



# FARMERS MARKET ASSOCIATION BOARD REGULAR MEETING

City of Dripping Springs

Event Center Banquet Hall, 1042 Event Center Drive

Thursday, September 16, 2021 at 10:00 AM

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## Agenda

### CALL TO ORDER AND ROLL CALL

#### Board Members

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

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

Parks & Community Services Director Kelly Schmidt  
Farmers Market Manager Charlie Reed  
City Secretary Andrea Cunningham

### PRESENTATION OF CITIZENS

*A member of the public who desires to address the Board regarding any item on an agenda for an open meeting may do so at presentation of citizens before an item or at a public hearing for an item during the Board's consideration of that item. Citizens wishing to discuss matters not contained with in the current agenda may do so, but only during the time allotted for presentation of citizens. Speakers are allowed two (2) minutes to speak during presentation of citizens or during each public hearing. Speakers may not cede or pool time. Members of the public requiring assistance of a translator will be given twice the amount of time as a member of the public who does not require the assistance of a translator to address the Board. It is the request of the Board that members of the public wishing to speak on item(s) on the agenda with a noticed Public Hearing hold their comments until the item(s) are presented for consideration. Speaker are encouraged to sign in. Anyone may request a copy of the City's policy on presentation of citizens for the City Secretary. By low no action may be taken during Presentation of Citizens.*

### MINUTES

- 1. Discuss and consider approval of the August 26, 2021, Farmers Market Association Board regular meeting minutes.**

### MARKET VENUE

- 2. Discuss and consider approval of a Farmers Market Vendor Application for Go2Bites. Applicant: Basimma Hammonds**
- 3. Discuss and consider approval of a Farmers Market Vendor Application for Solaro Estate. Applicant: Erika Fritz**

4. **Discuss and consider approval of a Farmers Market Vendor Application for Besame Ice Cream.** *Applicant: Ben George*
5. **Discuss and consider approval of a Farmers Market Vendor Application for Heart of Tradition.** *Applicant: Daniel Thompson*
6. **Discuss and consider approval of a Farmers Market Vendor Application for Jinx Bread.** *Applicant: Jack Holt.*
7. **Discuss and consider approval of a Farmers Market Vendor Application for Alchemy Juice.** *Applicant: Carly Shankman Brown.*
8. **Discuss and consider possible action regarding the consideration of an alternative location for the Dripping Springs Farmers Market.** *Sponsor: Chair Johannsen*

## REPORTS

9. **Parks & Community Services August 2021 Director's Report**  
*Kelly Schmidt, PCS Director*
10. **Farmers Market August 2021 Manager's Report**  
*Charlie Reed, FM Manager*

## MARKETING AND PUBLIC RELATIONS

11. **Discuss and consider possible action regarding an implementation of the Market Bucks program to redeem coupons and gift certificates.** *Sponsor: Chair Johannsen*

## OTHER BUSINESS

12. **Discuss and consider City Council recommendation regarding an Amendment to the Farmers Market Association Board Ordinance related to committee formation.**
13. **Discuss and consider possible action regarding the Hays County Master Gardeners Annual Plant Sale.** *Sponsor: Chair Johannsen*
14. **Discuss and consider action on Appeal and Clarification of Denied Vendor Application for Laudrey Rose by owner Laura Ward.**

## 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 Board Meeting**

October 21, 2021, at 10:00 a.m.  
November 18, 2021, at 10:00 a.m.  
December 16, 2021, at 10:00 a.m.

**City Council Meetings**

September 21, 2021, at 6:00 p.m.  
October 5, 2021, at 6:00 p.m.  
October 19, 2021, at 6:00 p.m.

**ADJOURN**

**TEXAS OPEN MEETINGS ACT PUBLIC NOTIFICATION & POSTING OF MEETING**

*All agenda items listed above are eligible for discussion and action unless otherwise specifically noted. This notice of meeting is posted in accordance with Chapter 551, Government Code, Vernon's Texas Codes. Annotated. In addition, the Commission may consider a vote to excuse the absence of any Commissioner for absence from this meeting.*

*I certify that this notice of meeting was posted at the City of Dripping Springs City Hall and website, [www.cityofdrippingsprings.com](http://www.cityofdrippingsprings.com), on **September 10, 2021, at 1:00 p.m.***

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City Secretary

*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 ASSOCIATION BOARD REGULAR MEETING

City of Dripping Springs

Council Chambers, 511 Mercer St, Dripping Springs, TX

Thursday, August 26, 2021 at 2:00 PM

## MINUTES

### CALL TO ORDER AND ROLL CALL

With a quorum of the Board present, Chair Johannsen called the meeting to order at 2:05 p.m.

