



Hamilton Farmers' Market Board of Directors

Meeting Minutes

Tuesday April 21, 2026

Council Chambers, Hamilton City Hall

Directors Present: Councilor Cameron Kroetsch (Chair), Shane Coleman, Councilor Tammy Hwang,

Directors Attending Virtually: Matthew LaRose

Directors Absent:

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 5:00pm by Councilor Kroetsch.

1. Agenda Approval:

MOTION:

To approve the agenda for the April 21, 2026 meeting of the Hamilton Farmers' Market Board

(Hwang/LaRose)

CARRIED

2. Declarations of Interest: None

3. Approval of HFM Board Meeting Minutes of February 17, 2026

MOTION: To approve the minutes as presented.

(Hwang/Kroetsch)

CARRIED

4. Delegations:

a) Jeff Pychel: Vendor Attendance Policy

b) Christine Phillips: Vendor Attendance Policy

c) Jennifer Hompoth: Governance Review & Vendor Attendance Policy

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. Staff will bring a report for the June 2026 Board meeting.

(Kroetsch/Hwang)

CARRIED

MOTION: To present to the Board traffic reports broken down by day-of-week with an emphasis on Wednesdays and provide historical data where available to support recommendations.
(Coleman/Hwang) **CARRIED**

5. Items for Information:

(a) Market Manager’s Report – Bill

The Market Manager reported on recent vendor changes, new vendors, enhanced security measures (including washroom sensors), stair safety improvements, and current parking and signage issues.

(b) Governance & Operational Review Implementation – Adam & Michael Bugeja (Optimus SBR)

Consultants and Staff presented the proposed implementation plan for the Governance and Operational Review. This included a proposed new municipal service corporation (MSC) governance model, a five-year implementation business plan, including the supporting structures (board composition, roles, SLAs, and staffing model) to make the market more sustainable and professionally governed.

Points raised included clarity around Councilor/City staff as voting directors, board recruitment timeline, fiduciary responsibilities and how budgets/funding will work, qualifications of Board directors, as well as “market rate” rents and cashless references. Any financial changes would be phased in over time to alleviate financial pressures.

(c) Fall 2026 York Blvd Activation - Adam

Staff outlined a five-week fall harvest festival pilot project on York Boulevard in partnership with the Commercial Districts Small Business Development Office as part of the Downtown Revitalization Strategy. Details include adding temporary indoor vendor stalls in the York Blvd space using a low-risk fee model for vendors, outdoor seating and programming as well as plans for data collection to evaluate its economic impact.

MOTION: To receive all Items for Information.
(Hwang/LaRose)

CARRIED

6. Items for Consideration: None

7. MOTION: None

8. Notices of Motion: None

9. Private & Confidential: Deferred to next meeting.

10. Adjournment

The meeting adjourned at 7:06pm.

Next HFM Board Meeting: Tuesday, May 19, 2026, 5:00PM Council Chambers, City Hall

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