



## Hamilton Farmers' Market Board Meeting

### Market Manager's Report

Tuesday June 16th, 2026

#### **HFM Vendor Occupancy On The Rise**

We can now announce a new vendor in the prepared foods category. Tasha LeBlanc, the owner of **Just Crepe N Around Café**, has recently begun operating in the HFM. Tasha is located on the lower level next to Chaton. **Apothecary Kitchen** will not be renewing their HFM License. There are three vacant stalls in the market and discussions are ongoing with three vendor candidates, one of which will be replacing this outgoing business. Two in the prepared foods and one in the artisan categories. If all are successful, there will be one vacant stall remaining.

#### **Holiday Planning - Update**

Santa Claus Parade will be taking place on Saturday November 14, 2026 @ 2 pm. Market staff is currently researching the resource needs required to enable Market participation. As in 2025, the parade remains on the Hamilton mountain.

Market staff is currently conducting a vendor survey for potential hours of operation on normally closed Market days leading up to Christmas and New Years.

#### **Facility Repairs - Update**

Updates on Facilities work underway or recently completed in the Market,

- Repairs/replacement to the Market doors at the York Blvd entrance,
  - Repairs to be scheduled with multiple contractors involved.
  - Stage 1: Repairs to the flashing scheduled for June 12th.

#### **Market One-hour Free Parking Update**

Our One-hour Free HFM tracking data covers all Market days for the following period,

**May 6<sup>th</sup> – May 29<sup>th</sup>**

Weekdays (12): 576 Free Hours / Ave. 46 per Weekday

Saturdays (4): 943 Free Hours / Ave. 236 per Saturday

**Total (15): 1519 Free Hours**



## **Hamilton Farmers' Market Board Meeting**

### **Follow-up on April Vendor Attendance Policy Motion**

**Tuesday June 16th, 2026**

#### **Overview**

At the April 21<sup>st</sup> HFM Board meeting the following motion was passed, with staff to report back at the June 16<sup>th</sup> meeting.

**MOTION:** Direct staff to report back to the Board addressing delegation concerns about the vendor attendance policy, specifically the consideration of a compassionate clause, optional opening on Wednesdays, and the sold-out clause. Provide clear rationale, evidence, and supporting data for the current policy.

#### **Vendor Attendance Policy Implementation**

The HFM Vendor Attendance Policy (VAP) was implemented on May 1, 2026 and staff have been tracking daily vendor attendance on all market days and documented an overall high level of compliance.

The stated goals and objectives of the VAP are:

- Ensure equitable compliance among vendors.
- Restore customer confidence that stalls will be open when expected.
- Improve vendor morale through consistent compliance.
- Build customer traffic through predictability of vendor attendance.
- Support the future vision for the Hamilton Farmers' Market.

The review of these three components of the VAP was undertaken with the focus on identifying opportunities for improvement, while ensuring any changes are consistent with the overall goals of the policy.

### Compassionate Clause

Staff have reviewed the option of incorporating a compassionate clause into the VAP and have determined that a temporary allowance can be incorporated without undermining the overall goals of the VAP.

Staff are proposing that a one-time accommodation allowance, up to a maximum of three months, be made available to vendors for extenuating personal or business-related circumstances. Vendors can request this accommodation in writing, providing a rationale for the accommodation, and outlining what days/hours they are requesting to be closed during this period. Permitted reasons for accommodation would include, but aren't limited to, supply or staffing-related disruptions and/or personal health or family-related matters. Market staff will review these requests and will be available to meet with the vendor to discuss the accommodation if requested. Vendors will not be required to provide any personal medical documentation to verify any health-related accommodation requests. The intention of this accommodation clause is to provide adequate time for a vendor to address personal or business-related matters, with the intention that they return to their regular operating hours at the end of the accommodation period. Requests for extension or renewal of the accommodation will not be considered.

The following clause is proposed to be added to the VAP:

#### "Temporary Accommodation

Vendors may request an accommodation, up to a maximum of three months, to address personal or business-related matters, with the intention that they return to their regular operating hours at the end of the accommodation period. This accommodation must be submitted in writing, providing a rationale for the accommodation, and outlining what days/hours they are requesting to be closed during this period. Permitted reasons for accommodation would include, but aren't limited to, supply or staffing-related disruptions and/or personal health or family-related matters. Market staff will review these requests and will be available to meet with the vendor to discuss the accommodation if requested. Vendors will not be required to provide any personal medical documentation to verify any health-related accommodation requests. Requests for extension or renewal of the accommodation will not be considered."

### Optional Wednesday Opening

Staff have reviewed the foot traffic counts from January to early June 2026 to compare Wednesday foot traffic compared to other market days.

Average Daily HFM Foot Traffic January-June 2026 (22 weeks)

<b>Market Day</b>	<b>Average Daily Traffic</b>
Wednesday	2372
Thursday	2529
Friday	2700
Saturday	4773

Wednesday consistently reports lower foot traffic in comparison to other market days, with current Wednesday traffic levels at 94% of Thursdays, 88% of Fridays and 50% of Saturdays.

Although Wednesdays are lower than the other three operating days, based on these numbers, there is still considerable foot traffic in the HFM on that day. It is Staff's position that introducing optional Wednesday opening would run counter to the stated goals of the VAP and detract from the overall vibrancy of the market, and consistency and predictability for market visitors.

*Future Considerations*

The HFM operates as a four-day/week market with a staffing complement and facility/administrative model that supports this level of operation. Covent Garden Market in London is very similar in size and vendor profile to the HFM and currently operates 6 days/week. Information shared by Covent Garden Market staff indicates that their Sunday traffic is equal to Saturday. In order to address lower foot traffic on Wednesdays, the option exists to explore changing HFM operating days to Thursday-Sunday to remove the lowest performing day and replacing it with a day with much higher traffic potential. A review of HFM operating hours is something that can be undertaken once the new HFM Board of Directors is in place in 2027.

Sold-Out Clause

Section 6.8 of the VAP outlines the requirements related to sell outs:

“Occasional early-departure due to selling out of product will not be counted as an early departure, but will be tracked by the Market Office. A 5<sup>th</sup> occurrence will result in a mandatory meeting between the vendor and HFM staff to determine options to prevent further occurrences. Incidents of early-departure due to selling out of product beyond the 5<sup>th</sup> occurrence will be counted towards the vendor's early departure allowance.”

The intent of this clause was to safeguard against potential abuse of the policy by limiting the opportunity for additional early departures to take place due to the selling out of product. Upon further review, this additional requirement was deemed unnecessary, and staff propose rescinding this clause.