



**CITY OF ORILLIA
Farmers' Market Advisory Committee
MINUTES**

**Minutes of the Electronic Meeting of the Farmers' Market Advisory Committee,
Thursday, November 26, 2020 at 5:15 p.m.**

Present: Shawna Ballik in the Chair
Councillor David Campbell
Luke Hewitt (part of meeting)
Kristine Hoysa
Kathy Webb

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

Call to Order

The meeting was called to order at 5:27 p.m.

Approval of Agenda

Moved by Webb, seconded by Hoysa:

THAT the agenda for the Farmers' Market Advisory Committee meeting held on November 26, 2020 be approved as amended to include the Addendum.

Carried by 2/3 of members present.

Disclosure of Interest

None declared.

Deputations

None.

Minutes

1. October 8, 2020.

Moved by Webb, seconded by Campbell:

THAT the minutes of the Farmers' Market Advisory Committee meeting held on October 8, 2020 be adopted, having been printed and distributed.

Carried.

Closed Session

There were no closed session items for this meeting.

Correspondence - Information Items

None.

Correspondence - Action Items

1. Market Manager - re 2021 Marketing Ideas and Vendor Recruitment.

Moved by Campbell, seconded by Webb:

THAT, further to the memo dated November 18, 2020 from the Market Manager regarding 2021 Marketing Ideas and Vendor Recruitment, the Farmers' Market Advisory Committee provides the following comments and suggestions:

- A 2022 Orillia Farmers' Market Calendar is a great idea
- Targeted special event marketing is endorsed given the restricted budget
- Committee supports developing participation and partnerships on location at special events in coordination with the City of Orillia, Orillia District Chamber of Commerce and the Downtown Orillia office, such as the "See you on the Patio" events, Sidewalk Sale, Antique Car show, etc
- Re-usable market bags as promotional items in addition to having them available for sale is supported
- Targeted events such as a Pie Day, Butter Tart Day, Muffin Day, Cookie Day, etc

AND THAT the members are encouraged to share new, creative ideas directly to the Market Manager at any time.

Carried.

Reports

1. DRAFT Report for review and comment:
Market Manager - re Market Fee Amendments and Policy Updates.

Moved by Webb, seconded by Hoysa:

THAT the DRAFT report BDC-20-09 from the Business Development and Communications Department regarding Proposed Amendments to the Farmers' Market Fee By-law and Operations Policy be endorsed as presented.

Carried.

2. Market Manager - re Weekly Market Reports: October 3, 10, 17, 24 and 31, 2020.
3. Market Manager - re Weekly Market Reports: November 7 and 14, 2020.

Moved by Campbell, seconded by Webb:

THAT the Weekly Market Reports from October 3 through November 14, 2020 be received as information.

Carried.

4. Market Manager - re Social Media Report: October 1 to November 18, 2020.
 - a) Posts
 - b) Definitions
 - c) Insights Data Export

Moved by Campbell, seconded by Webb:

THAT the Social Media Report from October 1 to November 18, 2020 be received as information.

Carried.

5. ADDENDUM: Budget Report to September 30, 2020.

Moved by Campbell, seconded by Webb:

THAT the Budget Report dated September 30, 2020 for the Orillia Farmers' Market be received as information.

Carried.

Date of Next Meeting

Moved by Campbell, seconded by Webb:

THAT the next meeting of the Farmers' Market Advisory Committee be held electronically on Thursday, January 14, 2021 at 5:15 p.m.

Carried.

Adjournment

Moved by Webb, seconded by Hoysa:

THAT the meeting be adjourned.

Carried.

Meeting adjourned - 6:19 p.m.

[adopted January 14, 2021]

S. Ballik,
Chair.