



CITY OF ORILLIA
Farmers' Market Advisory Committee
MINUTES

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

Present: Shawna Ballik in the Chair
Councillor David Campbell
Kristine Hoysa
Laurie Neill
Kathy Webb

Absent: Luke Hewitt

Also

Present: Michael Ladouceur, Manager of Tourism
Diana Smith, Market Manager
Robin Cadeau, Assistant Clerk

Call to Order

The meeting was called to order at 5:05 p.m. and the Chair introduced the new Market Manager, Diana Smith and new vendor representative, Laurie Neill.

Approval of Agenda

Moved by Webb, seconded by Campbell:

THAT the agenda for the Farmers' Market Advisory Committee meeting held on March 11, 2021 be approved as amended to move Correspondence - Action Item #2 to follow Minutes.

Carried by 2/3 of members present.

Disclosure of Interest

None declared.

Deputations

None.

Minutes

1. February 11, 2021.

Moved by Campbell, seconded by Webb:

THAT the minutes of the Farmers' Market Advisory Committee meeting held on February 11, 2021 be adopted, having been printed and distributed.

Carried.

Closed Session

There were no closed session items for this meeting.

Correspondence - Action Items

2. Orillia Food Committee (OFC) - re Request for Feedback.

Moved by Webb, seconded by Neill:

THAT the submission dated January 19, 2021 from Emily Wilson, member of the Orillia Food Committee, regarding Food Security matters and background materials be received;

AND THAT the Farmers' Market Advisory Committee provides the following comments in response to comments/questions provided:

1. "Changing the day/time of the week of the week for market and/or adding another market day"

FMAC: The Market policy and by-law allows for special markets to be held in addition to the regular Saturday Market, on City-owned property, as defined. As the OFM works to grow the Market, consistency is important, and it is anticipated with the new management structure there will be opportunities for special markets and new opportunities.

2. "Increase fundraising capabilities of OFM to ensure staffing / advertising / operations budgets are sustainable for a successful market"

FMAC: The recent changes to the administrative structure and oversight of the Market lends itself to business building and growth of the Market. There may be opportunities for funding through grants and/or fundraising. The Committee believes that the Market may be on a positive turn through administrative changes, and as it grows, it may be time to expand the hours of the Market Manager. There may be options for volunteer outreach to secondary school students for extra hands on Market days.

3. "Work with City planning and/or facilities departments to improve walkability to the market site"

FMAC: The City is looking at addressing walkability through the Downtown Tomorrow visioning and planning.

4. "Create a partnership between local restaurateurs and market vendors to facilitate significant levels of food purchasing from local vendors – how to create connectivity"

FMAC: There may be an opportunity to advertise the Market as a source for restaurateurs to access fresh local food and there is a reciprocal benefit for the Market for the Shop Local promotions.

5. “Are there any other issues related to farmers’ market access that your committee would like to communicate to us? These concerns may be about physical access to the market or other barriers residents may currently experience in purchasing food at the Orillia Farmers’ Market.”

FMAC: No comments at this time.

6. “Additionally, are there any hurdles farmers and other vendors face when participating in the market?”

FMAC: Vendors who have made changes to adapt to online opportunities through the pandemic have resulted in some vendors discovering that they no longer require a stall each week. The Market has adapted as a pick-up point through the pandemic challenges. Saturday Market parking issues when the Opera House is operating an event remains very challenging, and staff are working cooperatively to address the challenges.

7. “Are there any ways our two groups can collaborate?”

FMAC: There may be future opportunities, and the OFM currently is focusing on growth of the Market and the challenges associated with pandemic impacts.

8. “Are there ways the Food Committee can support initiatives your group is considering?”

FMAC: The Farmers’ Market Advisory Committee looks forward to seeing the Orillia Food Committee’s report to Council in due course, and there may be synergies for information sharing to grow the vendor base. It’s important to remember that as Emily stated, “Farmers’ Markets can maintain success when they are considered and valued as a community hub and engagement opportunity – a vital space for people to be, hang out and connect with others.”

AND THAT the Chair work with staff to prepare the appropriate response to the Orillia Food Committee, with thanks to Emily Wilson for her informative overview and discussion.

Carried.

Correspondence - Information Items

1. Market Manager - re Market Update - COVID Impacts.

Moved by Hoysa, seconded by Webb:

THAT the submission dated March , 2021 from the Market Manager regarding the Market Update with respect to COVID Impacts be received as information.

Carried.

Correspondence - Action Items (continued)

1. Councillor David Campbell - re Downtown Dollars.

Moved by Webb, seconded by Hoysa:

THAT, further to the submission dated March 3, 2021 from Councillor David Campbell regarding Use of Downtown Dollars at the Orillia Farmers' Market, the Farmers' Market Advisory Committee provides the following comments:

- The Committee looks forward to hearing outcomes of the discussions that staff undertake with the Downtown Orillia office
- There is support for more investigation to understand how a program of this nature might work
- The ability to use the Downtown Dollars at the Market should apply to all customers, not solely for use by the restaurants who accept them

Carried.

Reports

1. Market Manager - re Weekly Market Reports: February 6, 13, 20 and 27, 2021.

Moved by Webb, seconded by Hoysa:

THAT the Weekly Market Reports from February 6 to 27, 2021 be received as information.

Carried.

2. Market Manager - re Social Media Report: February 4 to March 1, 2021.
 - a) Posts
 - b) Definitions
 - c) Insights Data Export

Moved by Hoysa, seconded by Campbell:

THAT the Social Media Report for the Orillia Farmers' Market from February 4 through March 1, 2021 be received as information.

Carried.

Date of Next Meeting

Thursday, April 8, 2021 at 5:00 p.m. - Electronic Meeting.

Adjournment

Moved by Neill, seconded by Hoysa:

THAT the meeting be adjourned.

Carried.

Meeting adjourned - 6:39 p.m.

[adopted April 8, 2021]

S. Ballik,
Chair.