



FARMERS MARKET COMMITTEE REGULAR MEETING

City of Dripping Springs

Ranch Park Event Center, 1042 Event Center Drive, Dripping Springs, TX

Thursday, April 27, 2023 at 10:00 AM

Agenda

CALL TO ORDER AND ROLL CALL

Committee Members

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

Staff, Consultants & Appointed/Elected Officials

Parks & Community Services Director Andy Binz
Farmers Market Manager Charlie Reed
Community Events Coordinator Johnna Krantz
Council Member Sherrie Parks

MINUTES

- 1. Discuss and consider approval of the March 30, 2023, Farmers Market Committee meeting minutes.** *Secretary Teresa Strube.*

VENDOR APPLICATIONS

- 2. Discuss and consider approval of the Farmers Market Vendor Applications.**
 - a. Baked by Buenz, *Applicant: Meggie Buenz*
 - b. The Funky Flamingo, *Applicant: Valerie Cain*
 - c. Olive You Homemade, *Applicant: Amie Ibarra*
 - d. Max Living Chiropractic, *Applicant: Dr. Courtney Lampkin*
 - e. Hold Steady Coffee, *Applicant: Anthony Frattolillo*

REPORTS

- 3. Farmers Market Manager April 2023 Report**
Charlie Reed, Market Manager
- 4. Farmers Market March 2023 Budget Report**

OTHER BUSINESS

- 5. Discuss and consider approval of the Farmers Market Committee Fiscal Year 2024 Budget recommendation. Chair: Gouri Johannsen**

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

May 18, 2023, at 10:00 a.m.

June 15, 2023, at 10:00 a.m.

July 20, 2023, at 10:00 a.m.

City Council Meetings

May 2, 2023, at 6:00 p.m.

May 16, 2023, at 6:00 p.m.

June 6, 2023, at 6:00 p.m.

June 20, 2023, 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 Park Event Center, 1042 Event Center Drive,
Dripping Springs, TX

Thursday, March 30, 2023 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
Erika Fritz
Janet Musgrove

Staff, Consultants & Appointed/Elected Officials

Farmers Market Manager Charlie Reed
Community Events Coordinator Johnna Krantz
Council Member Sherrie Parks

Gouri moved to open meeting at 10:18.

MINUTES

1. **Discuss and consider approval of the February 16, 2023, Farmers Market Committee meeting minutes.** *Secretary Teresa Strube.*

Nikki moved to approve last meeting’s Minutes (#4) with amendment to prohibit sale of 10 oz Romeo’s Salsa; Janet seconded; VOTE: unanimous; 7-0.

VENDOR APPLICATIONS

2. **Discuss and consider approval of the Farmers Market Vendor Application for Amara Luma.** *Applicant: Beth Wester.*

After review, Marianne moved to approve; Erika seconded; Nikki abstained; VOTE: 6-1.

3. **Discuss and consider approval of the Farmers Market Vendor Application for The Busy Bee.** *Applicant: Deborah Raatz.*

Following discussion, Claudia moved to approve upon completion of new Application and Market Rules. Erika seconded; Nikki abstained; VOTE: 6-1.

4. **Discuss and consider approval of the Farmers Market Vendor Application for Debbie Derbyshire (Author).** *Applicant: Debbie Derbyshire.*

Following discussion, Marianne moved to approve; Claudia seconded; Gouri abstained; VOTE: 6-1.

5. **Discuss and consider approval of the Farmers Market Vendor Application for Downriver Designs.** *Applicant: Joy Emshoff.*

After discussion, Janet moved to approve; Nikki seconded; VOTE: unanimous, 7-0

6. **Discuss and consider approval of the Farmers Market Vendor Application for Drippin' Veggies.** *Applicant: Bobby Landes*

Following review, Janet moved to approve; Erika seconded; VOTE: unanimous, 7-0.

7. **Discuss and consider approval of the Farmers Market Vendor Application for Evan's Soft Serve.** *Applicant: Juan Chan.*

After discussion about Food Handlers and their requirements, Gouri moved to approve; Nikki seconded; VOTE: unanimous, 7-0.

8. **Discuss and consider approval of the Farmers Market Vendor Application for Morganic Objects.** *Applicant: Morgan Goodman.*

Much discussion regarding product line. These are not food items, but rather a line of herbal incense for therapeutic uses. Stickers should be provided to Market Manager for the file. Nikki moved to approve; Janet seconded; VOTE: unanimous, 7-0.

