



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

**Minutes of the Electronic Meeting of the Farmers' Market Advisory Committee,
Thursday, May 13, 2021 at 5:00 p.m. in the Electronic Meeting**

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

Absent: Luke Hewitt

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

Call to Order

The meeting was called to order at 5:00 p.m.

Approval of Agenda

Moved by Neill, seconded by Webb:

THAT the agenda for the Farmers' Market Advisory Committee meeting held on May 13, 2021 be approved as amended to include the addendum.

Carried by 2/3 of members present.

Disclosure of Interest

1. Councillor Campbell - re Correspondence Action Item 2.

Councillor Campbell has a family member that is employed by one of the breweries and he declined to discuss or vote on the matter.

Deputations

None.

Minutes

1. April 8, 2021.

Moved by Webb, seconded by Hoysa:

THAT the minutes of the Farmers' Market Advisory Committee meeting held on April 8, 2021 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 Friday Night Markets.

Moved by Webb, seconded by Neill:

THAT, further to the agenda submission dated May 5, 2021 from the Market Manager regarding Friday Night Markets during the "See You on the Patio" Program, the Farmers' Market Advisory Committee provides the following comments:

- Dates to start Friday, July 2, 23 and August 13 with further dates to be added at the discretion of staff, as a pilot project
- Operate with set-up to begin at 4:00 p.m., open at 5:00 p.m. to ensure no driving on the "open" market until dusk or 9:00 p.m. whichever is earlier
- First right of refusal will be offered for vendors as additional to their pre-paid existing seasonal contract who sign up for all 3 dates at their seasonal rate
- A casual stall fee of \$35 per Friday to be applied to all other circumstances on a first-come, first-paid basis
- The overall operational plan is endorsed as presented

Carried.

2. Market Manager - re Breweries at the Orillia Farmers' Market.

Moved by Neill, seconded by Webb:

THAT, further to the agenda submission dated May 11, 2021 from the Market Manager regarding Breweries on the Orillia Farmers' Market, the Farmers' Market Advisory Committee provides the following comments:

- Maximum brewery stalls should be left to the discretion of staff based on overall vendor complement
- Preference given by proximity to Orillia

Carried.

Reports

1. Market Manager - re Weekly Market Reports: April 3, 10, 17, 24, and May 1, 2021.

Moved by Webb, seconded by Campbell:

THAT the Weekly Market Reports from April 3 to May 1, 2021 be received as information.

Carried.

2. Market Manager - re Social Media Report: April 5 to May 5, 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 April 5 to May 5, 2021 be received as information.

Carried.

Date of Next Meeting

Thursday, June 10, 2021 at 5:00 p.m. - Electronic Meeting.

Adjournment

Moved by Webb, seconded by Hoysa:

THAT the meeting be adjourned.

Carried.

Meeting adjourned - 6:08 p.m.

[adopted June 10, 2021]

S. Ballik,
Chair.