



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

**Minutes of the Electronic Meeting of the Farmers' Market Advisory Committee,  
Thursday, February 11, 2021 at 5:00 p.m.**

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

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

**Call to Order**

The meeting was called to order at 5:09 p.m.

**Approval of Agenda**

Moved by Campbell, seconded by Hoysa:  
THAT the agenda for the Farmers' Market Advisory Committee meeting held on  
February 11, 2021 be approved as distributed.

**Carried.**

**Disclosure of Interest**

None declared.

**Deputations**

None.

**Minutes**

1. January 14, 2021.

Moved by Webb, seconded by Campbell:

THAT the minutes of the Farmers' Market Advisory Committee meeting held on  
January 14, 2021 be adopted, having been printed and distributed.

**Carried.**

## **Closed Session**

There were no closed session items for this meeting.

## **Correspondence - Information Items**

1. Market Manager - re Virtual Market Update.

Moved by Campbell, seconded by Hoysa:

THAT the memo dated February 3, 2021 from the Market Manager regarding the Virtual Market Update be received as information.

**Carried.**

## **Correspondence - Action Items**

1. Market Manager - re Vendor Eligibility - Franchises.

Moved by Webb, seconded by Hewitt:

THAT the memo dated February 5, 2021 from the Market Manager regarding Vendor Eligibility - Franchises be received as information at this time.

**Carried.**

## **Reports**

1. Market Manager - re Weekly Market Reports: January 9, 16, 23, and 30, 2021.

Moved by Webb, seconded by Hewitt:

THAT the Weekly Market Reports from January 9 to 30, 2021 be received as information.

**Carried.**

2. Market Manager - re Social Media Report: January 7 to February 3, 2021.

- a) Posts
- b) Definitions
- c) Insights Data Export

Moved by Hewitt, seconded by Hoysa:

THAT the Social Media Report for the Orillia Farmers' Market from January 7 through February 3, 2021 be received as information.

**Carried.**

## **Date of Next Meeting**

Thursday, March 11, 2021 at 5:00 p.m. - Electronic Meeting.

**Adjournment**

Moved by Webb, seconded by Hoysa:  
THAT the meeting be adjourned.

**Carried.**

Meeting adjourned - 5:54 p.m.

*[adopted March 11, 2021]*

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S. Ballik,  
Chair.