9. **Discuss and consider approval of the Farmers Market Vendor Application for Somalab.** *Applicant: Earl Green.*

During discussion, Earl explained the nutrients in his line of supplements. He and wife make 15 different products and test every batch. Marianne moved to approve; Nikki seconded; Claudia voted no; and Janet abstained. VOTE: 5-2.

10. **Discuss and consider approval of the Farmers Market Vendor Application for Waggin' Tails.** *Applicant: Tom Huser.*

Marianne moved to approve; Janet seconded; VOTE: unanimous, 7-0.

11. **Discuss and consider appeal of application denial in October, 2021 by vendor Heart of Tradition.** *Owner: Daniel Thompson.*

Daniel again presented his product of magnesium and its topical uses, but still cannot fit into the required parameters of the Market.

REPORTS

12. **Manager Report for February.**

Charlie Reed, FM Mgr.

Charlie reported on Marketing Mtg. Rack card in process of redesign, and color scheme was determined. Stephanie will finish card by end of week. Sponsorship needs approval.

13. **Farmers Market February Budget Report.**

Shawn Cox, City Treasurer

Report was again unavailable.

EXECUTIVE SESSION

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UPCOMING MEETINGS

Farmers Market Committee Meetings

April 20, 2023, at 10:00 a.m.

May 18, 2023, at 10:00 a.m.

June 15, 2023, at 10:00 a.m.

City Council Meetings

April 4, 2023, at 6:00 p.m.

April 18, 2023, at 6:00 p.m.

May 2, 2023, at 6:00 p.m.

May 16, 2023, at 6:00 p.m.

ADJOURN

Janet moved to close meeting; Erika seconded; VOTE: unanimous, 7-0, at 12:30.

Farmers Market Manager Report for 04/27/2023 Meeting

by Charlie Reed

March Market News:

- Five markets
- Averaged 47 vendors/market (+6 over Feb) (+3 over Mar. 2022)
- 453 customers/market (+150 over Feb) (-110 from Mar. 2022)
- Total sales per market: \$18,657 (+4,600 over Feb) (-\$5,000 from Mar. 2022)
- Average per vendor: \$420 (+65 over Feb) (-\$110 from Mar. 2022)

Numbers have increased with improved weather but are still down from a year ago.

Saturday Market:

Getting 6-10 vendors per market and seeing 50-75 customers per market. Most vendors are content with the sales they're making. Still charging \$10 for booth spots on Saturdays to incentivize registration. This barely covers the musician fee; Jerry Kirk has volunteered his services for no payment.

Market Events:

Kids Stand-Up Comedy event on March 23rd was a success that will be repeated.

Vendor Issues:

- Hi-Fi Mycology left the market (and Buda's FM) in mid-April, citing increased costs and decreased profits (they lost their long-time vendor and the new one failed to connect similarly).
- Evan's Soft Serve's generator is too intrusive in certain market layouts. However, they do provide electricity for at least one neighboring vendor. We'll likely need to move them out of the market toward the pool side.

Grounds Issues:

Customer foot traffic has compacted the soil, preventing grass growth. To ease this, we will adjust layouts week-over-week and limit vehicle access to certain areas. This caused some vendor discontent in the first week, which will continue as we continue to shift market layout for hotter summer days.

Social Media:

- Instagram followers up to 3,089 (+70 over last month).
- Facebook followers at 6,848 (+54)
- Newsletter subscribers: 1,841 (+19)

Marketing/Community Outreach

Rack cards have been printed. 2,500 will be distributed in swag bags at Founders Day. We'll have 2,500 to distribute in other ways, including to realtors, hotels, neighborhood organizations, and local shops who agree to hold.

Have not been able to connect with sales at Community Impact (two weeks of tennis), and it looks like we'll miss their April deadline, but I've requested specific details on process and costs for inserts in their May issue.

Market Bag Sales/Merchandise

FY 2022 Final Sales Totals: 70 bags @ \$789

FY 2023: 30 bags @ \$300

Let's discuss offering other items... Johnna and Stephanie designing stickers as hand-outs at events, and we'll follow with designs for sale.