**Board Members present were:**

Gouri Johannsen, Chair  
Teresa Strube, Secretary  
Nikki Dahlin  
Claudia Oney

**Board Members absent were:**

Marianne Simmons, Vice Chair  
Janet Musgrove

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

Farmers Market Manager Charlie Reed  
Farmers Market Specialists Johnna Krantz  
Mayor Pro Tem Taline Manassian

### PRESENTATION OF CITIZENS

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No one spoke during Presentation of Citizens.

### MINUTES

**1. Discuss and consider approval of the July 15, 2021 Farmers Market Association Board regular meeting minutes.**

A motion was made by Board Member Dahlin to approve the July 15, 2021, Farmers Market Association Board regular meeting minutes. Board Member Oney seconded the motion which carried unanimously 4 to 0.

**MARKET VENUE**

**2. Discuss and consider approval of a Farmers Market Vendor Application for Crescent City Flavors. Applicant: LaShawn Simmons**

A motion was made by Board Member Dahlin to approve the Farmers Market Vendor Application for Crescent City Flavors. Board Member Oney seconded the motion which carried unanimously 4 to 0.

**3. Discuss and consider approval of a Farmers Market Vendor Application for Laudrey Rose. Applicant: Laura Ward.**

As presented the applicant is acting as owner/producer when each vendor should have applied individually.

A motion was made by Chair Johannsen to deny the Farmers Market Vendor Application for Laudrey Rose. Board Member Dahlin seconded the motion which carried unanimously 4 to 0.

**4. Discuss and consider approval of a Farmers Market Vendor Application for Texas Black Gold Garlic. Applicant: Stephen Paprocki**

A motion was made by Chair Johannsen to approve the Farmers Market Vendor Application for Texas Black Gold Garlic with the condition that the applicant submit all the required permits. Board Member Dahlin seconded the motion which carried unanimously 4 to 0.

**5. Discuss and consider possible action regarding alternate venue locations for the Farmers Market.**

Pound House Museum Executive Director Jenny Pack gave a presentation regarding the use of the Pound House Museum property as alternate location for the Farmers Market.

This item was tabled for further discussion at a future meeting.

**REPORTS**

Reports are on file and available for review upon request.

**6. July 2021 Parks & Community Services Director's Report  
Kelly Schmidt, PCS Director**

7. **July 2021 Farmers Market Manager Report**  
*Charlie Reed, FM Manager*
8. **July 2021 Farmers Market Financial Report**  
*Shawn Cox, City Treasurer*

## MARKETING AND PUBLIC RELATIONS

9. **Discuss and consider possible action regarding the purchase of Reusable Bags for the Farmers Market.**

A motion was made by Chair Johannsen to approve staff recommendation a full-color, two-sided canvass style tote through Texas Hill Country Screen Graphics. Board Member Dalin seconded the motion which carried unanimously 4 to 0.

10. **Discuss and consider possible action regarding the implementation of the benefits for those who signed up for the Friends of Dripping Springs Farmers Market Program.**

The Board reviewed and finalized the list of benefits for the Friends of the Market.

No action was taken on this item.

## OTHER BUSINESS

11. **Report and update on Hays County Master Gardener Plant Sale.**

This item was tabled for discussion at a future meeting.

12. **Discuss and consider recommendation regarding Amendments to the Farmers Market Association Board Ordinance.**

The Board reviewed the ordinance and provided edits. Staff will finalize and bring back to the Board for recommendation at the next meeting.

No action taken on this item.

## EXECUTIVE SESSION

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The Board did not meet in Executive Session.

## UPCOMING MEETINGS

**Farmers Market Association Board Meetings**

September 16, 2021, at 10:00 a.m.

