



Hamilton Farmers' Market Board of Directors Meeting Agenda

**Tuesday, September 15, 2026, 5:00 pm
Council Chambers, Hamilton City Hall**

- 1. Approval of Agenda**
- 2. Declarations of Interest**
- 3. Approval of Minutes of Previous Meeting - July 21, 2026**
- 4. Delegations**
- 5. Items for Information**
 - a) Market Manager's Report – Bill**
 - b) Senior Program Manager's Report - Adam**
 - c) 2027 HFM Operational Budget Overview - Adam**
- 6. Items for Consideration - None**
- 7. Motions**
- 8. Notices of Motion - None**
- 9. Private & Confidential - None**
- 10. Adjournment**

Next HFM Board Meeting: Tuesday, November 10, 2026, 5:00 pm - Council Chambers, City Hall



Hamilton Farmers' Market Board Meeting

Market Manager's Report

Tuesday September 15, 2026

New HFM Vendor - Hotbox Pizza

Owner Matt Rolfe of Hotbox Pizza has recently opened his flagship "New York-style" pizza shop in the west end of the lower level of the Hamilton Farmers' Market. Matt has been making pizza in pop-up fashion for several years in support of various community and private events.

Santa Claus Parade - Update

Santa Claus Parade will be taking place on Saturday November 14, 2026 @ 2 pm. As in 2025, the parade remains on the Hamilton mountain. Market staff has reached out to the vendor community seeking volunteers to support the participation of the HFM in the parade. Based on history it takes a minimum of 20 volunteers to decorate the float etc. More importantly, to be in the parade performing various tasks from loading bags, handing out fruit or Market postcards. Through our recruiting efforts only one volunteer came forward.

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,
 - New door installed. Decals and hours posted are scheduled to be completed
- Repairs to the 185th Anniversary Wall on the lower have been completed
- Maintenance work was recently completed on the dock levelers

Animals in the Market - Update

Over the past several months there has been an increase in the number of non-service animals coming into the Market, which is not permitted. We have posted new signage primarily at the Market entrances to increase policy awareness. With a few exceptions, the signage has helped.



Market One-hour Free Parking Update

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

July 2nd – August 1st

Weekdays (15): 864 Free Hours / Ave. 62 per Weekday ... *Note: Closed Wed. July 1st*

Saturdays (5): 1,023 Free Hours / Ave. 205 per Saturday

Total (15): 1887 Free Hours

August 5th – August 29th

Weekdays (12): 613 Free Hours / Ave. 52 per Weekday

Saturdays (4): 879 Free Hours / Ave. 220 per Saturday

Total (15): 1492 Free Hours



Hamilton Farmers' Market Board Meeting

Senior Program Manager's Report

Tuesday September 15, 2026

HFM Fall Harvest Festival

The 2026 Harvest Festival launched September 9th, with the first group of five vendors and evening opening hours on Friday and Saturday for Supercrawl.

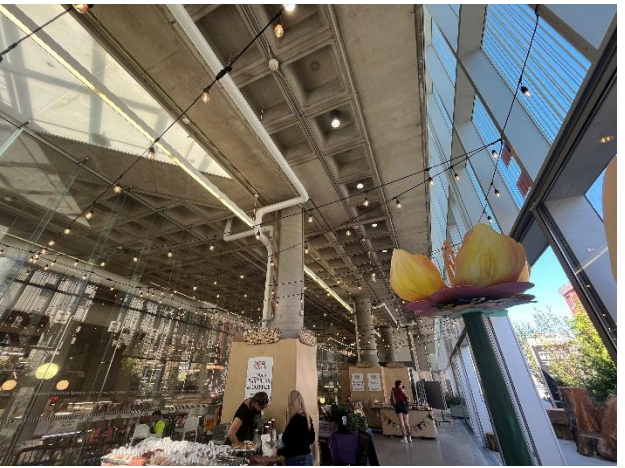
Details on the festival, including participating vendors and programming can be found here:

<https://hamiltonfarmersmarket.ca/harvest-festival-2026/>

The upgrades to the event space now allow for pop-up vendors and food service, while still allowing for various types of programming and events. The sidewalk "parkscape" installation has generated considerable media attention and positive feedback from visitors. This will be in place until Thanksgiving.

A more complete report on the festival will be provided at the November meeting.





Licence Agreement Amendments

Amendments to the Vendor Licence Agreement have been completed by Legal Services to reflect board-approved policy and budgetary changes.

- Addition of the newly permitted HFM vendor operating hours approved under the Vendor Attendance Policy.
- Revision of the Amount Payable clause that permits board-approved rate increases to become effective immediately. Currently, annual rent increase can only be implemented at the time of renewal.
- Addition of the requirement that all vendors participate in the HFM Gift Card program.

Governance Review Implementation

Recruitment for the new HFM Board of Directors launched on August 31st and the application deadline is October 2nd. Application review and selection of board members will be completed

by the end of October and the list of recommended board members will be put forward for Council approval in early-December.

Board recruitment advertising has been rolled out across various digital, radio and print media platforms including The Spec, Bell Media and City of Hamilton and HFM social media accounts. The board application can be accessed through this link: [Hamilton.ca/joinHFMboard](https://hamilton.ca/joinHFMboard). Please consider sharing the call for applications across your networks.



HFM Board of Directors Meeting

September 15, 2026

2027 Proposed Operating Budget Summary

This document is intended to provide an overview of the proposed 2027 HFM operating budget, including a summary of the proposed changes in comparison to the approved 2026 budget. Further detail is also provided on the planned programming and marketing activities and budgets.

