



City of  
**Peterborough**

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**To: Members of the General Committee**

**From: Allan Seabrooke, Commissioner of Community Services**

**Meeting Date: February 11, 2019**

**Subject: Report CSD19-002  
Peterborough and District Farmers' Market Update**

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## **Purpose**

A report to update Council on the Peterborough and District Farmers' Market Association and their Saturday Farmers' Market in Morrow Park; to request approval for an extension to their current licence agreement; and direction to proceed with public consultation.

## **Recommendations**

That Council approve the recommendations outlined in Report CSD19-002, dated February 11, 2019, of the Commissioner of Community Services, as follows:

- a) That staff be directed to proceed with public consultation as outlined in Report CSD19-002;
- b) That staff be directed to report back to Council in September 2019 with the results of the public consultation and options for an RFP process; and,
- c) That Council approve an extension to the current license agreement with the Peterborough and District Farmers' Market which will expire May 1, 2019 for one year until May 1, 2020.

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## **Budget and Financial Implications**

There is no additional budget or financial implications associated with receiving this report. There will be incidental expenses related to public consultation, which will be conducted using in-house resources.

## **Background**

At its meeting of December 10, 2018, Council approved recommendations a) and b) below related to Report CSAD18-006.

- a) That Report CSAD18-006 Peterborough and District Farmers’ Market Association be received for information and,
- b) That staff report back to Council during the February 2019 cycle of meetings on options for an RFP process, public consultation, implementation and associated time lines for a farmers’ market.

This report is provided in response to the above recommendations.

## **Highlights of General Committee Report CSAD18-006**

The following are the key points of CSAD18-006 – Peterborough and District Farmers’ Market Association (PDFMA), attached as Appendix A, that are relevant to this report:

- The PDFMA has been the operator of the Saturday Market in Morrow Park since 1984 through a licence agreement with the City. The PDFMA is incorporated and has its own set of bylaws that set out how PDFMA members exercise their voting privileges. The PDFMA is a tenant in good standing with the City.
- Issues among PDFMA’s membership in early 2018 prompted a thorough review by the membership and resulted in a new Board of Directors being elected and a mandate to set a strategic plan to create stability and chart a future path forward.
- PDFMA completed its strategic planning process and adopted a new strategic plan, which resulted in the hiring of a paid Operations Manager and expanded marketing and communications between the vendors and the community.
- The current license agreement with PDFMA expires May 1, 2019.
- Staff, through Report CSAD18-006, notified Council of its intention to extend the current license agreement with the PDFMA as operator of the Saturday Farmers’ Market at Morrow Park for one year until May 2020, allowing sufficient time for

staff to prepare and award a Request for Proposals (RFP) for a long-term licence agreement for an operator beginning May 1, 2020.

### **Review of Role of the Farmers’ Market in Morrow Park**

Prior to commencing the RFP process to select a long-term market operator at Morrow Park, staff will undertake a review process to better understand what is needed in the City of Peterborough in terms of a farmers’ market. **The Municipal Act** provides authority for a local municipality to establish, maintain and operate a farmers’ market or to regulate. This information will be used to inform the RFP process and future directions regarding a farmers’ market in Peterborough.

The review process will include two components:

- 1) Best Practices Research
- 2) Community/Stakeholder Consultation

### **Best Practices Research**

As a first step in the review process, staff will review other farmers’ market operations across Ontario. Staff will compile information on the following:

- Municipal involvement in each market
- Property ownership
- Operating model
- Governance
- Membership
- Enforcement
- Bylaws, licences, agreements
- Items sold (locally grown, prepared food, resellers, crafts, etc.)
- Signage requirements

In addition, staff will conduct research with organizations considered to be farmers’ market industry leaders (e.g. Farmers’ Markets Ontario and Farmers Markets Canada).

### **Community/Stakeholder Consultation**

Below is a brief overview of the Community/Stakeholder Consultation to provide a general sense of the approach that staff is planning to take.

Purpose: To conduct a community engagement process to help guide the City of Peterborough’s direction related to a farmers’ market in Morrow Park.

Process: The process will, at minimum, consist of the following methods:

- General Survey – To be placed on the City’s website and made available in hard copy format at City facilities, local farmers’ markets, and possibly other related locations.
- Targeted Surveys – To be sent to key stakeholders.
- Council Survey – To be sent to Council members.
- Pop-ups/Small Gatherings – This approach will be used to conduct informal discussions with various stakeholders and members of the public (e.g. attending local farmers’ markets, subject to their prior agreement, to talk to vendors and visitors).

**Timing:** The Community/Stakeholder Consultation will be undertaken for periods during the winter markets and during the peak summer period to try to reach as broad of an audience as possible, wrapping up by the end of the summer.

**Participants:** Local residents and visitors will be encouraged to participate. In addition, staff will compile a key stakeholders list to ensure that individuals, groups, and organizations that have an interest in the local farmers’ markets, will have an opportunity to provide their input.

**Questions:** The survey questions will be customized according to the particular survey audience. The surveys will be developed for distribution while the local farmers’ markets are operating.

## **Next Steps**

Staff will begin conducting the best practices research and designing the survey and interview process to be ready to conduct the public consultation while the local farmers’ markets are operating. Staff will compile the research and report back to Council in September 2019 with the findings. This report will provide options for an RFP process which will be informed by the data gathered through the City’s public consultation process. An RFP will then be issued in the fall of 2019 or early 2020 to select an operator. To allow for this process, the current license agreement with the PDFMA must be extended for one year until May 1, 2020.

## **Summary**

The current licence agreement with the PDFMA expires May 2019. In response to Report CSAD18-006, Council asked staff to report back during the February 2019 cycle of meetings on options for an RFP process, public consultation, implementation and associated time lines for a farmers’ market in Morrow Park. This Report provides information to address each of these considerations.

Submitted by,

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Attachment:  
Appendix A: CSAD18-006 – Peterborough and District Farmers’ Market Association