
Guelph Farmers' Market stakeholder working group Terms of Reference

The City of Guelph (City) has initiated a policy and operational review of the Guelph Farmers' Market (Market) entitled *Refreshing Our Local Tradition* (Initiative). The goal of this Initiative is to ensure the ongoing success of the Guelph Farmers' Market as an important community gathering place and source of fresh, local, healthy food.

Purpose

The Guelph Farmers' Market Stakeholder working group (working group) provides a forum for stakeholder input and advises the City's Project Team, during the *Refreshing Our Local Tradition* initiative. The working group will be established at the outset of the initiative and will help the City understand and consider the aspirations and concerns of stakeholders as they relate to the future of the Market.

Mandate

The mandate of the working group is to provide an ongoing forum for consultation and advise the Project Team at key points throughout the development of the *Refreshing Our Local Tradition* initiative, including:

- The Market's vision, mission and operational goals and objectives
- The Market's business plan, policies and regulation
- The Market's operational budget including stand fees
- Final strategy and implementation Plan
- Ongoing community engagement mechanisms for the Market

The working group will also help the Project Team ensure that broad community engagement activities will provide the public with a clear understanding of the initiative and encourage participation, in keeping with the City of Guelph's Community Engagement Framework (see Appendix A).

Membership

The working group consists of two representatives from eleven (11) key stakeholder groups and includes members of the Project Team. The list of key stakeholder groups was identified by Market vendors and the Project Team. Individuals are recommended by the groups/organizations they represent. The following stakeholder organizations/groups will be invited to participate on the working group:

- Guelph Farmers' Market Vendor Executive Committee
- Guelph Wellington Public Health
- Ontario Ministry of Agriculture and Rural Affairs

-
- Downtown Guelph Business Association
 - Taste Real Guelph Wellington, County of Wellington
 - The Seed, Guelph Community Health Centre
 - Farmers' Markets Ontario
 - University of Guelph
 - Guelph Arts Council
 - Chef owner/operator
 - Food tourism owner/operator

Staff Resources:

- Downtown Renewal, Economic Development
- Planning and Building Services
- Realty Services
- Communications Advisor
- Corporate Facilities Maintenance
- Market Clerks
- Manager, Culture and Tourism
- Smart Cities – Our Food Future

Working group members are expected to serve for duration of the initiative, with the mandate of the working group completed upon Council's approval of the Market's business plan and policies in 2020. Membership is voluntary. It is required that working group members understand and agree to the terms of reference outlined in this document.

Recruiting

The list of key stakeholders was identified by Market vendors and the project team. Stakeholder groups will be invited to participate by the project team, and asked to put forward the names of two representatives that are familiar with the Market to participate on the working group. The first name is the main representative and the second is the alternate should the main representative not be able to attend a meeting. However, both representatives may attend the meetings.

If a vendor executive committee member cannot attend, a designate representative from that category must be named and attend in their place. Each vendor category must be represented.

Working Group Meetings

It is anticipated that there will be a maximum of five (5) meetings of the Working group over the duration of the initiative. Meetings will be held at accessible locations, such as City Hall – or as convenient to the majority of members – so as to encourage attendance at each meeting. Meeting length and regularity will be decided by the group at the first meeting.

Appropriate City staff or other resource people identified by the working group will be present at discussions on specific issues or components of the initiative.

Resource people/technical experts identified by the working group may be invited to meetings to provide expert advice, answer technical questions, but do not have a role in final recommendations decided by the working group.

Decision-making

As an advisory body, the working group will operate by consensus to the extent possible. Consensus is where participants openly discuss views and opinions, seeking to develop common ground and narrow areas of disagreement to the best of their ability. Where differing viewpoints and opinions exist, these will be noted in the working group meeting notes.

Meeting Notes, Documentation and Administration

City Staff will undertake the working group's secretariat function including: the preparation and distribution of draft agendas and meeting reminders, meeting logistics and the recording and distribution of Working Group draft meeting notes for review and comment. Meeting notes will include:

Full names of members present and the organization they represent

Main discussion points

Action items

All meeting notes and documentation produced or received by the working Group will be considered public and will be posted on the City of Guelph website at Guelph.ca, and referenced in the Report to Council on the *Refreshing Our Local Tradition* initiative.

Meeting agendas will be posted on the City of Guelph website one (1) week/7 days in advance of each meeting. Meeting notes will be posted on the City of Guelph website within one (1) week/7 days after approval by the working group at the next meeting.

Roles and Responsibilities

In addition to the Participant Responsibilities identified in the City's Community Engagement Framework (see Appendix A,) working group members will:

- Consider matters, issues or information provided by the Project Team relating to the Initiative, and provide advice and recommendations as requested.