DSFM Sales Data					
Market Date	3.01	3.08	3.15	3.22	3.29
Vendors	46	49	43	48	49
Vendors Reporting	44	48	41	45	45
Total Sales	17,477.00	17,861.00	18,419.00	18,876.00	20,654.00
Average per Vendor	397.20	372.10	449.24	419.47	458.98
Farmers	1,860.00	2,823.00	2,168.00	2,344.00	2,605.00
Ranchers	3,463.00	3,167.00	3,109.00	4,815.00	4,515.00
Crafts	850.00	532.00	857.00	594.00	460.00
Foods	11,304.00	11,339.00	12,285.00	11,123.00	13,074.00
Baker	2,050.00	1,652.00	1,672.00	1,443.00	1,755.00
Beverage	2,067.00	2,475.00	2,631.00	1,600.00	2,605.00
Value Add	5,847.00	5,650.00	6,804.00	6,424.00	6,470.00
Pet	1,340.00	1,562.00	1,178.00	1,656.00	2,244.00
Visitors	415	450	450	450	500
Sales per Capita	\$42.11	\$39.69	\$40.93	\$41.95	\$41.31
Temperature	80	83	75	75	70
Skies	Cloudy	Cloudy	Sunny/Cloudy	Cloudy	Cloudy
Humidity (low=1,med=2,high=3)	2	2	2	2	1
Winds (15 mph+)			15	15	
Music	B. Slaughter	A. Dormont	J. Rivers	J. Kirk	J. Rivers

Totals and Averages by Month (FY'23)													
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	FY '23
# Markets	4	5	4	4	3	5	3						28
# Markets Counted	4	5	4	4	3	5	3						28
Vendors	192	205	157	153	122	234	143						1206
Vendors Reporting	184	194	153	146	118	222	135						1152
Total Sales	\$79,587	\$71,620	\$52,763	\$57,501	\$42,118	\$93,287	\$54,846						\$451,722
Avg. per Market	\$19,897	\$14,324	\$13,191	\$14,375	\$14,039	\$18,657	\$18,282	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$16,133
Average per Vendor	\$432.54	\$369.18	\$344.86	\$393.84	\$356.93	\$420.21	\$406.27	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$392.12
Vendors per Market	48	41	39	38	41	47	48	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	43
Customers	2000	1615	1250	1390	915	2265	1360						10,795
Per Market	500	323	313	348	305	453	453	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	386
Sales per Customer	\$39.79	\$44.35	\$42.21	\$41.37	\$46.03	\$41.19	\$40.33	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	n/a



City of Dripping Springs, TX

Item 4.
Budget Report
Account Summary

For Fiscal: FY 2022-2023 Period Ending: 03/31/2023

DRIPPING SPRINGS
Texas

	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
Fund: 201 - Dripping Springs Farmers Market						
Revenue						
Department: 403 - Farmers Market						
201-403-43005	Booth Rental Fees	54,600.00	54,600.00	0.00	17,812.00	-36,788.00 67.38 %
201-403-43006	Application Fees	750.00	750.00	0.00	330.00	-420.00 56.00 %
201-403-43035	Membership Fee	2,600.00	2,600.00	0.00	1,078.00	-1,522.00 58.54 %
201-403-44000	Sponsorships & Donations	5,000.00	5,000.00	0.00	0.00	-5,000.00 100.00 %
201-403-46001	Other Revenues	0.00	0.00	0.00	30.00	30.00 0.00 %
201-403-46002	Interest	200.00	200.00	75.42	773.24	573.24 386.62 %
201-403-46004	Grant Revenues	1,000.00	1,000.00	0.00	0.00	-1,000.00 100.00 %
201-403-46005	Market Events/Merchandise	1,000.00	1,000.00	0.00	251.03	-748.97 74.90 %
201-403-47007	Transfer from General Fund	15,300.59	15,300.59	0.00	0.00	-15,300.59 100.00 %
	Department: 403 - Farmers Market Total:	80,450.59	80,450.59	75.42	20,274.27	-60,176.32 74.80%
	Revenue Total:	80,450.59	80,450.59	75.42	20,274.27	-60,176.32 74.80%
Expense						
Department: 403 - Farmers Market						
201-403-60000	Regular Employees	52,679.65	52,679.65	4,112.36	26,760.55	25,919.10 49.20 %
201-403-61000	Health Insurance	8,125.04	8,125.04	590.44	3,836.90	4,288.14 52.78 %
201-403-61001	Dental Insurance	0.00	0.00	34.74	225.81	-225.81 0.00 %
201-403-61002	Medicare	0.00	0.00	59.62	387.97	-387.97 0.00 %
201-403-61003	Social Security	0.00	0.00	254.96	1,659.12	-1,659.12 0.00 %
201-403-61004	Unemployment	0.00	0.00	12.40	144.00	-144.00 0.00 %
201-403-61005	Federal Withholding	4,281.99	4,281.99	0.00	0.00	4,281.99 100.00 %
201-403-61006	TMRS	3,173.95	3,173.95	249.20	1,598.62	1,575.33 49.63 %
201-403-63004	Dues, Fees & Subscriptions	200.00	200.00	0.00	21.46	178.54 89.27 %
201-403-63005	Training/Continuing Education	200.00	200.00	0.00	0.00	200.00 100.00 %
201-403-64000	Office Supplies	300.00	300.00	334.98	350.29	-50.29 -16.76 %
201-403-64019	Market Supplies	4,000.00	4,000.00	0.00	72.63	3,927.37 98.18 %
201-403-65000	Network/Phone	252.00	252.00	41.08	103.06	148.94 59.10 %
201-403-66001	Advertising	3,000.00	3,000.00	20.00	222.76	2,777.24 92.57 %
201-403-66010	Events, Entertainment & Activities	3,000.00	3,000.00	200.00	1,308.88	1,691.12 56.37 %
201-403-66011	Market Event	500.00	500.00	0.00	0.00	500.00 100.00 %
201-403-70002	Contingencies/Emergency Fund	500.00	500.00	0.00	0.00	500.00 100.00 %
201-403-70003	Other Expenses	2,600.00	2,600.00	200.00	1,100.00	1,500.00 57.69 %
201-403-90000	Transfer to Reserve Fund	35,000.00	35,000.00	0.00	0.00	35,000.00 100.00 %
	Department: 403 - Farmers Market Total:	117,812.63	117,812.63	6,109.78	37,792.05	80,020.58 67.92%
	Expense Total:	117,812.63	117,812.63	6,109.78	37,792.05	80,020.58 67.92%
	Fund: 201 - Dripping Springs Farmers Market Surplus (Deficit):	-37,362.04	-37,362.04	-6,034.36	-17,517.78	19,844.26 53.11%
	Report Surplus (Deficit):	-37,362.04	-37,362.04	-6,034.36	-17,517.78	19,844.26 53.11%