The 2027 proposed operating budget is increasing \$37,684 over 2026.

2027 Budget Overview

2027 Budget	Amount	Description
Revenue	\$642,232	Increase of \$7,247 over 2026
Levy Funding Request	\$463,941	Increase of 8.8% over 2026
Total Revenue	\$1,106,173	Revenue + Levy Request
Total Operating Expenses	\$1,106,173	
Operating Deficit	\$0	

2027 Revenue Changes

2027 Revenue	Amount	Description
Stall Rent Increase	\$15,704	3% rent increase
Hydro Recovery	\$1,545	3% hydro rate increase
Sponsorships	(\$10,000)	Reduction from \$25,000 to \$15,000
Total	\$7,249	

Revenue increases are proposed to come from stall rent and hydro recovery increases. Staff are proposing to reduce the projected revenue from sponsorships by \$10,000 to better reflect current sponsorship opportunities for the HFM.

2027 Operating Cost Increases

The table below provides details on the three areas of the HFM budget that staff are proposing to increase in 2027.

Budget Category	\$ Budget Impact	Comments
Staffing Costs	\$24,978	Mandated wage and benefit increases
Building Repairs & Upgrades	\$21,000	Increases to Plumbing, Electrical, Construction
Facility Costs	\$8,957	Mandated Facility, IT, Utility, Audit Cost Increases
Total	\$54,935	

Staffing

The overall HFM staffing budget will increase by 5.2% in 2026, due to mandated annual salary and benefit increases.

Construction

Staff are proposing a significant increase to the current construction, electrical and plumbing budgets to fund an increase in maintenance costs in the market. Based on 2026 spending to-date, we have incurred significant additional maintenance expenses, primarily due to plumbing issues.

Facility Costs

The remaining budget increases listed are due to mandated increases from other City of Hamilton divisions that provide services to the HFM, specifically utility charges, audit fees and facility and IT chargebacks.

2027 Proposed Operating Cost Decreases

Budget Category	Proposed Budget Decrease	Comments
Programming	\$5,000	Revision based on 2025 & 2026 Expenditures
Printing & Reproduction	\$5,000	To be covered within Programming & Marketing budgets
Total	\$10,000	

Based on a review of 2025 and 2026 programming and marketing expenditures, staff are proposing a reduction to the overall programming budget by \$5,000 and to have printing and reproduction costs covered under the programming and marketing budgets. This \$10,000 budget savings will be allocated towards increased 2027 operating and maintenance costs.

Proposed 2026 Programming/Marketing Budget Overview

The combined programming and marketing budget allocation for 2027 is \$70,000. A detailed allocation for each budget is provided below.

Programming

A breakdown of the proposed 2027 programming activities and budget allocation is provided in the tables below.

Category	Proposed Budget Allocation	Description
Family Programming	\$17,000	Concerts, Kid's Club, partnerships with community organizations and
Vendor-driven Programming	\$7,000	local sports teams Vendor facilitated, tours, contests, sample Saturday
Community Partner Programming	\$16,000	City and community service focused, external partner-driven
Total 2027 Programming Budget	\$40,000	

Programming by Quarter	Proposed Budget Allocation	Description (Programming Category)
Q1	\$3,000	Bi-weekly family concerts (Jan-March) (Family) Black History Month (Community) Valentine's Day (Vendor) March Break (Family)
Q2	\$3,000	Mother's Day (Family) Hamilton Arts Week (Community) Growing Season (Vendor) Father's Day (Family) National Indigenous People's Day (Community) Kids Club (Family)
Q3	\$12,000	Canada Day (Community) Fringe Festival (Community) Kids Club (Family) Harvest Festival (Vendor) Super Crawl (Community)

Q4	\$12,000 + \$10,000 (Harvest/190 th Anniversary & holiday-specific programming)	Thanksgiving (Community/Vendor) Harvest/190 th Anniversary (all) Halloween (Family) Hamilton Day (Community) Holidays (Christmas+) (Community/Family/Vendor)
Total 2027 Programming Budget	\$40,000	

Staff will be developing a more detailed plan for a combined fall harvest and 190th Anniversary celebration event to launch in Q4.

Marketing

A breakdown of the proposed 2027 marketing activities and budget allocation is provided in the table below.

Category	Proposed Budget Allocation	Description
Website Design & Development	\$5,000	Relaunch new website and maintenance for HamiltonFarmersMarket.ca UX/UI improvements, SEO enhancements via Yoast & SEMrush Ongoing content updates (vendor profiles, seasonal promotions, blog features, events).
External Advertisements	\$4,000	Advertising partnerships with local media outlets and community organizations. Aimed at boosting local visibility, tourism reach, and community engagement.
Social Media Advertising	\$1,000	Paid ad campaigns on TikTok, Facebook and Instagram targeting local audiences and supporting seasonal promotions and events.
Google Advertising	\$1,000	Search and display ads promoting the Market, vendors, and events. Includes

		keyword targeting and monthly optimization for maximum reach.
Print Marketing	\$10,000	Posters, flyers, post cards, and limited in-market signage for vendor promotions and key event announcements.
Email Marketing	\$1,000	Design and management of newsletters and subscriber campaigns through platforms like CyberImpact. Focused on market updates, vendor spotlights, and event promotion.
Photography & Videography	\$5,000	Professional content production for digital and print use. Includes vendor storytelling, market visuals, editing, and digital delivery.
Reserve / TBD Marketing Initiatives	\$3,000	To be allocated based on campaign performance. Potential uses include influencer partnerships, PR initiatives, or special events.
Total 2026 Marketing Budget	\$30,000	