-
- Liaise with the group / organization they represent to bring forward advice, issues or comments from their members, and to return information and results to members from the working group.
 - Strive to operate in a consensus mode where participants openly discuss views and opinions and seek common ground.
 - Ensure that the results of working group discussions are accurately recorded in the meeting notes
 - Embrace the City of Guelph's Guiding Principles for Community Engagement and Community Engagement Framework when providing advice or recommendations and when interacting with the Project Team.

In addition to the Employee Responsibilities identified in the City's Community Engagement Framework (see Appendix A,) Project Team members will:

- Strive to provide accurate, understandable information to working group members, so they can contribute informed advice and recommendations.
- Ensure that appropriate City staff – or other resource people – are present at discussions on specific issues or components of the initiative.
- Ensure that advice, recommendations, and consensus positions from the working group are fully considered in developing the Business Plan, policies and regulations
- Embrace the City of Guelph's Guiding Principles for Community Engagement and Community Engagement Framework when interacting or planning to interact with the working group.

Role of the Chair

The City's Manager of Culture and Tourism will serve as Chair to enable all members to participate fully in the discussion. The Chair will also assist the working group to develop and approve meeting process rules and other procedures related to working group effectiveness. The Chair will be supported by the Project Team in developing the details of the meeting protocols.

Working Group authority

The working group is an advisory body to the Project Team, and to City Council through the Project Team. All meeting notes and recommendations from the working group will be posted on the City's project website.

Appendix A

Community Engagement Framework – Select Excerpts

Guiding Principles for Community Engagement

The following principles build on those approved by Guelph City Council. They have been updated to reflect emerging community engagement practices. Community engagement in the City of Guelph embraces these principles.

1. **Inclusive** – The City encourages participation by those who will be affected by a decision. The City builds relationships with stakeholders by using a range of tools to engage varied audiences.
2. **Early Involvement** – The City involves the public as early as possible in the community engagement process so stakeholders have time to learn about the issue and actively participate.
3. **Access to Decision Making** – The City designs processes that will give participants the opportunity to influence decisions.
4. **Coordinated Approach** – The City co-ordinates community engagement activities to use community and City resources effectively.
5. **Transparent and Accountable** – The City designs processes that are open and clear. Stakeholders will understand their role, the level of engagement and the outcome of the process.
6. **Open and Timely Communication** – The City provides information that is timely, accurate, objective, easily understood, accessible and balanced.
7. **Mutual Trust and Respect** – The City engages the community in a fair and respectful way that fosters understanding between diverse views, values and interests.
8. **Evaluation and Continuous Improvement** - The City commits resources to evaluating engagement processes to ensure engagement activities are effective.
9. **Equitable Engagement Process** – The City designs engagement processes that allow all community members a reasonable opportunity to contribute and to develop a balanced perspective.

Council Responsibilities

As key leaders within the City, the support of City Council is important for successful community engagement. Council is asked to:

- Review information gathered through community engagement processes to inform Council decisions.
- Consider appropriate project timelines and resources needed for community engagement.

Employee Responsibilities

City employees who are responsible for the design and implementation of community engagement processes will:

- Pursue community engagement with the belief that community involvement leads to better decisions
- Ensure that community engagement activities comply with the Community Engagement Framework and Policy, its processes, worksheets and tools
- Develop project charters or project plans that provide adequate timelines and resources for community engagement
- Notify the Community Engagement Team of any planned community engagement activities
- Design engagement processes that reflect the promise made to stakeholders according to the level of engagement
- Design engagement processes that reach out to vulnerable populations
- Ensure all community members who want to be involved are included
- Ensure all communication is clearly presented, balanced and understandable to the target audience
- Ensure that participants are aware of their responsibilities in the engagement process and support participants to fulfill those responsibilities
- Foster long-term relationships based on mutual trust and respect
- Ensure the project accurately reflects all the feedback received
- Ensure decisions and recommendations acknowledge the needs, values and desires of the community
- Ensure consultants or external organizations undertaking community engagement activities on behalf of a City department comply with the Community Engagement Framework and Policy

Participant Responsibilities

Successful community engagement processes require respectful and constructive contributions of participants. Participants are responsible to:

- Pursue community engagement with the belief that community involvement leads to better decisions
- Focus on the decisions to be made or the question to be answered
- Recognize the City must consider the needs of the whole community

-
- Strive to reach sustainable solutions
 - Request alternative ways of participating if required
 - Listen to understand the views of others
 - Identify concerns and issues early in the process
 - Participate openly, honestly and constructively, offering ideas, suggestions and alternatives
 - Work in the process in a transparent, respectful and cooperative manner
 - Stay abreast of the project, engagement activities and related issues
 - Provide input and feedback within project timelines
 - Encourage others to become engaged, and offer input to the project and engagement activities
 - Provide contact information as requested, to receive updates about the community engagement process