October 21, 2021, at 10:00 a.m.

November 18, 2021, at 10:00 a.m.

**City Council Meetings**

August 25, 2021, at 6:00 p.m.

September 7, 2021, at 6:00 p.m.

September 21, 2021, at 6:00 p.m.

**ADJOURN**

A motion was made by Board Member Oney to adjourn the meeting. Board Member Dalin seconded the motion which carried unanimously 4 to 0.

This regular meeting adjourned at 4:29 p.m.

*Teresa Strube*

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Teresa Strube, Secretary  
Farmers Market Association Board

### JULY PARKS ACTIVITY

#### CHARRO RANCH PARK

*Submitted by- Sue Harding, Lead Volunteer*

Nothing to report.

#### DRIPPING SPRINGS RANCH PARK

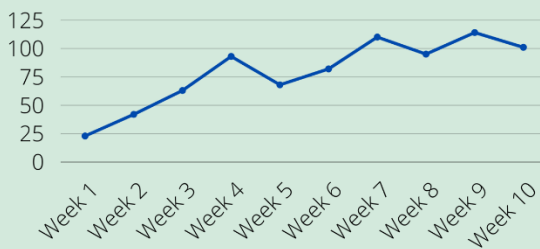
*Submitted by - Emily Nelson, DSRP Manager*



The heat finally found us this August. We have been very lucky with temperatures in June and July. Our second Summer Sizzle Dressage show really earned its name in more ways than one. Penny, Melissa, and Lily are such a great show team. The participants really enjoyed a well-run show.



#### DRIPPING SPRINGS RANCH PARK TWEEN SCENE ENROLLMENT



700 youth served throughout the program

Coyote Kids Summer Camp and Tween Scene wrapped up in August, and the entire staff had to adjust to the quiet. We truly enjoyed having Dripping Springs youth at the Ranch Park all summer. Tween Scene served almost 700 youth (ages 9-14) throughout the program this summer. We are thankful to the parents for sharing their tweens with us.





Alexander Seshan completed his Eagle Scout project by the pond. He constructed a beautiful Chimney Swift Tower for park goers to enjoy. I encourage everyone to check it out. Thank you, Alexander.

August also brought us our first Gun Show in over a year. The organizers really hosted a smooth show, and it was well attended both days.

The staff at the Ranch Park are gearing up for non-stop event weekends through Thanksgiving. We are so excited to host a huge variety of shows from Eskimo Dog Shows to Fall Classic, a Dripping Springs Ag Boosters livestock show. And we can't forget Rodeo in October. We are excited to welcome everyone.

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### FOUNDERS MEMORIAL PARK

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DSYSA youth football program has begun its seasonal use of Founders Memorial Park. Their fall schedule is slated to be as follows:

**Practices**

- August 1 – August 16 | Monday – Friday (4:45pm-8:45pm)
- August 17 – September 3 | Monday – Thursday (5pm-8pm)
- September 6 – November 5 | Monday – Thursday (5pm-8pm)

**Games**

- September 25 – November 6 | Saturday (7:30am – 5:30pm)

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### RATHGEBER NATURAL RESOURCE PARK

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Nothing to report.

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### SPORTS & RECREATION PARK

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Nothing to report.

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### VETERANS MEMORIAL PARK

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Nothing to report.

## PROGRAMS & AQUATICS OVERVIEW

*Submitted by - Mack Rusick, Programs & Aquatics Manager*



The full pool summer season schedule concluded on Sunday, August 15, 2021, with the start of the DSISD school year and the lifeguard staff returning to their respective universities, high schools, and various academic commitments. From August 16 until Labor Day the pool is only open on Saturday and Sunday from 12pm-6pm (Closed on Labor Day).

The 2021 summer season is nearly complete, and the summer was very successful. Several issues challenged staff at the onset and throughout the summer with technical and mechanical malfunctions of various components of the pool, but the staff were able to navigate them and still provide an incredible swimming experience for Tiger splash and pool patrons alike.



