



CITY OF ORILLIA
Farmers' Market Management Committee
MINUTES

Minutes of the Meeting of the Farmers' Market Management Committee, Thursday, February 13, 2020 at 5:15 p.m. in the Brooks Boardroom, Orillia City Centre

Present: Shawna Ballik in the Chair
Councillor David Campbell
Kristine Hoysa
Luke Hewitt, Vendor
Kathy Webb, Vendor

Also Present: Michael Ladouceur, Manager of Tourism
Robin Cadeau, Assistant Clerk

Call to Order

The meeting was called to order at 5:23 p.m.

Approval of Agenda

Moved by Campbell, seconded by Webb:

THAT the agenda for the Farmers' Market Management Committee meeting held on February 13, 2020 be approved as distributed.

Carried.

Disclosure of Interest

None declared.

Deputations

None.

Minutes

1. January 9, 2020.

Moved by Campbell, seconded by Hoysa:

THAT the minutes of the Farmers' Market Management Committee meeting held on January 9, 2020 be adopted, having been printed and distributed.

Carried.

Closed Session

There were no closed session items for this meeting.

Correspondence - Information Items

1. Kathy Webb - re Farmers' Market Ontario Insurance Questions.

Moved by Campbell, seconded by Hoysa:

THAT the email dated January 14, 2020 from Kathy Webb regarding insurance information from Farmers' Markets Ontario be received as information.

Carried.

Correspondence - Action Items

1. Manager of Tourism - re Simcoe County 2020 Tourism, Culture and Sport Grant.

Moved by Webb, seconded by Hewitt:

THAT the Farmers' Market Management Committee endorse the City of Orillia's application for a Simcoe County 2020 Tourism, Culture and Sport Grant;

AND THAT, subject to a successful application, an allocation of marketing funds for digital display advertising initiatives be approved in an amount not to exceed \$250.

Carried.

2. Market Manager - re 2020 Holiday Market - Wednesday, December 23, 2020.

Moved by Webb, seconded by Hoysa:

THAT the proposal dated February 6, 2020 from the Market Manager to hold mid-week Christmas markets at the Orillia Public Library location on Wednesday, December 16 and 23, 2020 from 9:00 a.m. to 2:00 p.m. be approved.

Carried.

Reports

1. DRAFT Report for review and comment:
Manager of Tourism - re Orillia Farmers' Market Advisory Committee.

Moved by Webb, seconded by Hoysa:

THAT draft report CCTD-20-01 regarding the Orillia Farmers' Market Advisory Committee be received;

AND THAT the staff recommendations be endorsed as contained therein.

Carried.

2. Market Manager - re Weekly Market Reports: January 4, 11, 18, 25, and February 1, 2020.

Moved by Campbell, seconded by Hewitt:

THAT the Weekly Market Reports for January 4, 11, 18, 25 and February 1, 2020 be received as information;

AND THAT a Market newsletter be developed to inspire vendors during the winter season, introduce the Committee members and Manager of Tourism, and to celebrate upcoming opportunities for marketing and growth of Market.

Carried.

3. Market Manager - re Social Media Report - January 2020.

Moved by Hewitt, seconded by Hoysa:

THAT the Social Media Report for January 2020 be received as information.

Carried.

Date of Next Meeting

Thursday, March 12, 2020 at 5:15 p.m. in the Brooks Boardroom, Orillia City Centre.

Adjournment

Moved by Webb, seconded by Campbell:

THAT the meeting be adjourned.

Carried.

Meeting adjourned - 6:31 p.m.

[adopted March 12, 2020]

S. Ballik,
Chair.