Budget Report

For Fiscal: FY 2022-2023 Period Ending: Item 4. 3

Group Summary

Department	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
Fund: 201 - Dripping Springs Farmers Market						
Revenue						
403 - Farmers Market	80,450.59	80,450.59	75.42	20,274.27	-60,176.32	74.80%
Revenue Total:	80,450.59	80,450.59	75.42	20,274.27	-60,176.32	74.80%
Expense						
403 - Farmers Market	117,812.63	117,812.63	6,109.78	37,792.05	80,020.58	67.92%
Expense Total:	117,812.63	117,812.63	6,109.78	37,792.05	80,020.58	67.92%
Fund: 201 - Dripping Springs Farmers Market Surplus (Deficit):	-37,362.04	-37,362.04	-6,034.36	-17,517.78	19,844.26	53.11%
Report Surplus (Deficit):	-37,362.04	-37,362.04	-6,034.36	-17,517.78	19,844.26	53.11%

Fund Summary

Fund	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)
201 - Dripping Springs Farmers M	-37,362.04	-37,362.04	-6,034.36	-17,517.78	19,844.26
Report Surplus (Deficit):	-37,362.04	-37,362.04	-6,034.36	-17,517.78	19,844.26

**Dripping Spings Farmers Market
Proposed FY 2024 Budget**

GL Account	Description	FY 2019 Amended	FY 2020 Amended	FY 2021 Amended	FY 2022 Amended	FY 2023 Adopted	FY 2023 Projected	FY 2024 Proposed	Notes
Balance Forward		21,680.00	37,942.32	35,926.28	57,773.34	49,380.56	49,380.56	31,438.39	
Revenues									
Fees									
201-403-43005	Booth Rental Fees	24,840.00	26,000.00	26,500.00	45,250.00	54,600.00	71,467.20	70,000.00	based on 5 month data from Civic Rec
201-403-43006	Application Fees	2,120.00	4,000.00	1,482.00	1,395.00	750.00	1,800.00	1,800.00	based on 5 month data from Civic Rec
201-403-43035	Membership Fee	-	-	-	1,282.50	2,600.00	2,000.00	2,000.00	based on 5 month data from Civic Rec
	Total Fees	26,960.00	30,000.00	27,982.00	47,927.50	57,950.00	75,267.20	73,800.00	
Other									
201-403-44000	Sponsorships & Donations	1,100.00	2,000.00	1,000.00	3,445.00	5,000.00	4,000.00	4,000.00	based on 6 mon data from Apr budget rep
201-403-46002	Interest Income	100.00	569.73	449.22	85.00	200.00	1,395.64	1,300.00	based on 6 mon data from Apr budget rep
201-403-46004	Grant Revenues	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	
201-403-46005	Market Event/Merch. Sales	-	400.00	300.00	1,000.00	1,000.00	1,000.00	1,000.00	
201-403-47007	Transfer from General Fund	-	-	-	3,657.83	15,300.59	15,300.59	16,065.62	
	Tomato Time	500.00	-	-	-	-	-	-	
	Total Other	2,700.00	3,969.73	2,749.22	9,187.83	22,500.59	22,696.23	23,365.62	
Total Revenues		51,340.00	71,912.05	66,657.50	114,888.67	129,831.15	147,343.99	128,604.01	
Expenditures									
Personnel Costs									