**CITY-WIDE EVENTS & INITIATIVES + PARK  
RENTALS + COMMUNITY OUTREACH +  
VOLUNTEER COORDINATION**

*Submitted by- Melanie Blakely, Community Services Coordinator*



Permits & Rentals for July	Qty
Itinerant Vendor Permits	0
Pavilion/Park Rentals	1
Pool & Pool Party Package Rentals	5
Triangle Banner Display	5
Co-Sponsorship Request	1 - Denied

**EVENT - COMMUNITY MICRO EVENTS** – None in August.

**EVENT - CHRISTMAS ON MERCER** – Attended first planning meeting.

**EVENT - FOUNDERS DAY FESTIVAL** – Nothing to report for August.

**EVENT - WORLD MIGRATORY BIRD DAY** – Nothing to report for August.

**COMMUNITY INITIATIVE - KEEP DRIP (TEXAS) BEAUTIFUL** – Researched various community beautifucation initiatives to be involved with both optional and required.

**COMMUNITY INITIATIVE – BIRD CITY** – Attended July Planning meeting

Lights Out Dripping Springs Proclomation was composed by City Administrator Michelle Fischer and passed.



**COMMUNITY INITIATIVE – VOLUNTEER OUTREACH** - Coordination of interested volunteers has begun. Several volunteers to programs within the Parks and Community Services Department that are a good fit and the volunteers have really enjoyed helping. Meetings with the Boy Scouts have begun about their volunteer clean up commitment to our parks.  
**OTHER NOTABLES FOR THE MONTH** – Heavily assisted with Coyote Kids Camp administration and staffing coverage for Tween Night for the last two week in August.

**FARMERS MARKET**

*Submitted by - Charlie Reed, Farmers Market Manager*



**Summer Recap:**

Being featured on Fox 7’s “Market Monday” segment was an unbelievable kick-off for our summer and helped bring out the crowds. Also, by taking a marketing approach with the newsletter and using social media to focus on Dripping Springs’ vibrant community, Johnna and I have seen both approaches grow the market, and we’ve had tons of fun along the way. The result has had long-time vendors saying they love the market’s new energy, while new vendors consistently say they’re reaching out because they’re hearing good things.

And what a wonderful summer it was for the Farmers Market! We broke records with total vendors and visitor counts from May to July, and lower-than-average temps kept the Triangle’s grass green throughout the hot season. This made the market a comfortable spot to enjoy the huge variety of delicious artisanal foods and drinks.

**August Recap:**

August was predictably slower in both vendor and visitor counts, with both dropping as vacation season rolled in. This didn’t slow the market at all – we held contests and giveaways throughout the month, celebrating National Farmers Market Week and driving folks to vote for DSFM in American Farmland Trust’s yearly contest, which in ends in mid-September. Through August, we hold the top spot in the Southwest region.

Date	Vendors	Customers	Music
8/4/21	34	503	Jerry Rivers
8/11/21	40	425	n/a
8/18/21	38	372	Jerry Rivers
8/25/21	36	334	Jerry Kirk

*It's that time of year again to VOTE for our special Farmers Market!!!! As of August 30, 703 votes!*

**Roswell's Ruin**

Last week, Roswell's Farmers Market was making a serious run in the vote, but thanks to your efforts, we've put them in their place and taken their space aliens.

What can these aliens teach us? Do they have technology that will help our gardens in late summer? Can they show us what "local" means across interstellar distances? And what do we do with them in their off hours? Will they like miniature golf? Or are they more into beer gardens with sprawling views of the Hill Country?

In any case, there's still a few weeks left in this vote, and as you can tell, we're going a little loopy from the pressure. We're still up on #2, Winnsboro, TX, but not by enough to get comfortable.

