

Strathroy Downtown Market Executive Meeting

January 8th, 2019

Strathroy City Hall

MINUTES

Call to Order

- Called the meeting to order at 7:39PM
- The Chair offered opening comments generally.
- Those in attendance were:
 1. Greg McClinchey (Acting Chair)
 2. Dave Brock, Member
 3. Paul Martin, Member
 4. Brittany Zwart, Market Co-Manager
 5. Cate O'Neill, Market Co-Manager

Minutes of the Last Meeting

N/A

General Update

Lookback on 2018 (Season #1)

- The approved Market Plan states, "During the first season covered by the plan, the following general goals should be pursued:"
 - ✓ To formalize and provide structure for existing Market operations;
 - ✓ To ensure the proper functioning and setup of basic Market structures;
 - ✓ To increase Market income by 10% (year-over-year);
 - ✓ To grow the final vendor numbers by 10%;
 - ✓ To launch an outreach strategy;
 - ✓ To establish a benchmarking strategy;
 - ✓ To undertake vendor growth with an eye to vendor diversity; and
 - ✓ To develop strategic plans and partnership with an eye to year 2 goals.

General discussion was undertaken on the above.

Look Ahead to 2019 (Season #2)

- The approved Market plan states, “During the second season covered by this plan, the following general goals should be pursued:”
 - ✓ To address issues identified in the year 1 benchmarking review process;
 - ✓ To review all existing Market operations for efficiency and effectiveness;
 - ✓ To sustainably expand the Market season by 2 weeks;
 - ✓ To grow the overall vendor numbers by an additional 15%;
 - ✓ To increase Market income by an additional 15% (year-over-year); and
 - ✓ To build on strategic partnerships with an eye to year three goals.

General discussion was undertaken on the above.

Finance and Budget

- The Committee reviewed the 2018 budget proposals and actuals.
- The Committee established a 2019 proposed budget.

Rates and Schedule Review

The 2019 Season will run from June 15th, 2019 – September 14th, 2019 (14 Weeks).

- Child (under 16): \$10/per day (taxes included)
- Child (under 16) seasonal: \$140/per season (taxes included)

- Adult daily rate: \$30/per day (taxes included)
- Adult half seasonal rate: \$255/per 10 week block (taxes included)
- Adult full seasonal rate: \$285/per season (taxes included)

In addition to the above, for those who participate in the cited special events, the following rates apply to:

- August 3rd, 2019 (Night Market): \$55 (taxes included)
- **December 14th, 2019 (Christmas Market): \$55 (taxes included)

***NOTE: since the Market Executive meeting was held, the BIA has changed the Victorian Christmas event date to December 7th, 2019. Accordingly, the Committee has altered the Christmas Market date to December 7th, 2019.*

Executive/Appointments

- The Committee struck a sub committee to review and approve vendors for the 2019 Market. That sub committee will be comprised of:
 1. Paul Martin;
 2. Dave Brock;
 3. Brittany Zwart; and
 4. Cate O'Neill.

- The Committee reviewed the criteria to be applied to the Market positions appointed by the Advisory Board (below).

The approved Market plan requires that the volunteer Strathroy Downtown Market Executive Board be established in accordance with the following:

1. The Chair of the Executive Board shall be selected by the Advisory Board and shall be a vendor. For clarity, the Chair of the Executive Board and the Chair of the Advisory Board shall be the same person;
2. The Market Manager(s) shall be an Executive Board Member without voting rights;
3. The Market Treasurer shall be an Executive Board Member;
4. The Deputy Treasurer shall be an Executive Board Member and shall be a vendor;
5. The Municipal CAO shall be an Executive Board Member;
6. The Chair of the Strathroy BIA shall be an Executive Board Member;
7. 3 general members of the Advisory Board as selected by the Advisory Board; and
8. 1 Municipal representative appointed by the CAO.

Expectations/Stipulations Relating to #1 and #7 above

- The nominee shall be a vendor;
- The nominee shall miss no more than 2 non-consecutive meetings of the Executive Board in any calendar year;
- The nominee shall be required to be available (or to provide a capable proxy) for no fewer than 8 Market Days (for set up and tear down);
- The nominee shall undertake to represent the vendor body.

NOTE: upon the successful completion of the one-year term in accordance with the above, the vendor fees of the nominee shall be fully refunded.

In keeping with the above, the Executive Committee for 2019 shall be:

1. Chair (TBD);
2. Vendor Representative 1 (TBD);
3. Vendor Representative 2 (TBD);
4. Vendor Representative 3 (TBD);
5. Brittany Zwart, Market Co-Manager;
6. Cate O'Neill, Market Co-Manager;
7. Bill Dakin, Market Treasurer;
8. Paul Martin, Market Deputy Treasurer;
9. Dave Brock, BIA Representative;
10. Greg McClinchey, CAO; and
11. Rob Lilbourne, Municipal Representative 1.

General Comments from the Floor

- General discussion followed.

The following motion was made:

“That the action noted above be confirmed and enacted by the Committee.”

Moved: Dave Brock

Second: Paul Martin

Carried

Next Meeting

- January 9, 2019 at 7:00PM
Strathroy Senior's Centre

Adjournment (10:29PM)

Moved: Dave Brock

Second: Paul Martin

Carried