

# Meeting Minutes



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Meeting	<b>Guelph Farmers' Market Stakeholder Working Group</b>
Date	23/09/2019
Location	City Hall
Time	1:00 pm
Present	Noted below
Regrets	

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## Discussion Items

### 1. Attendance:

- Guelph Wellington Public Health - Jessica Morris, Jawad Safdar
- Taste Real Guelph Wellington, County of Wellington - Christina Mann
- Chef owner/operator - Yasser Qahawish
- Food tourism owner/operator - Lynn Broughton
- Guelph Arts Council – Fan Ling Suen
- Guelph Centre for Organic Farming, UofG – Karen Houle
- HTFM, UofG – Tim White, student
- Vendor Executive Member - Farmer Dana Thatcher
- Vendor Executive Member – Reseller Mary Ann Kenny
- Planning & Building Services - David DeGroot
- Market Clerk – Vince Tkaczuk and Joey Tang
- Manager, Culture and Tourism - Stacey Dunnigan
- Smart Cities Our Food Future – Cathy Kennedy
- Community Engagement - Kelly Guthrie
- Bylaw & Licensing – Dave Wiedrick

### 2. Reviewed Agenda

3. Reviewed and accepted March 25, 2019 Meeting Minutes, including review of initiative goals, shopper data results, refreshed Vision and Mission elements, Refreshed Goals and Objectives.

4. Discussion – How can your organization / department promote or leverage the market?

- Community Engagement – great place for community engagement
- Urban design/planning – Market is a historic gateway, link to wayfinding; how to differentiate from other downtowns using market, Freshfield Street connection?
- Public health – fast track process for vendors within current process; health promotion; variety of programs that could benefit from public engagement at market.
- Yasser – parking has been a challenge since Police HQ renovations; not a lot of Chefs can shop on a Saturday – hours are a challenge; focus should be on

consumers to make their shopping experience easy and convenient; connections between restaurants and market vendors important for cross promotion.

- Guelph Centre for Organic Farming – Anita Stewart, annual Chef challenge leverages the National Chef community to promote local food a larger audience; venue space; urban farming opportunities in the city; food security issues for students – opportunity to supply to off-campus and on-campus food bank.
  - Taste Detours – opportunity to prepare food onsite for filming; tours that begin in the market; wayfinding challenges could be addressed by new public art; special events and collaborations could be leveraged by operators;
  - Taste Real – hub for Guelph-Wellington local food; connections to new businesses that are starting ie. Vendors with Consumer direct programs; collective of Farmers’ Markets within Wellington County that benefit from coordinated promotion; opportunities for other event partnerships; entrepreneurial showcase of GW business/products
  - HTFM (UofG) – email lists to students/organizations (promotion); ProjectServe – student volunteers; opportunity for students to learn at the market re: meal prep and demos; opportunity for research and study programs (tourism/food tourism development)
  - 10C – opening commercial kitchen Sept 26
  - Guelph Arts Council – challenge to find space for art sales, showcase/display and community engagement; GAC could be involved in process for jurying artists, including live performance/buskers
  - Vendor (Dana Thatcher) – special events could be expanded to include farms tours.
  - Yasser – desire for more community/public use of the market, potentially other days of the week; create true community hub is needed
5. Presentation – Cathy Kennedy: Our Food Future
    - Reviewed 3 project goals of winning Smart Cities Challenge bid.
  6. Next Steps
  7. Next Meeting: Monday, October 21, 2019, 1:00pm – 3:30pm, City Hall, Room A
  8. Click to insert item

## **Action Items**

1. None