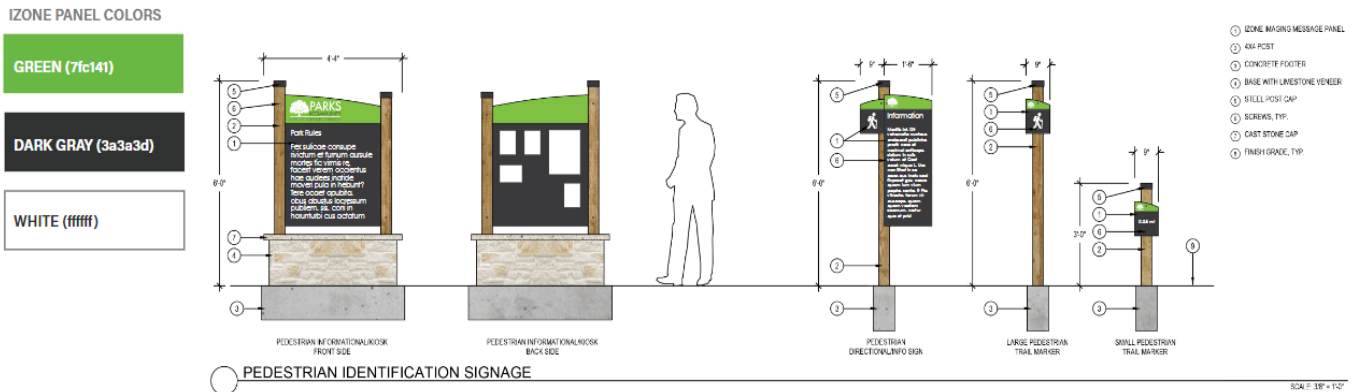
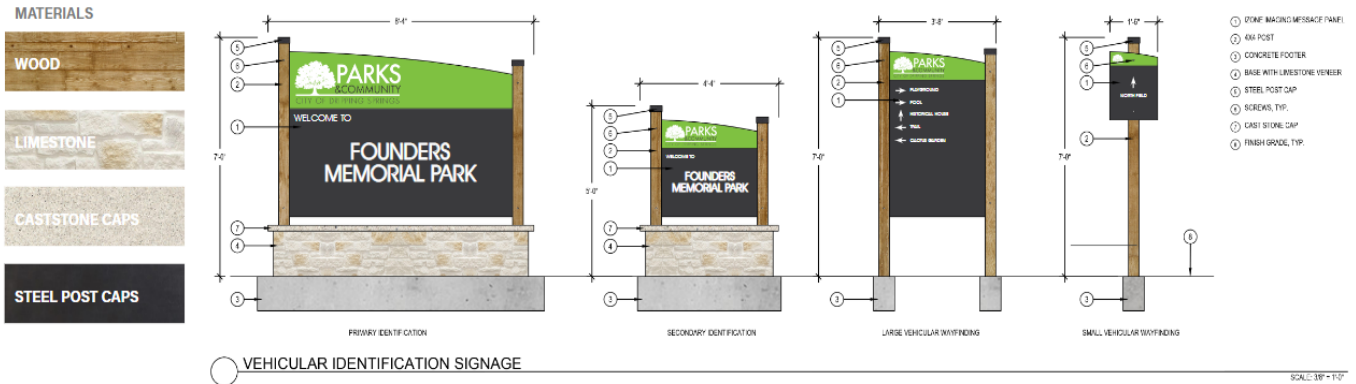
So if you haven't already, please [vote online](#). And share that link with friends, family, or anyone you know who wants Dripping to be #1. We sure do appreciate it. Or as our new alien friends say, *mahalo*.



OTHER PCS BUSINESS & PROJECTS

August 30, 2021 - Park System Signage Plan - Update

The Signage Plan Committee has expanded to include a few park partners in addition to key City personnel. The first draft of the signage plan concept is being narrowed down to the Rustic Modern Concept. The Committee overwhelmingly selected this concept out of a total of 3 thematic options presented. Next steps- Studio 16:19 will now expand their concept to ensure all design elements comply with the City's sign ordinance. Color palette and sign materials will be finalized. Content will be presented to the signage committee for review and feedback as it is developed for each park. Then it will be presented to the Parks and Recreation Commission for review and final recommendations.



Rustic-Modern Sign Design Concept

Disclaimer:  
This document represents design progress and its provision, either electronic or hard copy, is to communicate design intent only. Original and published work may not be duplicated, used, or disclosed without the written consent of Studio16:19.

## Farmers Market Manager Report for 9/16/2021 Board Meeting

by Charlie Reed

### Vendor News:

New: TX Black Gold Garlic Co.

Returning: Hello Bread

Provisional: n/a

Departed: Three-Six General (*sales insufficient for distance*)

### Vendor Market Attendance, Total Sales, and Avg Sales:

Vendor participation was remarkably consistent from mid-August through mid-September, with 36-38 vendors per market. Total sales ranged from \$14k to \$17k for an average \$421 per vendor. See table below for detail.

