



# FARMERS MARKET COMMITTEE REGULAR MEETING

City of Dripping Springs

DSRP - Ranch House 1042 Event Center Dr. Dripping Springs, TX

Thursday, May 26, 2022 at 10:00 AM

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## Agenda

### CALL TO ORDER AND ROLL CALL

#### Committee Members

Gouri Johannsen, Chair  
Marianne Simmons, Vice Chair  
Teresa Strube, Secretary  
Nikki Dahlin  
Erika Fritz  
Claudia Oney  
Janet Musgrove

#### Staff, Consultants & Appointed/Elected Officials

Farmers Market Manager Charlie Reed  
Farmers Market Specialist Johnna Krantz

### OTHER BUSINESS

1. Review and consider for approval Vendor Application from 3D Fabrication by owner Nicholas Montsalvatge-Kennedy.
2. Review and consider for approval Vendor Application from GoGo Goodness by owner Dorrie Retivov.
3. Review and consider for approval Vendor Application from La Marmellata by owner Marina Bloomfield.
4. Review and consider for approval Vendor Application from Lakeway Botanicals by owner Lisa Mahfouz-Morris.
5. Review and consider for approval Vendor Application from Oli Tea Company by owner Lisa Forsyth.
6. Review and consider for approval Vendor Application from Rock'n Food, LLC by owner Karine Meunier.
7. Review and consider for approval Vendor Application from Space Cow Bakery by owner Carly Bloomfield.

8. **Review and consider for approval Vendor Application from Spartan Gutter Guards by owner Deidre Rojas.**
9. **Review and consider for approval Vendor Application from La Salumeria by owner C.J. Harris.**
10. **Review and consider for approval vendor application from Maidenhair Herbs by owner Jessica Skeans.**
11. **Review and consider for approval vendor application from Mazi Bakery by owner Sophia Akis.**

## **MINUTES**

- 12. Approval of the April 21, 2022, Farmers Market Committee regular meeting minutes.**  
*Committee Secretary Teresa Strube*

## **REPORTS**

- 13. Farmers Market April 2022 Budget Report**
- 14. Farmers Market Manager's April-May 2022 Report**

## **MARKET VENUE**

- 15. Discuss and consider approval of a recommendation regarding amendments to the Farmers Market Rules.**
- 16. Discussion regarding collaboration with Pumpkin Fest and impact on the Farmers Market.**

## **SPONSORSHIPS AND GRANTS SUBCOMMITTEE**

- 17. Discuss and consider possible action regarding market expansion, sponsorships, and Marketing & Sponsorship Subcommittee needs.**

## **EXECUTIVE SESSION**

*The Farmers Market Association Board for the City of Dripping Springs has the right to adjourn into executive session at any time during the course of this meeting to discuss any matter as authorized by Texas Government Code Sections 551.071 (Consultation with Attorney), 551.072 (Deliberations about Real Property), 551.073 (Deliberations about Gifts and Donations), 551.074 (Personnel Matters), 551.076 (Deliberations about Security Devices), and 551.086 (Economic Development). The Farmers Market Association Board for the City of Drippings Springs may act upon any item listed in Executive Session in Open Session or move any item from Executive Session to Open Session for action.*

## UPCOMING MEETINGS

### *Farmers Market Committee Meetings*

June 16, 2022, at 10:00 a.m.

July 21, 2022, at 10:00 a.m.

August 18, 2022, at 10:00 a.m.

### *City Council Meetings*

June 7, 2022, at 6:00 p.m.

June 21, 2022, at 6:00 p.m.

## ADJOURN

*This facility is wheelchair accessible. Accessible parking spaces are available. Requests for auxiliary aids and services must be made 48 hours prior to this meeting by calling (512) 858-4725.*

**FARMERS MARKET COMMITTEE**

**REGULAR MEETING  
City of Dripping Springs**

**Ranch House, 1042 Event Center Dr, Dripping Springs, TX**

**Thursday, April 21, 2022 at 10:00 AM**

**MINUTES**

**CALL TO ORDER AND ROLL CALL**

**Committee Members**

Gouri Johannsen, Chair  
Marianne Simmons, Vice Chair  
Teresa Strube, Secretary  
Nikki Dahlin  
Claudia Oney  
Janet Musgrove

**Staff, Consultants & Appointed/Elected Officials**

Farmers Market Manager Charlie Reed  
Farmers Market Specialist Johnna Krantz

Gouri called meeting to order at 10:06.

Erika Fritz was absent.  
Janet joined meeting at 10:44.

**MINUTES**

1. Marianne moved to approve March 17, 2022 minutes, with amendment that Erika was indeed present last meeting (in contrast to report in minutes); Nikki seconded; VOTE: unanimous approval, 5-0.

**REPORTS**

2. **Market Manager's Monthly Report**  
**Charlie Reed, Market Manager**

Charlie submitted his Manager's Report noting vendor/customer figures, results from changes made in positioning vendors, "parking lot" vendors, etc.

### **MARKET VENUE**

- 3. Discuss and consider possible action regarding logistics and related dates involving the Market and other events to be held at the location.**

Discussed positioning of booths and areas of use, parking, how that will impact the Market's needs and plans.

Discussed and considered shared use of the Pound House Farmstead related to the 2022 Pumpkin Fest. Requester: Christopher Durst at 10:44. Fest dates are set at 9-25-22 to 10-31-22. Durst shared layout data, expressed dedication to collaboration.

