

Memorandum of Understanding
Between the
“City of Port Colborne”
And
“Port Colborne Downtown Business Improvement Area”

Purpose:

The purpose of this Memorandum of Understanding (MOU) is to outline and clarify the responsibilities and expectations of each party with regards to the transition of the Port Colborne Farmers’ Market.

Overview:

At their March 8th, 2021 Council meeting, Port Colborne City Council voted in favour of the Port Colborne Downtown Business Improvement Area (BIA) operating the Farmers’ Market, contingent on the completion of an MOU and amendments made to the current by-law.

The Farmers’ Market has a long and valued tradition in Port Colborne. It has been managed by the City and is now transitioning. The Port Colborne Downtown BIA will be taking over operations of the Farmers’ Market on a two-year pilot project.

Term:

The two-year pilot project will begin on April 30th, 2021 and will end on December 31st, 2022. Upon the commencement of the term the City and the Downtown BIA will re-evaluate the partnership and the potential renewal of the MOU will be considered.

The Downtown BIA will provide monthly reports to City staff and City Council. The Downtown BIA will also work collectively with City staff to address any concerns that arise from City Council.

Farmers’ Market By-Law

The Port Colborne Farmers’ Market is operated under By-Law N0. 6500/67/17 being a by-law to establish and regulate the Port Colborne Farmers’ Market and to repeal by-laws 4490/21/04 and 5088/143/07. The following amendments will be made to the current by-law in order to follow through with this MOU:

- The “Director” as defined in the by-law will be changed to the Manager of Strategic Initiatives.
- The “Market Manager” will be appointed by the Downtown BIA.
- Section 4: Operation and Management – Market Manager, subsection ii) states that the Market Manager shall collect all fees payable under this by-law and to pay over, remit, and account weekly to the City Treasurer all fees and monies received with regard to the Market. This subsection will be altered to accurately show the arrangement under this agreement. The Downtown BIA will assume financial management of the Farmers’ Market.
- The hours of operation of the Farmers’ Market will be changed from 6:00 a.m. to 1:00 p.m. to 8:00 a.m. to 12:00 p.m. The times are subject to further change at the discretion of the Downtown BIA.

The by-law clearly states the responsibilities of the Director and Market Manager as well as the market lands, hours of operation, operation and management, general restrictions, authorized goods, unauthorized goods, permitted vendors, entertainment, vendor permit application and approval process, vendor responsibilities, permit cancellations, appeal process, sale and sampling of VQA wine, fruit wine, and cider, indemnification, penalties and enforcement, severability and conflict, by-laws repealed, and effective date. The Market Manager must adhere to all regulations stated in the by-law.

Downtown BIA Responsibilities

Under this MOU the Downtown BIA is responsible for the following:

- Gaining approval from Niagara Region Public Health to begin operating the Farmers’ Market. Under COVID-19 restrictions, Public Health must approve the number of vendors and the allowable capacity of people inside the market. This information must be communicated to the City.
- On-site operations including but not limited to set-up, tear-down, traffic control, signage, and compliance with the by-law.
- Administrative responsibilities including but not limited to correspondence, vendor recruiting, processing invoices, and marketing.
- Recruiting and managing volunteers as needed for traffic control and other market responsibilities.
- Adhering to the City of Port Colborne Farmers’ Market By-law and Farmers’ Market Ontario Regulations.
- Vendors that have been at the Farmers’ Market in the year’s prior will be given preference to attend the market again. The Downtown BIA has the final decision on accepting vendors.
- The Downtown BIA will be expanding their footprint into King George Park to better accommodate spacing of vendors in the venue.

- Register and pay for annual membership and insurance costs to Farmers' Market Ontario.

City of Port Colborne Responsibilities:

Under this MOU the City of Port Colborne is responsible for the following:

- Continue normally scheduled maintenance efforts including street sweeping, park maintenance, garbage and snow removal.
- The City will provide road barricades for the closure of Market Square.
- City Event staff will work with the Downtown BIA for compliance with the by-law and this MOU. Event staff will keep in contact regularly to support the Farmers' Market.
- Assist with promotion of the Farmers' Market at the request of the Downtown BIA.
- Assist with volunteer recruitment for Farmers' Market operations, crowd control, and venue capacity.

Financial Considerations

The City of Port Colborne will provide \$2,500 in funding, allocated from the Supplies section in the existing Farmers' Market budget. This funding will provide the support the Downtown BIA needs to be up and running for the 2021 season. It will also help stabilize and grow the Farmers' Market moving forward.

Under this new partnership, the City will still incur costs from vendor hydro usage. With vendor revenue now going to the Downtown BIA, the City will recover the hydro costs through the following:

- Hydro fees have been recovered by the City through an additional vendor fee, that was paid by vendors who required access to hydro. The Downtown BIA will continue to charge vendors the hydro access fee. This revenue will be remitted to the City in order to recover the hydro costs the City will still incur.

Signed:

Corporation of the City of Port Colborne

Name:

Title:

Date: _____ Signature: _____

Name:

Title:

Date: _____ Signature: _____

The Port Colborne Downtown Business Improvement Area

Name:

Title:

Date: _____ Signature: _____

Name:

Title:

Date: _____ Signature: _____