



Hamilton Farmers' Market Board of Directors

Meeting Minutes

Tuesday February 17, 2026

Council Chambers, Hamilton City Hall

Directors Present: Councilor Cameron Kroetsch (Chair), Councilor Tammy Hwang, Matthew LaRose

Directors Absent: Shane Coleman

Non-voting Vendor Member: Jeff Pychel

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

City Staff Absent:

Meeting Called to Order:

Meeting called to order at 5:04pm by Councilor Kroetsch.

1. Agenda Approval:

Items for information, change Q4 Marketing Overview to 2026 Marketing Strategy.

MOTION:

To approve the agenda for the **February 17, 2026** meeting of the Hamilton Farmers' Market Board of Directors.

(LaRose/Hwang)

CARRIED

2. Declarations of Interest: None

3. Approval of HFM Board Meeting Minutes of January 20, 2026

MOTION: To approve the minutes as presented.

(Hwang/LaRose)

CARRIED

4. Delegations: None

5. Items for Information:

(a) 2026 Programming Overview – Alexandra

2026 programming strategy, focusing on a structured approach to strengthen visitor engagement, vendor support, and community impact, with highlights including seasonal events like the Strawberry and Harvest Festivals, ongoing family programs such as Lil' Kids Club, and vendor-centric initiatives like Market Makers and Sample Saturdays.

(b) 2026 Marketing Strategy – Terri

2026 marketing strategy, focused on driving an 8% year-over-year increase in foot traffic through consistent visibility, storytelling of vendors and experiences, promotion of programs and events, and strengthening digital channels, with a \$25,000 budget allocated across advertising, content production, and digital improvements, and success measured through clear performance metrics including website traffic, social engagement, and paid ad results.

(c) Market Managers' Reports – Bill

An update on vendor transitions and operations, noting new vendor spaces opening for Sau. Bake and The Pleasant Cookie Company, the upcoming launch of Jo's Butcher Shoppe and Market, evaluation of two additional vendor proposals, the addition of a full-time security guard to address visitor behavior, and continued monitoring of the one-hour free parking program through ParkWhiz.

MOTION: To receive all Items for Information.

(LaRose/Hwang)

CARRIED

6. Items for Consideration:

(a) Vendor Attendance Policy – Adam

The Vendor Attendance Policy was presented with changes and motion to accept policy.

MOTION to accept: (Hwang/LaRose)

CARRIED

7. MOTION: None

8. Notices of Motion: None

9. Private & Confidential: None

10. Other Business: Consultant Review for Board input.

Motion: To schedule an additional board meeting on Tuesday, March 24, 2026 at 5pm to present the Governance and Operational Review Implementation Strategy.

(Hwang/LaRose)

CARRIED

11. Adjournment

The meeting adjourned at 6:02pm

Next HFM Board Meeting: Tuesday, March 24, 2026, 5:00PM Council Chambers, City Hall

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