201-403-60000	Regular Employees (Market Manager)	20,425.00	29,900.00	29,278.08	39,195.64	52,679.65	57,633.46	60,515.13	based on 6 mon data from Apr budget rep
201-403-60001	Part-time Employees (Market Specialist)			4,050.00	1,672.65	-			
201-403-61000	Employee Total Benefits (DSFM Benefits (Health Ins.))		-	-	8,602.54	8,125.04	8,264.24	8,677.45	based on 6 mon data from Apr budget rep
201-403-61005	Employee Total Taxes	6,650.00	2,449.35	1,762.54	3,265.77	4,281.99	4,281.99	4,496.09	
201-403-61006	TMRS (Retirement)				2,373.59	3,173.95	3,173.95	3,332.65	
	Total Personnel	27,075.00	32,349.35	35,090.62	55,110.19	68,260.63	73,353.64	77,021.32	
Dues, Fees & Subscriptions									
							200.00		
201-403-63004	Total Dues, Fees & Subscriptions	200.00	200.00	200.00	275.00	200.00	200.00	-	
Advertisements + Marketing									
	Supplies Expense							200.00	based on 6 mon data from Apr budget rep
	Merchandise							1,000.00	
	Market Event							500.00	
	Marketing and promotions							3,000.00	

**Dripping Spings Farmers Market
Proposed FY 2024 Budget**

GL Account	Description	FY 2019 Amended	FY 2020 Amended	FY 2021 Amended	FY 2022 Amended	FY 2023 Adopted	FY 2023 Projected	FY 2024 Proposed	Notes
201-403-66001	Total Advertising & Marketing	4,000.00	5,000.00	2,600.00	2,600.00	3,000.00	-	4,700.00	
	Office Costs								
201-403-64000	Office Expense	200.00	200.00	200.00	50.00	300.00	700.58	800.00	
201-403-64019	Supplies Expense	400.00	400.00	400.00	4,500.00	4,000.00	145.26	-	Moved to Advertising
201-403-65000	Network/Phone	-	-	-	247.92	252.00	206.12	200.00	
	Total Other	600.00	600.00	600.00	4,797.92	4,552.00	1,051.96	1,000.00	
	Market Costs								
201-403-66010	Entertainment& Activities	300.00	1,000.00	1,000.00	1,300.00	3,000.00	3,000.00	3,000.00	
201-403-66011	Market Event	300.00	500.00	500.00	-	500.00	500.00	-	Moved to Advertising
	Cleaning & Maintenance							2,200.00	
	Tomato Time	400.00	-	-	-	-	-	-	
	Total Market Costs	1,000.00	1,500.00	1,500.00	1,300.00	3,500.00	3,500.00	5,200.00	
	Other								
201-403-63004	Training	200.00	200.00	200.00	-	200.00	100.00	100.00	
201-403-70002	Contingency Fund	-	-	-	-	500.00	500.00	500.00	
201-403-70003	Other Expense	100.00	100.00	100.00	1,425.00	2,600.00	2,200.00	-	Moved to Market Costs
201-403-90000	TXF to Reserve Fund	-	-	-	-	35,000.00	35,000.00	35,000.00	
201-403-71000	Capital Fund	-	31,962.70	22,406.67	-	-	-	-	
	Total Other	300.00	32,262.70	22,706.67	1,425.00	38,300.00	37,800.00	35,600.00	
	Total Expenditures	33,175.00	71,912.05	62,697.29	65,508.11	117,812.63	115,905.60	123,521.32	
	Balance	18,165.00	-	3,960.21	49,380.56	12,018.52	31,438.39	5,082.69	