

COUNCIL REPORT

Meeting Date: February 7, 2022
Department: Community Services
Report No.: CS-2022-04
Submitted by: Rob Lilbourne – Director of Community Services
William (Bill) Dakin – Director of Finance-Treasurer
Approved by: William (Bill) Dakin – Director of Finance-Treasurer

SUBJECT: Strathroy Downtown Market 2022 and Beyond

RECOMMENDATION: THAT: Council receives the report CS 2022-04, and further brings the Strathroy Downtown Market under the control of the Community Services Department with the use of a Market advisory committee

STRATEGIC PLAN ALIGNMENT:

This matter is in accord with the following strategic priorities:

Residents of all ages in Strathroy-Caradoc will have access to community amenities and activities that are accessible and support active lifestyles and wellbeing.

Strathroy-Caradoc will have a diverse tax base and be a place that offers a variety of economic opportunities to current and prospective residents and businesses.

BACKGROUND:

The Strathroy Downtown Market has become a mainstay within the community during the summer months. The Market draws locals and visitors from across the entire region, provides a convenient option for the purchasing of local goods and fresh produce, and functions as a drawing card for businesses in the Strathroy Downtown.

Back on April 16, 2018 the council endorsed a partnership with the municipality and the then community based board that would see the municipality come alongside the board and strengthen market foundation. This commitment was for the 2018-2020 season with and extension into the 2021 season if needed.

Back in 2018 season the board comprised of eleven members seven 7 from the then current Strathroy Downtown Market and 4 municipal staff.

The plan for the eventual return of the market administration and operation was progressing well, until the pandemic hit. The current board consists of 2 market vendors and 2 municipal employees

COMMENTS:

Based on the value the Strathroy Downtown Market brings to the municipality and particularly the downtown core, coupled with the trend of not being able to recruit and maintain a consistent and vibrant board. Also at the last market board meeting on January 20th the two vendor representatives made a motion that the municipality be ask to assume administration and operation of the Strathroy Downtown Market. With recent addition of a special events and booking coordinator the CS department is well positioned to assume operation of the Market. To ensure the success the department will work with advisory members and volunteers to further build upon its successes.

CONSULTATION:

Rob Lilbourne – Director of Community Services

William (Bill) Dakin – Director of Finance-Treasurer

The two vendor representatives on the current Market Board

FINANCIAL IMPLICATIONS:

The market income and expenses would fall under the Community Services Department portfolio.

ATTACHMENTS:

NONE