### **SPONSORSHIPS AND GRANTS SUBCOMMITTEE**

- 4. Discuss and consider actions around Market expansion, sponsorships, and Marketing/Sponsorship Subcommittee needs.**

Charlie asked price of DSFM shopping bags. Marianne moved to price bags at \$10/ea or \$25/3; Janet seconded; VOTE: unanimous 6-0.

Sponsorship discussed. Subcommittee formed by Gouri, Claudia, Nikki; intend to create a program that demonstrates planning, execution and followup. Marketing subcommittee formed by Erika, Teresa, Marianne.

### **OTHER BUSINESS**

- 5. Discuss and consider action regarding the Farmers Market Budget and City Council Budget Amendments.**

Reviewed budgetary changes in accounts and amounts. Gouri will refine and email before it gets submitted to Council.

### **RULES AND REGULATIONS SUBCOMMITTEE**

- 6. Discuss and consider recommendation regarding Amendments to the Farmers Market Rules and Farmers Market Section 16.02.65 Special Rules for Specific Park Facilities in the Park Rules Ordinance.**

Tabled until next meeting.

**7. Discuss and consider approval of a recommendation to City Council regarding an appointment to the Farmers Market Committee open position.**

Reviewed two applicants. Tabled vote until next meeting.

**EXECUTIVE SESSION**

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**UPCOMING MEETINGS**

**Farmers Market Committee Meetings**

May 19, 2022, at 10:00 a.m.

June 16, 2022, at 10:00 a.m.

July 21, 2022, at 10:00 a.m.

**City Council Meetings**

May 3, 2022, at 6:00 p.m.

May 17, 2022, at 6:00 p.m.

June 7, 2022, at 6:00 p.m.

June 21, 2022, at 6:00 p.m.

**ADJOURN**

Marianne moved to adjourn at 12:29; Nikki seconded, VOTE: unanimous 6-0.

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Dripping Springs, TX

DRIPPING SPRINGS  
Texas

Item 13.  
**Budget Report**  
**Account Summary**

For Fiscal: 2021-2022 Period Ending: 04/30/2022

		Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
<b>Fund: 201 - Dripping Springs Farmers Market</b>							
<b>Revenue</b>							
<b>Department: 403 - Farmers Market</b>							
<a href="#">201-403-43005</a>	Booth Rental Fees	42,000.00	42,000.00	4,902.50	25,348.50	-16,651.50	39.65 %
<a href="#">201-403-43006</a>	Application Fees	2,650.00	1,000.00	180.00	720.00	-280.00	28.00 %
<a href="#">201-403-43035</a>	Membership Fee	0.00	1,650.00	0.00	0.00	-1,650.00	100.00 %
<a href="#">201-403-44000</a>	Sponsorships & Donations	1,000.00	5,000.00	1,722.50	3,445.00	-1,555.00	31.10 %
<a href="#">201-403-46002</a>	Interest	500.00	500.00	0.59	80.00	-420.00	84.00 %
<a href="#">201-403-46004</a>	Grant Revenues	1,000.00	1,000.00	0.00	0.00	-1,000.00	100.00 %
<a href="#">201-403-46005</a>	Market Events/Merchandise	500.00	1,000.00	61.00	181.00	-819.00	81.90 %
<b>Department: 403 - Farmers Market Total:</b>		<b>47,650.00</b>	<b>52,150.00</b>	<b>6,866.59</b>	<b>29,774.50</b>	<b>-22,375.50</b>	<b>42.91%</b>
<b>Revenue Total:</b>		<b>47,650.00</b>	<b>52,150.00</b>	<b>6,866.59</b>	<b>29,774.50</b>	<b>-22,375.50</b>	<b>42.91%</b>
<b>Expense</b>							
<b>Department: 403 - Farmers Market</b>							
<a href="#">201-403-60000</a>	Regular Employees	36,884.80	36,884.80	3,018.24	19,388.44	17,496.36	47.44 %
<a href="#">201-403-60001</a>	Part-time Employees	0.00	0.00	0.00	1,577.97	-1,577.97	0.00 %
<a href="#">201-403-61000</a>	Health Insurance	7,608.13	7,608.13	550.46	3,852.56	3,755.57	49.36 %
<a href="#">201-403-61001</a>	Dental Insurance	0.00	0.00	34.74	243.18	-243.18	0.00 %
<a href="#">201-403-61002</a>	Medicare	0.00	0.00	43.76	304.00	-304.00	0.00 %
<a href="#">201-403-61003</a>	Social Security	0.00	0.00	187.13	1,299.92	-1,299.92	0.00 %
<a href="#">201-403-61004</a>	Unemployment	0.00	0.00	2.33	144.01	-144.01	0.00 %
<a href="#">201-403-61005</a>	Federal Withholding	3,073.69	3,073.69	0.00	0.00	3,073.69	100.00 %
<a href="#">201-403-61006</a>	TMRS	2,213.09	2,213.09	178.68	1,250.89	962.20	43.48 %
<a href="#">201-403-63004</a>	Dues, Fees & Subscriptions	200.00	200.00	10.79	169.73	30.27	15.14 %
<a href="#">201-403-63005</a>	Training/Continuing Education	200.00	200.00	0.00	0.00	200.00	100.00 %
<a href="#">201-403-64000</a>	Office Supplies	100.00	100.00	0.00	2.49	97.51	97.51 %
<a href="#">201-403-64019</a>	Market Supplies	400.00	3,845.00	266.00	281.28	3,563.72	92.68 %
<a href="#">201-403-65000</a>	Network/Phone	0.00	0.00	20.90	144.86	-144.86	0.00 %
<a href="#">201-403-66001</a>	Advertising	2,600.00	2,600.00	0.00	4,103.42	-1,503.42	-57.82 %
<a href="#">201-403-66010</a>	Events, Entertainment & Activities	1,000.00	1,000.00	100.00	759.90	240.10	24.01 %
<a href="#">201-403-66011</a>	Market Event	500.00	500.00	0.00	0.00	500.00	100.00 %
<a href="#">201-403-70002</a>	Contingencies/Emergency Fund	500.00	500.00	0.00	0.00	500.00	100.00 %
<a href="#">201-403-70003</a>	Other Expenses	200.00	200.00	0.00	10.55	189.45	94.73 %
<b>Department: 403 - Farmers Market Total:</b>		<b>55,479.71</b>	<b>58,924.71</b>	<b>4,413.03</b>	<b>33,533.20</b>	<b>25,391.51</b>	<b>43.09%</b>
<b>Expense Total:</b>		<b>55,479.71</b>	<b>58,924.71</b>	<b>4,413.03</b>	<b>33,533.20</b>	<b>25,391.51</b>	<b>43.09%</b>
<b>Fund: 201 - Dripping Springs Farmers Market Surplus (Deficit):</b>		<b>-7,829.71</b>	<b>-6,774.71</b>	<b>2,453.56</b>	<b>-3,758.70</b>	<b>3,016.01</b>	<b>44.52%</b>
<b>Report Surplus (Deficit):</b>		<b>-7,829.71</b>	<b>-6,774.71</b>	<b>2,453.56</b>	<b>-3,758.70</b>	<b>3,016.01</b>	<b>44.52%</b>

