May's Thai Kitchen, and Indonesian's Flavour. These are two unique opportunities to interact with HFM vendors on Saturday morning (before the lunch rush) came about following feedback from our virtual series of the same name.



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HFM Marketing Report

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Q1 Review

Q1 marketing efforts delivered strong digital growth and meaningful audience engagement across key channels.

- Social media performance showed significant momentum, with **hundreds of new followers added across platforms** and engagement rates increasing by **30%–180%+ in key metrics**.
- Website performance also improved, including increases in **page views (26.44%), visitors (14.74%), and search-driven traffic (+10%)**, signaling stronger discoverability and audience interest.
- The **Market Chats Series (Round Two)** launched successfully on February 28, featuring multiple vendors and generating **over 20,800 total views**, reinforcing community storytelling and vendor promotion.

Summary: Q1 demonstrated strong growth in digital reach, engagement, and content performance, with success in video and storytelling initiatives.

Q2 Plans

Q2 initiatives focus on enhancing on-site visitor experience, expanding brand visibility, and driving incremental foot traffic.

Market On-site Signage

Introduction of new branded signage to improve visitor navigation and experience:

1. Branded entrance signs at York Blvd and Jackson Square entrance. **"4 Days a Week"** provides the Market Hours and a note: ****Individual vendors hours may differ. Check vendor profiles or stall signage for details.***

2. Every regular Vendor has a Market branded 11" x 17" sign with their Business Name, and chosen "**Hours**" as per the VAP.

Billboards

In Q2, we will introduce billboard advertising as a strategic investment to expand brand visibility beyond digital channels and more directly capture local audiences.

Performance will be evaluated through overall visit trends, branded search activity, and digital engagement to inform future optimization. Additionally, the presentation will include three billboard design concepts for board review, allowing for direct feedback and alignment on the most effective creative direction before launch.

Campaigns and Merch

Key campaigns:

- **Pride**, positioning the market as an inclusive and vibrant community space with signage, Market TVs and social media posts rounding out Programming initiatives.
- **City Guide via Tourism opportunity**, which will showcase the Market as a destination to attract both local and visiting audiences.
- **New Merch: Seasons Collection Sticker 4 pack - \$5**. These stickers are another revenue generator.

Conclusion

Overall, Q1 results demonstrate that HFM's marketing strategy is effectively building awareness, strengthening audience engagement, and amplifying vendor storytelling through digital channels. The continued strong performance across social media, website traffic, and video content show the value of consistent, community-driven messaging and positions the Market for continued growth.

Looking ahead, Q2 initiatives are designed to build on this momentum by translating digital engagement into increased on-site visitation and enhanced in-market experiences. The introduction of improved signage, advertising through billboards, and campaigns will strengthen brand visibility, accessibility, and inclusivity, while also creating new opportunities for revenue generation.

Together, these efforts support the broader goal of increasing foot traffic and reinforcing the Hamilton Farmers' Market as a vibrant, welcoming destination for both local residents and visitors. Continued monitoring and evaluation will ensure that strategies remain responsive, effective, and aligned with market objectives.



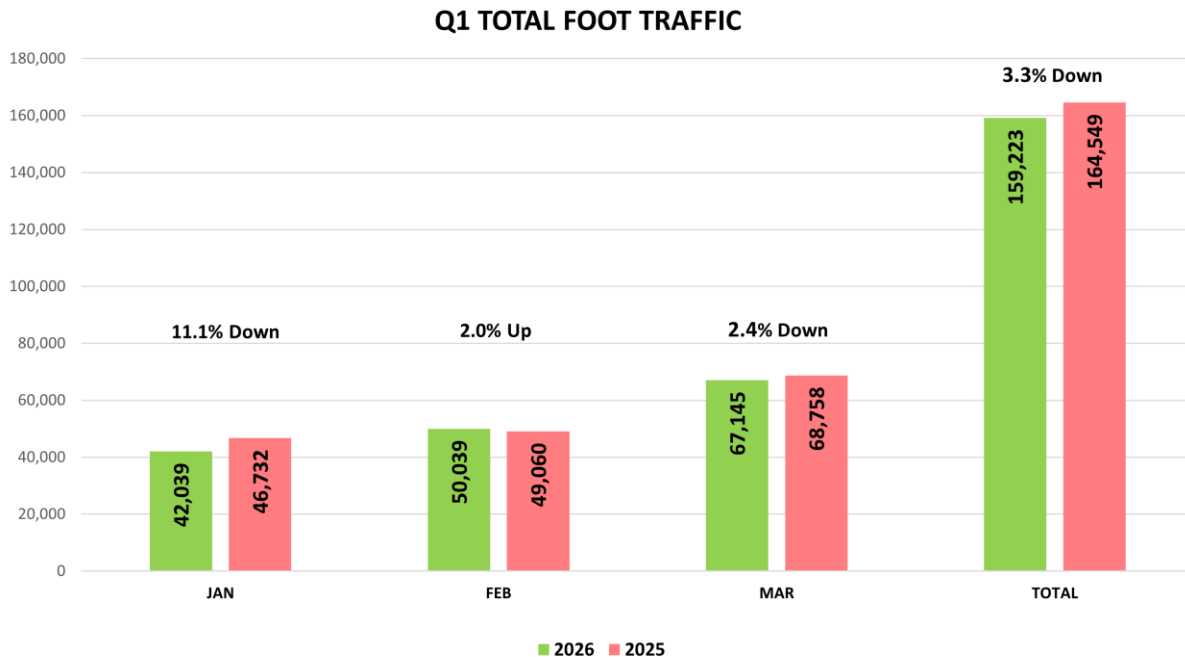
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Q1 2026 Foot Traffic Report

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Q1 2026 HFM Foot Traffic Data

Overall foot traffic in Quarter One (Q1) is down 3.3% or trending closely in direction with 2025. January 2026 was softer than it had been the previous year however, Hamilton experienced a significant snow event (20-30 cm) on January 15th and again the following week (Jan. 25-29) with 20-35 cm lasting several days. February and March 2026 in combination vs 2025 were very close with 19.8 people per day on average being the difference.





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Market Manager's Report

Tuesday May 19th, 2026

HFM Vendor Occupancy On The Rise

Reporting that we have a new vendor candidate from the prepared foods category who has completed the application process and is expected to join us by early June. An announcement will be made once it's official. Once this stall is rented there will be three vacant stalls in the market and discussions are ongoing with two potential new vendors.

Vendor Attendance Policy - Update

The new Board approved Vendor Attendance Policy was officially launched on May 1st, 2026. New Hours of Operation signs have been posted at each individual stall in plain view of the customer. In addition, all vendor profiles on the HFM website have their operating hours posted for customer reference. Positive customer feedback has been received for the posting of hours of operation signage. More to follow at a future meeting.

Facility Repairs - Update

Updates on work underway or recently completed in the Market,

- Mirror repaired in the Men's Public Washroom
- Sewers in the HFM loading dock area cleaned out
- Grease traps upgraded as recommended for two vendor stalls
- Floor grates in the York Entrance lifted and cleaned out
- Repairs/replacement to the custom Market doors at the York entrance (TBD)

Market One-hour Free Parking Update

Our One-hour Free HFM parking program is alive and well. Updated tracking data covers all Market days for the following periods,

Apr. 4th – Apr. 28th

Weekdays (11): 610 Free Hours / Ave. 55 per Weekday (*NOTE: Closed Good Friday April 3rd*)

Saturdays (4): 973 Free Hours / Ave. 243 per Saturday

Total (15): 1583 Free Hours