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to: amoore@newmarket.ca
cc: Jennifer [REDACTED] >, "Kerwin, Dave" <dkerwin@newmarket.ca>
date: Thu, Mar 19, 2015 at 9:02 PM
subject: Food Truck--> Proposed pilot changes
mailed-by: gmail.com

Anita,

Thank you for taking the time to review our concerns and proposed changes to Newmarket's existing Food Truck Pilot Project and for allowing us the opportunity to make recommendations for creating new Refreshment Vehicle bylaws.

Making these changes to the Pilot Project will provide the Town with an opportunity to gather actionable and trackable community information. Public feedback via social media, direct mailings, questionnaires etc would assist with the process of creating specific food truck bylaws similar to those already adopted by cities across Ontario.

As we discussed previously, there were several stipulations in the Newmarket pilot project that did not work well and we are proposing that they be modified for the 2015 season.

1. Rotating locations - Based on our previous experience, the only location out of the four Newmarket pilot project locations that provided the public with a positive social experience was Riverwalk Commons. This location provided us with good visibility within the community and there was ample parking available for those that may travel by vehicle to take advantage of our newly revitalized downtown community. We would like the opportunity to park exclusively in this location for the 2015 season and to have a discussion to determine what the Town requires in order for us to plug-in and pay for power (as the vendors at the Farmer's Market do).

2. Hours and days of operation - Based on our previous Newmarket pilot project experience, the restrictions placed on our business pertaining to hours and days of operation is undesirable to the public. In order to be a successful local small business owner, the public needs to know where they can find us on a consistent basis. Customer feedback we

received during the pilot project indicated that the public wanted the flexibility to find us more regularly than just during a weekday lunch. As a result, we would like to request the opportunity to operate per the existing bylaw (4.1 (13)) for each day of the week, including weekends.

3. Non-dedicated Pilot Project location parking - Due to the restrictions on hours of operation, parking spaces needed for us to operate in the designated areas as outlined in the pilot project was often not available. In an attempt to secure our space, we placed pylons in parking spaces however they often would be removed by Town of Newmarket employees who were unaware of the pilot project and our requirement for parking. Going forward, we request an alternate solution, such as a dedicated space on the concrete pad location adjacent to the splash pad. We occupied this space during Newmarket's Buskerfest and the Newmarket Jazz festival and it was ideal. Not only did it provide us with access to power, but it also provided a safe area for people to congregate and socialize while waiting to be served. If an alternate position is preferred, we ask that the Town make the necessary arrangements with parking enforcement for additional solutions to ensure a space is always available for our business.

4. Licensing for our employees - Like other goods & service businesses, we have the potential to have high employee turnover. With the current bylaw, we must obtain non-transferable licenses for each member of our staff which is not only costly, but also difficult to coordinate given the extensive documentation requirements. Other businesses are not required to have all of this for each of their employees. With that in mind, we request that the licensing of employees be eliminated and that only Owner/Operators/Drivers be subject to licensing and additional documentation requirements (Doctor's note, Police background check, Driver's Abstract).

Long term, we would like to see greater freedom for the growing generation of food Entrepreneurs to operate in Newmarket, as is already being done in cities like London, Hamilton, Waterloo and numerous others. As local residents and business owners, we encourage Newmarket to use this pilot project to progressively move forward as other communities have - creating vending bylaws that are on trend with the public's desire to socialize and help shape this evolving food culture. Food tourism is a rapidly emerging market and showcasing the diversity that we have in this community will help to draw people to all businesses in Newmarket and York Region.

In preparation for this, we have attached the current bylaws links for the above-mentioned cities along with contact information for several Councillors who could share more details

involved in shaping them. These bylaws will help to serve as a foundation in developing Newmarket's own Mobile Food Truck legislation. Should you require any further information, we would be happy to assist you in sourcing it.

Thanks, and we look forward to hearing from you.

Regards,

Andrew & Jennifer Tedford
Wickedly Sinful a York Region food truck

Contacts-----

Councillor Jesse Helmer
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Sally Davidson -Community Engagement Co-ordinator
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City vending programs-----

London

<http://bit.ly/1B7Jkph>

<http://bit.ly/17V4DmF>

Hamilton

<http://bit.ly/1MOrFv6>

Waterloo

<http://bit.ly/1B7KTUp>

<http://bit.ly/1B7L81x>

Whitby

<http://bit.ly/1yDAx1H>

Ottawa

<http://bit.ly/1yEk1ye>

<http://bit.ly/1xkBJZy>

Vancouver

<http://bit.ly/18MPxQM>

City Food vending reports -----

PORTLAND (PDF)

<https://www.portlandoregon.gov/bps/article/200738>

Food on Wheels (PDF)

<http://www.nlc.org/Documents/FoodTruckReport.pdf>

2014 Market research report-----

2014 Food Trucks market research report (Canada)

<http://www.ibisworld.ca/industry/default.aspx?indid=1683>

Wickedly Sinful Eat Here York Region (PRESS)-----

<http://bit.ly/1yT38C5>

Andrew Tedford

WickedlySinful / Culinary Ringleader

a York Region Food truck