**Group Summary**

Department	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
<b>Fund: 201 - Dripping Springs Farmers Market</b>						
<b>Revenue</b>						
403 - Farmers Market	47,650.00	52,150.00	6,866.59	29,774.50	-22,375.50	42.91%
<b>Revenue Total:</b>	<b>47,650.00</b>	<b>52,150.00</b>	<b>6,866.59</b>	<b>29,774.50</b>	<b>-22,375.50</b>	<b>42.91%</b>
<b>Expense</b>						
403 - Farmers Market	55,479.71	58,924.71	4,413.03	33,533.20	25,391.51	43.09%
<b>Expense Total:</b>	<b>55,479.71</b>	<b>58,924.71</b>	<b>4,413.03</b>	<b>33,533.20</b>	<b>25,391.51</b>	<b>43.09%</b>
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### Fund Summary

Fund	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)
201 - Dripping Springs Farmers M	-7,829.71	-6,774.71	2,453.56	-3,758.70	3,016.01
<b>Report Surplus (Deficit):</b>	<b>-7,829.71</b>	<b>-6,774.71</b>	<b>2,453.56</b>	<b>-3,758.70</b>	<b>3,016.01</b>

## Farmers Market Manager Report for 5/26/2022 Meeting

by Charlie Reed

### Vendor News:

After a five-month stoppage, we resume reviewing of vendor applications this month. To keep our participation up through seasonal fluctuations and with a few departures, I've provisionally approved a few vendors. They understand that it is provisional, and I do my best to ensure they're within scope of the market's mission.

### Departing Vendors:

- Chow Hound (insufficient revenues, problems with placement and with market manager)
- EDG (staffing difficulties and HQ relocation focus)
- Lamba (staffing)
- Metcalf (focusing elsewhere with difficulty hiring market sellers)
- Mother Shipton (insufficient revenues)

### Provisional Vendors (Applications submitted, fees paid):

- 3D Fabrications
- Rock'n Foods (Crepes) – *highly recommended by vendors; Charlie met with and vetted at Pedernales and B.C. FMs.*
- Space Cow Bakery
- Lakeway Botanicals
- Oli Tea Company
- Freshly Made (Acai Bowls) – *highly recommended by vendors*
- Heavenly Angel Kisses (Candles)
- La Salumeria (1<sup>st</sup> market 5/25)
- Mazi Bakery (1<sup>st</sup> market 5/25)
- Golden Pineapply (1<sup>st</sup> market 5/25)
- Orobianco Creamery (can't commit due to lingering staffing issues)
- Hill Country Shaved Ice (desserts plus unannounced comfort foods)

### Provisional Vendors (Produce; Applications not yet started and fees not yet paid):

- Better Days Gardens
- Hat & Heart Farm (came once on lowest attended market without canopies; not looking like they'll be back)

### Market News:

April and early May have seen challenges, with Johnna out for family needs and her wrist injury, and Charlie out a week for vacation. Craig (city maintenance) kindly provided assistance for Johnna with setting up 5/11 market.

### Incidents:

- 5/11: Light post damaged by Yallatizers vendor. Vendor was new and unaware she hit post, but accepted responsibility the next week. Pound House has not yet submitted repair invoice. Owner is out of country.
- 5/18: SoCo vendor showed up late and was rude to market managers and certain fellow vendors.
- 5/18: Wow Honey vendor verbally reprimanded twice during market; first for unsafe driving on grounds and later for loudly using foul language when complaining about SoCo vendor.

**Customer Feedback:**

- Vendors have reported that some regular customers still aren't aware of our move to the Pound House.
- Customers have repeatedly asked for more RTE (ready-to-eat) options.
- Nobody is complaining about parking or bathrooms!
- A few queries about hours and days of operation, with some requesting later hours and others asking why we don't run a Saturday market.