### Vendor Applications

With vendor attendance dropping in late summer, I sent an e-mail to all active vendors asking if they would like to be removed from my registration reminders. I did not receive a single “yes” response but did hear back from a few who indicated they would be returning with cooler temperatures.

We currently have 63 vendors who are active (see full list at end of report):

- Farmer/Rancher – 17
- Foods – 33
- Services/Crafts - 13

We currently have a maximum of 49 booth spots in the marketplace at the triangle. I would recommend at this time placing a hold on new applications from all categories, with the exception of produce vendors.

### Customer Attendance and Sales:

Vendors warned that late-summer attendance would plummet. Average visitors indeed dropped from 500+ to an average of 369. Strangely, customer spending increased from an average just below \$30 to \$43, resulting in higher than average total market sales during this time.

### Market News:

With Johnna out one week, Nikki helped fill in with prepping the market; she also stayed and helped drive a record 20 enlistees to the Newsletter, as well as dozens of voters. Thank you, Nikki! Other than that, the slow month means not much news.

### Music:

Bob Slaughter has agreed to sign on as a regular for the first week each month, a spot previously occupied by Jon Parmantier. I’m extremely happy to have Mr. Slaughter aboard. Next, I hope that we can push for and secure additional funding for our musicians. From what I’ve heard from other market managers, the going rate is \$100 per market, significantly higher than the \$25 we offer.

### Speaking of the vote...

DSFM is 9<sup>th</sup> in the nation and remains in 1<sup>st</sup> in SW/TX, with the lead expanding to 200. Voting ends 9/19. Should we hold the lead, Charlie will be drafting a press release and will be seeking quotes from Board

Members. Lisa Sullivan (CODS Communications) was instrumental in driving a late push by creating fun graphics for the newsletter and donating extra giveaway items to increase participation at the market. Thank you, Lisa!

### Social Media:

Instagram followers up to 1,736. Notable check-ins included accounts with 81k and 121k followers. Vendors increasingly collaborating with DSFM. Facebook will be a focus this month as we work toward the Master Gardeners Plant Sale Event. Accessing the page has been a point of difficulty for both Johnna and me, and we'll work to rectify that as we focus on the event. Facebook remains active with vendors and visitors, though not with the engagement that we see on Instagram.

### Newsletter:

1. Subscribers: 1,207 (+61)
2. Open Rate 31-42% (industry avg. 20%); Click Rate 10% (industry average 2.5%).
3. Vendors featured in newsletter are reporting sales increases. John with Engle Farm says a number of people have forwarded him the newsletter in which their farm was featured.

<b>DSFM Sales Data</b>				
<b>Market Date</b>	<b>8.18</b>	<b>8.25</b>	<b>9.01</b>	<b>9.08</b>
Vendors	38	36	38	38
Vendors Reporting	38	36	38	37
Total Sales	16,999.00	14,251.00	16,668.00	15,274.00
Average per Vendor	447.34	395.86	438.63	412.81
Ranchers	4263.00	3627.00	4446.00	4250.00
Farmers	2085.00	1855.00	2551.00	1147.00
Crafts	900.00	735.00	646.00	565.00
Foods	9751.00	8034.00	9025.00	9312.00
Baker	1401.00	1277.00	580.00	1349.00
Beverage	2625.00	1930.00	2470.00	2337.00
Value Add	5125.00	4377.00	5475.00	5166.00
Pet	600.00	450.00	500.00	460.00
Population	372	334	376	392
Sales per Capita	\$45.70	\$42.67	\$44.33	\$38.96
Temperature	90	95	95	93
	MC	PC	PC	S
Humidity (low=1,med=2,high=3)	3	1	3	1
Music	J.Rivers	J.Kirk	J.Kirk	B.Slaughter

