



Meeting Date: April 5, 2023

Submitted by: Scott Mairs – Director of Community Services

Report No: CMS-02-2023

Subject: Ilderton Farmers Market License Agreement

Recommendation:

THAT Report CMS-02-2023 re: Ilderton Farmers Market License Agreement be received;

AND THAT By-Law 2022-040 be repealed;

AND THAT the License Agreement set out in Appendix A of this report between the Municipality of Middlesex Centre and the Ilderton Farmers Market be approved;

AND FURTHER THAT the Mayor and Clerk be authorized to execute any necessary documents to complete the Agreement

Purpose:

To seek Council approval of the License Agreement between the Municipality of Middlesex Centre and the Ilderton Farmers Market.

Background:

The Ilderton Farmers Market began its operation in 2012 with a mandate to support local producers selling a variety of fruits & vegetables, baked good, jams & preserves, smoked meats and cheese & dairy products to name a few. The market on average hosts 20 weekly vendors from June to September utilizing the Municipal Parking Lot in Ilderton.

In 2022, the municipality entered into a formal license agreement with the Ilderton Area Business Association (IABA) that was adopted by Council on April 20, 2022, under By-Law number 2022-040.

In March of this year, the IABA asked to terminate the agreement and indicated that Kara Muller will be taking over the responsibility of the market under its own entity.

Ms. Muller has requested to move the market to Heritage Park as this will be a much smaller market setting moving forward. The grass area beside the pavilion, as noted in the agreement, was identified by staff as an appropriate area for the market. With this being a smaller market, staff don't anticipate any challenges due to excess traffic at the park and the market competing with other activities.

Analysis:

Last year, staff identified the need to enter into a more formal agreement with respect to Farmers Market agreement in order to set out the terms and responsibilities of both the market and the municipality as it relates to the operation of the market and to ensure legislative compliance.

Staff reviewed multiple examples of Farmers Market Agreements in Southwestern Ontario and consulted with the Middlesex London Health Unit and the Middlesex Centre Fire Services in preparing this agreement.

Financial Implications:

The Ilderton Farmers Market will pay \$250.00 plus HST in year 1 of the agreement, \$500.00 plus HST in year 2 and \$750 plus HST in year 3.

Strategic Plan:

This matter aligns with following strategic priorities:

- Vibrant Local Economy
- Responsive Municipal Government

Attachments:

A1 – Ilderton Farmers Market License Agreement