**Vendor & Customer Attendance, Total Sales, and Avg Sales (data below):**

After averaging more than 500 customers per market in March/April, we've dipped to counts ranging from 390-485 in May. This was roughly the average at the Triangle, but down +/- 30% from our opening month. Theories of contributing factors for decline:

- Weather – windy Wednesdays have prevented tent canopies at 5 of last 8 markets, driving down vendor energy and market's visual appeal. Canopy absence has also dissuaded some produce vendors from attending, as the sun damages products.
- Signage & Communications – still hearing that some customers don't know we moved or where we are.
- Lack of Produce – cyclical freezes in Feb/Mar crippled planting and the reverse into heat/drought have crippled growth.
- *Inflation and higher gas prices have put a strain on customer wallets.* Vendors have reported that customer attendance at other markets is also down, indicating that this is the main driver.

**Social Media:**

- Instagram followers up to 2,365 (+45 over last month).
- Facebook Likes up to 5,394

**Newsletter:**

1. Subscribers: 1,475 (+50)
2. Open Rate 53% (industry avg. 20%)
3. See fun response from reader we got below.

**Newsletter Feedback:**

**Sent:** Thursday, May 19, 2022 2:33 PM

**To:** Farmer Market <[farmersmarket@cityofdrippingsprings.com](mailto:farmersmarket@cityofdrippingsprings.com)>

**Subject:** Re: Snake, Rattle, and Stroll! Hot Salsas are Cooler than (Shaved) Ice.

I love your love for the rattlesnake! I moved to Texas 10 years ago. Three years ago i had the greatest serpent encounter I will probably ever have in my life. My girlfriends were in from Illinois for the week. We went to Driftwood Estates Winery. Just as I sat down by the overlook outdoors, a big beautiful rattlesnake came up the wall to observe. He was around 4 feet long. He had 7 segments and 9 black rings if I remember correctly. He watched me. I talked to him quietly. Wherever I went he went. It was the most amazing thing. I talked to him and told him he's probably not going to be very welcome at a winery. I crossed the wall that divided the sitting area nature. He followed. I walked down the way he followed. I set my wine glass down he came up to it. At no point did he move quickly and neither did I. It

lasted about an hour. Enough time to have my girlfriends finish their wine and be ready to leave. Needless to say I did not get any wine and really don't care because it was one of the greatest experiences of my life.

Thank you for sharing your story. It made my day.

-Michelle Rosen  
Dripping Springs resident  
Community volunteer

### Grant Awarded

In response to a suggestion from Gouri, we submitted a grant request to TX Capital Farm Credit on 5/2. DSFM has been a recipient of this grant several times in the past. On 5/26 we were informed that we'd once again been chosen to receive \$1,000 and 200 market bags to give away.

### Market Bag Sales

With very little promotion at market, we've sold 10 the last month for \$100. Overall sales are @ \$259. Customers have not shied at the price; we just haven't had the bandwidth to actively engage.

### Merchandising at Other Markets

Johnna and I visited the Waco Downtown Farmers Market 5/23. They had two types of market bags selling for \$15 and \$30, in addition to a range of other merchandise (cups, t-shirts, etc).



**Market Bucks and Vendor Payments:**

Market Bucks Tracking						
Category	Event Details	Amount	Vendor	Recipient	Date Redeemed	Paid
CoC Welcome Bags		\$5.00	Solaro Estates		2021.10.06	y
Instagram Promo	Eatin' & Sippin' Locally	\$15.00	Momo's Michelada	Natali Oriole	2021.11.22	y
Instagram Promo	Eatin' & Sippin' Locally	\$10.00	Go2 Bites	Natali Oriole	2021.11.22	y
Instagram Promo	Eatin' & Sippin' Locally	\$15.00	Touta Biscotti	Natali Oriole	2021.11.22	y
Instagram Promo	Lindsay's Apothecary	\$10.00		creatiffly		
CoC Welcome Bags		\$5.00	Not returned	n/a	2022.01.05	n
Gift Certificate	Friends	\$25.00	Brenham Kitchens	n/a	2022.03.09	n
	Friends		Hello Bread		2022.03.09	n
CoC Welcome Bags		\$5.00	3D Fabrications	n/a	2022.05.04	y

<b>DSFM Sales Data</b>					
<b>Market Date</b>	<b>4.20</b>	<b>4.27</b>	<b>5.04</b>	<b>5.11</b>	<b>5.18</b>
Vendors	44	46	44	46	45
Vendors Reporting	41	45	n/a	n/a	45
Total Sales	19,092.00	23,722.00	0.00	0.00	18,017.00
Average per Vendor	465.66	527.16	#VALUE!	#VALUE!	400.38
Farmers	1,800.00	1,925.00			1,739.00
Ranchers	5,447.00	5,888.00			4,344.00
Crafts	1,594.00	2,335.00			948.00
Foods	9,271.00	12,774.00	0.00	0.00	10,236.00
Baker	1,860.00	1,976.00			2,136.00
Beverage	1,761.00	2,980.00			1,902.00
Value Add	4,670.00	7,018.00			5,448.00
Pet	980.00	800.00			750.00
Visitors	390	430	425	485	413
Sales per Capita	\$48.95	\$55.17	\$0.00	\$0.00	\$43.62
Temperature	85	80	92	92	98
Skies	Mostly Cloudy	Cloudy	Sunny	Sunny	Sunny
Humidity (low=1,med=2,high=3)	2	2	2	2	2
Winds (15 mph+)	25		20	14	15
Music	B.Slaughter	J.Kirk	B. Slaughter	A. Dormont	J. Rivers

