



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

**Minutes of the Electronic Meeting of the Farmers' Market Advisory Committee,  
Thursday, April 8, 2021 at 5:00 p.m.**

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**Present:** Shawna Ballik in the Chair  
Councillor David Campbell  
Luke Hewitt  
Laurie Neill  
Kathy Webb

**Absent:** Kristine Hoysa

**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 5:06 p.m.

**Approval of Agenda**

Moved by Campbell, seconded by Webb:

THAT the agenda for the Farmers' Market Advisory Committee meeting held on April 8, 2021 be approved as distributed.

**Carried.**

**Disclosure of Interest**

None declared.

**Deputations**

None.

**Minutes**

1. March 11, 2021.

Moved by Campbell, seconded by Neill:

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

**Carried.**

## **Closed Session**

There were no closed session items for this meeting.

## **Correspondence - Information Items**

1. City Policy 3.1.1.3. - Free Parking - Farmers' Market.

Moved by Webb, seconded by Neill:

THAT City Policy 3.1.1.3. - Free Parking - Farmers' Market be received as information.

**Carried.**

## **Correspondence - Action Items**

1. Market Manager - re Special Friday Markets.

Moved by Webb, seconded by Campbell:

THAT, further to the memo dated March 31, 2021 from the Market Manager regarding Friday Night Markets, the Farmers' Market Advisory Committee provides the following comments and suggestions:

- Operate special Friday Markets in addition to regular Saturday Markets during the City's "See you on the Patio" program using the outdoor market space as follows:
  - Locate the Market in the south side of the parking lot nearest the fountain space and Opera House, visible to Mississauga Street
  - Close the southern West Street entrance/exit traffic
  - Cordon off space on the north side of the parking lot (to allow for parking and traffic flow through the parking lot from the northern West Street entrance/exit to the Andrew Street entrance/exit north of the library)
- Dates (to be determined)
- Hours of operation: Market opens from 5:00 p.m. to 9:00 p.m. with parking lot signed and cordoned off by 4:00 p.m. for vendor set-up
- Stall spaces provided with first right of refusal for current vendors with seasonal stall agreements in place

AND THAT staff be requested to proceed with discussions with the Economic Recovery Task Force (ERTF) and Emergency Management Committee (EMC).

**Carried.**

## **Reports**

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

Moved by Campbell, seconded by Neill:

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

**Carried.**

2. Market Manager - re Social Media Report: March 2 to 29, 2021.
  - a) Posts
  - b) Definitions
  - c) Insights Data Export

Moved by Campbell, seconded by Webb:

THAT the Social Media Report for the Orillia Farmers' Market from March 2 to 29, 2021 be received as information.

**Carried.**

### **Date of Next Meeting**

Thursday, May 13, 2021 at 5:00 p.m. - Electronic Meeting.

### **Adjournment**

Moved by Webb, seconded by Neill:

THAT the meeting be adjourned.

**Carried.**

Meeting adjourned - 6:09 p.m.

*[adopted May 13, 2021]*

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S. Ballik,  
Chair.