

MEETING NOTES



MEETING **Guelph Farmers' Market Stakeholder Working Group Meeting #1**
 DATE March 25, 2019

ITEM #	DESCRIPTION
1	<p>Opening/Welcome & Introductions</p> <p>Attendees</p> <ol style="list-style-type: none"> 1) Guelph Wellington Public Health - Jessica Morris 2) Downtown Guelph Business Association - Montana Woolford Browne 3) Taste Real Guelph Wellington, County of Wellington - Christina Mann 4) The Seed, Guelph Community Health Centre - Madeline Barber 5) Farmers' Markets Ontario - Catherine Clark 6) Farmers' Markets Ontario - Jay Howell 7) Chef owner/operator - Yasser Qahawish 8) Food tourism owner/operator - Lynn Broughton 9) Guelph Arts Council - Patti Broughton 10) Vendor Executive Member - Farmer Matthew Carere 11) Vendor Executive Member – Reseller Mary Ann Kenny 12) Vendor Executive Member - Prepared Foods Andrew Crawford 13) Vendor Executive Member - Arts and Crafts Lisa Byers <p>Staff</p> <ol style="list-style-type: none"> 1) Downtown Renewal - Rino Dal Bello 2) Planning & Building Services - David DeGroot 3) Market Clerk - Brittany Skelton and Joey Tang 4) Manager, Culture and Tourism - Stacey Dunnigan 5) General Manager, Culture, Tourism and Community Investment - Danna Evans 6) Legal Realty Services - Katherine Hughes, Associate Solicitor 7) Smart Cities Our Food Future - Gina van den Burg 8) Community Engagement - Kelly Guthrie
2	Reviewed Agenda
3	Review of the Guelph Farmers' Market: Refreshing our local tradition initiative
4	Review and approval of Terms of Reference for the Working Group. It was determined, based on attendance, that Monday's from 1:00-3:00pm was a good time for Working Group meetings.

5	<p>Reviewed Key Findings from the 2019 Market Shopper Profile. Brainstorm session on what's working and what needs improvement at the Market.</p> <p>What is Working Well at the Guelph Farmers' Market:</p> <ul style="list-style-type: none"> • Vendors know the rules & regulations • It's busy • Community meeting place • Community amongst vendors • Good selection of things • Year-round • Indoors • Supports local community • Continues to tell Guelph's story about food • Tie-in/connection with other events - not just retail • High quality of food • Entrepreneurship • Business incubator • Brings people downtown • Cider & wine! • Likes how it competes & takes \$\$\$ from big companies • Urban & rural meeting place • Historic <p>What Needs Improvement at the Guelph Farmers' Market:</p> <ul style="list-style-type: none"> • Hours • Space/configuration • Looks disorganized • Risks of accidents in parking lot • Parking • Promotion • Good mix of farmers - is it a farmers' market or not? It's about farmers not knickknacks
6	<p>Review of the draft Vision & Mission for the Guelph Farmers' Market</p> <p>Refreshed Vision: Feeling that the use of 'Guelph-Wellington' in place of 'region' was exclusionary (Vendors and Yasser Q) Could there be a reference made that this does not exclude products sold directly from farmers from other parts of Ontario?</p> <p>Philip and Stacey both stated that the intended use of Guelph-Wellington was not exclude farmers or existing resellers. This use of words is purposeful in that they acknowledge the position of the City of Guelph in the Market, apply to all products sold at the market, and could be used leverage its economic impact in Guelph and Wellington County.</p>

	<p>Vision Elements: 2. Year-round – open 52 Saturdays a year. Change to Open 52 weeks a year.</p> <p>Refreshed Mission:</p> <ul style="list-style-type: none"> - Question as to the use of 'farm-fresh' because it has different meanings to different people (Brittany Skelton – Market Clerk) - Question to the use of the term 'heart' of Guelph because in consultation with the community about other projects, there are other places downtown that are referred to as such. (Rino Del Bello – Downtown Renewal) <p>Goal #5 – Point #3 Replace 'recycling' with waste reduction</p>
7	<p>Next Steps were discussed. The chair, Stacey Dunnigan will advise the Working Group of the next meeting which will be in the fall.</p>