<b>Totals and Averages by Month (FY'22)</b>								
	<b>October</b>	<b>November</b>	<b>December</b>	<b>January</b>	<b>February</b>	<b>March</b>	<b>April</b>	<b>May</b>
# Markets	4	4 (3)	5 (4)	4 (3)	4 (3)	5 (4)	4	3 (1)
Vendors	165	134	183	154	113	220	182	135
Vendors Reporting	165	124	179	117	92	172	178	45
Total Sales	\$76,769	\$59,596	\$78,920	\$47,366	\$41,824	\$92,611	\$88,941	\$18,017
<b>Avg. per Market</b>	<b>\$19,192</b>	<b>\$19,865</b>	<b>\$19,730</b>	<b>\$15,789</b>	<b>\$13,941</b>	<b>\$23,153</b>	<b>\$22,235</b>	<b>\$18,017</b>
<b>Average per Vendor</b>	<b>\$465.27</b>	<b>\$480.61</b>	<b>\$440.89</b>	<b>\$404.84</b>	<b>\$454.61</b>	<b>\$538.44</b>	<b>\$499.67</b>	<b>\$400.38</b>
Customers	2250	1425	1750	1375	970	2257	1987	1323
Per Market	563	475	438	344	323	564	497	441
<b>Sales per Customer</b>	<b>\$34.12</b>	<b>\$41.82</b>	<b>\$45.10</b>	<b>\$43.06</b>	<b>\$43.06</b>	<b>\$41.03</b>	<b>\$44.76</b>	<b>\$43.62</b>



**STAFF REPORT**  
**City of Dripping Springs**  
**PO Box 384**  
**511 Mercer Street**  
**Dripping Springs, TX 78602**

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**Submitted By:** Charlie Reed, Farmers Market Manager

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**FM Committee Meeting Date:** April 21, 2022

**Agenda Item Wording:** Discuss and consider action around market rules

**Agenda Item Requestor:** Charlie Reed

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**Summary/Background:** The new location requires a new playbook. Charlie has updated rules to reflect fee schedule updates (and made them look prettier too). Areas in yellow highlight (attached) will need brief discussion for updating.

**FM Committee Recommendation:**

**Staff Recommendation:**

**Attachments:**

1. 2022 DSFM Market Rules.docx
2. DSFM\_Market\_Rules.pdf (this is embedded in application, and Charlie brings copies for vendors' new clerks to sign)

**Next Steps/Schedule:**





# DSFM IMPORTANT MARKET RULES

Item 15.

Every sales agent or representative must complete the following before selling. **Please initial each line.**

Business/Applicant: \_\_\_\_\_

Sales Person: \_\_\_\_\_

\_\_\_\_\_ 1. ATTENDANCE: We are a year-round market. Market Manager creates a unique booth layout for each week's market from the booth reservations made and paid for online by **Tuesday, 12pm**, preceding each Wednesday's market. Late booth reservations can be made by contacting the Market Manager. An additional \$10 Late Reservation fee will be added to the regular booth fee.

\_\_\_\_\_ 2. BOOTH ASSIGNMENTS: Vendors receive an email the Tuesday before market with booth assignments and important market information.

\_\_\_\_\_ 3. TENTS: You are responsible for the safety of yourself and others, including any damages or injuries incurred as a result of negligence. Tents are dangerous! ATTACHED WEIGHTS ARE REQUIRED AT ALL TIMES. Weights are available to rent (\$5 each) from the Market Manager. Safe set-up and take-down procedures must be followed:

- A. Appropriate **weights (minimum 25 lbs. per leg) must be in place and ready to attach prior to opening the canopy.**
- B. Open canopy WITH HELP until weights are attached and secured.
- C. Take down the canopy in the same manner.
- D. In dangerous wind conditions, canopies may be prohibited.

\_\_\_\_\_ 4. SET-UP: Market Manager arrives by 1:00pm. Vendors must be set up, ready to sell, with vehicles moved to vendor parking 15 minutes prior to 3pm Opening Bell.

\_\_\_\_\_ 5. VENDOR PARKING: After unloading and before market opens, vendors must **move their vehicles to the designated vendor parking area** (to provide for safe and ample customer parking).

\_\_\_\_\_ 6. OPENING BELL: **No sales are allowed before the 3pm Opening Bell.** Vendors may only fill pre-orders, distribute CSA boxes, or sell to other market members before 3pm.

\_\_\_\_\_ 7. EARLY BREAK-DOWN: Vendors are required to stay for the entire market, even if they sell out early. In extenuating circumstances, a vendor must obtain permission from the Market Manager to leave before close of market.

\_\_\_\_\_ 8. PRODUCT APPROVAL: All products offered for sale must be listed on the Vendor Application. New products must be submitted in writing (with labels, if appropriate) to the Market Manager for approval before being offered for sale.

\_\_\_\_\_ 9. TRASH: Vendors are expected to help keep the market tidy and provide trash receptacles when offering samples. Market trash containers are for customers; vendors must pack out their own trash at the end of the market.

\_\_\_\_\_ 10. PETS: Leashed dogs are allowed within the vendor's booth space. Please pick up after your pet.

\_\_\_\_\_ 11. SMOKING: Smoking is not allowed within the market area or entrance but is allowed in the parking lot.

\_\_\_\_\_ 12. COMPLAINTS/INCIDENTS: See Market Manager. Forms are available at the Market Info Booth.

*I also agree to, in consideration of being allowed to Participate at the Dripping Springs Farmers Market, indemnify, defend and hold harmless City of Dripping Springs and the Dripping Springs Farmers Market, its agents, servants, employees, and volunteers from and against any and all loss, damages, liability, claims, suits, costs and expenses whatsoever, including reasonable attorneys' fees, regardless of the merit or outcome of any such claim or suit arising out of the use or occupancy of the premises by Participant, its agents, servants, employees, and volunteers in connection with Participant's participation in the Dripping Springs Farmers Market and in the performance of services, work or activities under this Agreement and the Dripping Springs Farmers Market Rules and Regulations.*

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date





# Dripping Springs Farmers Market Rules

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## Mission Statement:

**To provide a community gathering place where local food producers, artisans and community organizations educate and sell directly to consumers.**

The purpose of these rules is to govern the operation and management of the Dripping Springs Farmers Market (the Market) as administered by the Dripping Springs Farmers Market Committee (FMC).

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## 1. Operational Rules

### 1.1 Application and Fees

All Market Participants must complete the appropriate application, pay the applicable fees and be approved by the Market Manager or the FMC.

New Applicants may be accepted into the Market on a temporary status, pending an inspection. Upon review, the FMC may revoke the temporary status, extend a probationary period, or grant full acceptance as a Market Participant.

### 1.2 Market Participants

Producers (farmers, ranchers, fishers), prepared-foods producers (bakers, ready-to-eat, value-added), artists and craftspeople, service providers, entertainers, and community organizations, that fulfill the Mission of the Market, may participate in the Market.

An approved Vendor may assign an Agent to sell their product at the Market.

Participants in the Market include Vendors, Agents, and any other individual who has applied and received approval to participate in the Market.

### 1.3 Site Inspection

All Vendors must agree to and assist in the inspection of their operations by representatives of the Market at any time. For inspections farther than 50 miles from Dripping Springs, the applicant will be charged a mileage fee at the current IRS rate per mile.

If a Vendor does not own the land used to grow their products, they must provide documentation from the landowner as part of the application.

Wild gathered products may be sold with written permission of the landowner and Market Board approval.

### 1.4 Booth Fees

Market booth fees will be determined annually and assessed weekly. Income generated from booth fees will be used for Market Manager salary, marketing and advertising, and other expenses associated with the operation of the Market.

Participants must comply with the fee schedule found at [www.cityofdrippingsprings.com](http://www.cityofdrippingsprings.com).

### 1.5 Booth Assignments, Appearance and Safety

Vendor booth spaces are 10' wide by 10' deep, including back-stock storage area. All selling and promotion must be contained within the booth space. All product, signs, and booth furniture (including tables and chairs) must be placed inside the assigned booth space.

The Market Manager assigns booth spaces to all Participants. Assigned spaces not occupied 30 minutes prior to opening may be reassigned to another Participant.

Each booth space must prominently display a sign clearly identifying the business name and location of the farm or business. Feather flags are prohibited.

All booths must be setup by the Opening Bell. No booths may be taken down prior to close of Market without the Manager's permission.

Booths should be arranged so that customers are able to shop without invading another Participant's space.

Booth areas must be kept tidy throughout the market day and must be left clean at the end of the market day.

Participants are expected to provide trash receptacles when offering samples and remove the trash from the premises. Market trash containers are for customers' use only.

Participants must park in the assigned lots/spaces designated for Vendors. Driving through the Market selling area is prohibited.

There will be a designated truck vending area for Vendors who will sell from their trucks (i.e. food trailers).

Vendors cooking food on site must have their own 2A10BC fire extinguisher. If using a deep fryer, a Class K extinguisher is required.

Booth tents must be weighted down with a minimum of 25 lbs per leg.

### **1.6 Attendance**

If a Participant cannot attend the market any given day they must contact the Market Manager in writing by 2:00 p.m. on the day prior to the Market. Failure to do so without good cause shall result in No-Show Fee. In case of emergency, the Participants shall contact Market Manager as soon as possible.

### **1.7 Public Policies**

No smoking will be allowed in the market area.

All Participants must conduct themselves in a courteous and professional manner at all times.

No loud, aggressive promotion is allowed.

No consumption of illegal drugs is allowed at the Market.

Leashed dogs are allowed at the Market. Dog-owners are required to collect and properly dispose of waste.

### **1.8 Grievances**

Grievances about the Market should be directed to the Market Manager in writing using the *DS Farmers Market Complaint and Incident Report*. All such grievances will be considered by the Board.

### **1.9 Fines and Penalties**

Infringement of the Rules may result in verbal warning, written warning, fine, suspension or expulsion from the Market. Penalty Fees/Fines that are levied must be paid prior to re-entering the Market for selling.

### **1.10 Market Manager**

The Market Manager's duties shall include collecting booth fees, assigning market booths, supervising the Market, and other duties as assigned by the Board. The Manager will be the final authority on the day of the Market. All decisions may be appealed to the Board for later consideration.

The Manager will maintain order and cleanliness, start the market, and distribute information about the Market. The Manager has the discretion to ask anyone to leave the market area.

### **1.11 Community Organizations**

Community organizations that fulfill the Mission of the Market and seek to fundraise or educate at the Market shall submit an application. The organization's product and/or activity must be approved by the Board.

### **1.12 Opening Bell**

All Vendors must wait for the sound of the Opening Bell to commence sales to the public.

### **1.13 Public Dissemination of Information**

Because of potential pedestrian and traffic safety hazards, and space limitation at Veterans Memorial Park, the dissemination of information is regulated on Market days from 3:00 PM to 6:00 PM.

Those seeking to disseminate information, not governed by other provisions of these rules, must:

1. Disseminate information in areas designated by the Market Manager;
2. Not impede pedestrian or vehicular traffic; and
3. Not interfere or disrupt normal Market operation.

Only Participants who have applied and been approved for booth space may bring tables and chairs or other furniture to be placed inside the Farmers Market. Such furniture may only be placed inside a booth.

## **2. Regulatory Rules**

### **2.1 Sales Tax**

Each Vendor is responsible for his or her own sales tax permit and sales tax payments.

### **2.2 Weights and Measures**

A scale certified by Texas Department of Agriculture must be used at the Market for all products sold by weight.

### **2.3 Food Samples**

Food samples must be distributed in accordance with the rules set forth by the *DSFM Food Sampling Rules* and Texas Department of State Health Services.

### **2.4 Potentially Hazardous Foods and Product Temperature**

Potentially Hazardous Foods must be held at proper temperature, as currently defined by law.

Vendors are solely responsible for any damages resulting from the sale of unsafe, unapproved or unsound goods.

### **2.5 Home Process Foods Law**

Home-canned processed foods and baked goods can be sold at farmers markets. They must comply with the Texas Cottage Food Laws as defined by the Texas Department of State Health Services and Texas Health and Safety Code.

## **2.6 Permits and Licenses**

All Vendors must obtain any and all required permits and licenses required by the State of Texas and Hays County to sell each product, and submit copies with their application. Knowledge and receipt of the required permits and licenses are the responsibility of the Vendor.

Organic labeling and claims require proof of current certification by USDA accredited certifier. Vendors are responsible for complying with federal, state and local health regulations and licensing requirements governing the production, display, distribution, sampling and sale of their products.

## **2.7 Indemnity Agreement**

All Market Participants (including Agents) are required to sign the Indemnity Agreement as part of the Application.

# **3. Product Rules**

## **3.1 Product Source**

All items sold at the Market must be raised, prepared, processed or crafted by Vendor within a 150-mile radius of City of Dripping Springs and meet the Mission of the Market.

If a specialty product is produced or processed outside of the 150-mile radius, but within the State of Texas, the Board shall review and may approve exceptions on an annual basis.

Vendors may resell items that complement their own products, not to exceed 20% of their inventory.

Community Supported Agriculture (CSA) distributions are allowed at the Market. Items included in CSA share distributions, including eggs, agricultural products or value-added items, must be produced by Vendor or obtained from another Market Vendor.

## **3.2 Product Quality and Pricing**

All Vendors will be subject to inspection by the Market Manager prior to selling at the Market.

Vendors will be asked to remove any products from their displays if deemed by the Market Manager to be of inferior quality. Products that are cosmetically imperfect or very ripe may be sold as "seconds" and must be labeled appropriately.

Product pricing should be conducted in a manner that protects overall stability and friendly competition at the market.

## **3.3 Live Animals**

No live animals may be sold or given away at the Market.

# **4. Amendments**

The Market Rules may be amended only with the approval of a majority of the Board and will be presented to the City Council for final approval.



**STAFF REPORT**  
**City of Dripping Springs**  
**PO Box 384**  
**511 Mercer Street**  
**Dripping Springs, TX 78602**

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**Submitted By:** Charlie Reed, Farmers Market Manager

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**FM Committee Meeting Date:** May 26, 2022

**Agenda Item Wording:** Discuss collaboration with Pumpkin Fest and impact on location.

**Agenda Item Requestor:** Charlie Reed

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**Summary/Background:** Pumpkin Fest will be taking place on Pound House grounds for six weeks from September to October.

In the attached email, PH Director Jenny Pack expresses concern over shared space and collaboration of PF and FM.

FMC to consider alternative locations, either adjacent to PH or beyond.

**FM Committee Recommendation:**

**Staff Recommendation:**

**Attachments:** Pumpkin Fest Discussion

**Next Steps/Schedule:**



Gouri Johannsen &lt;gourij.dsfrm@gmail.com&gt;

## New Point of Contact

**Gouri Johannsen** <gourij.dsfrm@gmail.com>

Wed, May 18, 2022 at 11:51 AM

To: Pound House Farmstead &lt;info@phfmuseum.org&gt;

Cc: Charlie Reed &lt;creed@cityofdrippingsprings.com&gt;, Marianne Simmons &lt;marianne.dsfrm@gmail.com&gt;, Betty Meyer &lt;halbett13@aol.com&gt;, Michelle Fischer &lt;MFischer@cityofdrippingsprings.com&gt;, Echo Uribe &lt;poundfarm.echo@gmail.com&gt;

Jenny,

Sorry for the delayed response, somehow this email got buried in the pile. So sorry to see you leave, but wish you well for your new adventures.

I appreciate the FPHF Board's concerns for the DSFM operation during the Pumpkin Fest event. We met with Christopher Durst, of Pumpkin Fest group, during our last committee meeting and had a very productive discussion of managing the two events. He seemed to think that Famers market could be easily accommodated in the back area. But if the FPHF feels this is an insurance liability, we will have to reconsider it. However, I would like us to continue discussing the logistics with FPHF and Pumpkin Fest to see if this is a possibility, keeping the City Field as a backup option.

Again, thank you for all your efforts in making the Pound House grounds available for the FM.

Best,  
Gouri.

On Wed, May 11, 2022 at 7:52 AM Pound House Farmstead <info@phfmuseum.org> wrote:

Dear Farmers Market,

I have already shared with Charlie that I have been given a job opportunity in North Georgia and will be moving in June. My last day as Pound House Executive Director will be May 31, 2022. It is with very mixed feelings that I say my goodbyes and look forward to my path ahead.

Betty Meyer will be your new point of contact until such time as a new Director is hired. Her email is included here and she is also regularly at the Wednesday markets. [halbett13@aol.com](mailto:halbett13@aol.com)

If there is anything y'all can think of anything I can do which would help with the transition process between now and the end of the month, please let me know.

Before I step away, I would like to share one last item of business in which I have been part of the discussions: the potential merger of co-hosting Farmers Market together with the Pumpkin Fest in October. This idea has been given some preliminary discussion amongst the three entities.

After talking through some of the potential challenges, and addressing these internally with the FPHF board, we feel it is not in everyone's best interest to try to combine the events. A brief overview (which can be expanded upon in further conversations) is: differing times between events with ingress and egress while families are on the grounds; division of responsibilities, including fiscal: such as restroom provisions, security and marketing; conflicting interests in vendor sales, including the sale of alcohol. Some of these present a potential liability issue for the Pound House, given that we are expected to carry DRAM insurance. There are also parking considerations.

It may be possible that Farmers Market move to the neighboring field, between Pound House and the pool, and still capture many of the benefits that a combined event provided, mainly, shared public view and cross-traffic.

We are not ruling out the possibility of a merger altogether and we certainly wish to have more conversations around it, but felt we needed to share our concerns before too many plans were made by any entity. As our current agreements stand, Pumpkin Fest retains the right to use the entire grounds for their event dates. Farmers Market for every Wednesday outside of the Pumpkin Fest year-round.

We hope everyone understands that the Pound House is trying to safeguard *all* parties and their individual agreements with us. It is a good idea to plan for more discussion so everyone's voices are heard. I will humbly make the suggestion that no changes be made for this year, as September will approach more quickly than we anticipate.

Please let us know if you have any questions or concerns. Thank you so much for your partnership!

## Dr. Pound Historical Farmstead

570 Founders Park Road  
PO Box 1150  
Dripping Springs, TX 78620  
(512) 858-2030  
[drpoundfarmstead.org](http://drpoundfarmstead.org)

--

Gouri Johannsen  
Dripping Springs Farmers Market  
Committee - Chair

DRIPPING SPRINGS FARMERS MARKET SPONSORSHIP OPPORTUNITIES

We invite you to become a sponsor of the Market! It's a great way to promote your business in Dripping Springs and local surrounding areas. Plus you will be supporting a community activity that brings fresh, healthy, farm grown produce, hand-made products, and entertainment. Opportunities include three levels of Annual Sponsorships and three Focus Sponsorships.

Market facts

- Voted #1 in Texas by shoppers in the American Farmland Trust's Farmers Market Celebration!
- Sponsored by the City of Dripping Springs and run by a volunteer committee
- Texas Dept of Agriculture Certified Farmers Market
- National Farmers Market Coalition member
- Founded in 2009
- Hosts healthy living events
- Track record of steady growth in both consumers and vendors

Our reach

- Average of 466 customers per market
- Weekly e-newsletter reaches 1,475+ subscribers and growing
- Facebook page has 5,400 "Likes" and growing
- Instagram has 2,365+ followers and growing
- Recurring ads in the local publications
- Frequent mention in local Facebook groups and community pages
- Strategic outreach to local neighborhoods and HOAs

ANNUAL SPONSORSHIP

	Level 1 \$2000	Level 2 \$1000	Level 3 \$500
Name/logo on social media with link			
Name/logo on newsletter with link			
Name/logo on A-frame at information booth			
Booth at market + public announcement/recognition by musician/market manager at market	4 markets	2 markets	1 market
Marketing materials at information booth			
Name/logo on DSFM website with link <i>(need to ask city if permissible)</i>			
Name/logo on main market banner			
Social media feature			



Newsletter feature			

**FOCUS SPONSORSHIP**

	Sponsor our musicians \$200/month	Host your own booth at the market \$100/market	Value/In-kind* \$TBD on a case-by-case basis
Name/logo on social media with link			
Name/logo on newsletter with link			
Name/logo on music banner + public announcement/recognition by musician/market manager at market			
Name/logo on value/in-kind item			
Name/logo on A-frame at information booth			

\* Examples: market bags, water bottles, utility carts, picnic tables

Please check the following sponsorship opportunities that interest you and send the completed form along with your check to *(is there a way to receive funds via credit/debit card?)*:

Dripping Springs Farmers Market  
 City of Dripping Springs  
 P.O. Box 384  
 Dripping Springs, Texas 78620

Please note: Sponsorships are subject to approval of the Market Board.

**I WOULD LIKE TO SUPPORT THE FARMERS MARKET IN THE FOLLOWING WAY:**

- Annual Level 1, Start Date: \_\_\_\_\_
- Annual Level 2, Start Date: \_\_\_\_\_
- Annual Level 3, Start Date: \_\_\_\_\_
- Musician, Start Date: \_\_\_\_\_, Number of months: \_\_\_\_\_
- Booth at market, Start Date: \_\_\_\_\_, Number of weeks: \_\_\_\_\_
- Value/In-kind
- Donate \$

Contact Name: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Business Name: \_\_\_\_\_

Physical Address: \_\_\_\_\_  
Email: \_\_\_\_\_  
Web/FB page: \_\_\_\_\_  
Signature: \_\_\_\_\_  
Date: \_\_\_\_\_  
Enclosed Amount: \_\_\_\_\_