## List of current vendors:

<b>Farmer &amp; Rancher</b>
7R Grass-Fed Beef
BioSync Farms
Brangus Best Beef
Engel Farms
Feathers of Faith Farm
Goatilicious
Hifi Mycology
Kim's Farmacy
Mick Family Farms
Millwood Farm
Onion Creek Farms
Peeler Farms
Pure Luck Farm And Dairy
Shipps Lake Ranch
Terra Purezza
Westfold Farm
WOW Texas Honey
<b>Misc Food</b>
Blanco Cowboy Kettle Corn
Brenham Kitchens
Bubb's Seltzer / Barrett's Coffee
Chow Hound Raw
Crescent City Flavor
EDG Coffee
EIEIO
Fran's Pies
Great Harvest Bread
Hamilton Pool Vineyards
Happy Hollow Native
Harin's Specialty Teas
Hello Bread
Jake & Blues Raw Dog
Jake & Jubi's
Krazy Good Keto
Lamba's Royal Indian
Lindsay's Apothecary
Lonesome Chocolates
Lua Brazil
Mama B's Sweets
Metcalf BBQ
Native Roots Salsa
Pair Foods
SoCo Ginger Beer
Stoke Juice
Tamale Addiction
Thai Gourmet by Nong
Texas Black Gold Garlic
Touta Biscotti
Two And A Half Hearts Bakery



Vista Brewery
Yallatizers
<b>Services &amp; Crafts</b>
4 Beans
Lisa and Bill Bailey
Bottles & Birds
Dripping In Petals
Herbal Root Collective
Master Gardener
Mother Shipton Candles
Rishikesh Bliss by Liz
Rose Burkhardt Jewelry
Shawls by Veronika
Smokin' Wick Candles
Tejas Hemp



**STAFF REPORT**  
**City of Dripping Springs**  
**PO Box 384**  
**511 Mercer Street**  
**Dripping Springs, TX 78620**

**Submitted By:** Charlie Reed, Farmers Market Manager; Laura Mueller, City Attorney

**FMB Meeting Date:** 9/16/2021

**Agenda Item Wording:** Discuss and consider City Council recommendation regarding an Amendment to the Farmers Market Association Board Ordinance related to committee formation.

**Agenda Item Requestor:** Gouri Johannsen, Chair

**Summary/Background:** The Farmers Market Board requested changes to its formation ordinance in order to provide flexibility in its meetings as an advisory body. Simultaneously with this change, the ordinance was also changed to conform with other board and committee ordinances and to reflect the Board's relationship with city staff and the Farmers Market itself. The proposed changes include:

1. Changing the Farmers Market Board to a Committee that is not restrained by the Texas Open Meetings Act as an advisory board. Tex. Att'y Gen. Op. No. GA-0957 (2012). A quorum of the Committee is still needed to act as a Committee, but the Committee will have more flexibility in how it holds its meeting. A monthly meeting is still listed as a requirement to be consistent with other boards and committees.
2. Update the mission of the market.
3. Add definitions for "agricultural producer" and "market participants". Update the "market manager" definition to reflect the chain of command.
4. Update the format of the Membership and Meetings provision to be consistent with other ordinances. There is still eight members who serve 2-year terms who are appointed by the City Council.
5. References to the market manager reflects their position as an employee who works in the Parks Department.
6. Requires staff support of the Farmers Market and the Farmers Market Committee.

**Commission Recommendations:**

The Farmers Market Board has reviewed this ordinance multiple times.

**Recommended Board Actions:** Recommend a recommendation of approval of the ordinance to the City Council. In the alternative, changes to the ordinance can be recommended to the City Council.

**Attachments:** Ordinance-Tracked Changes. Ordinance-Clean. Staff Report.

**Next Steps/Schedule:** Recommendation of the Farmers Market Board will be sent to City Council to be reviewed at the October 5, 2021 City Council meeting.

**ARTICLE 6.05. FARMERS MARKET COMMITTEEASSOCIATION**

*DIVISION 1. GENERALLY*

**Sec. 6.05.001. ~~Popular name.~~Title.**

This article shall be commonly cited as the Farmers Market Committee~~Association~~ ordinance.

**Sec. 6.05.002. Purpose.**

The purpose of the Dripping Springs Farmers Market ~~Association~~ Committee (the "~~association~~committee") is to:

- (1) fulfill the Mission of the Market;
- (2) provides oversight of the Market in order to make recommendations related to the Market; and
- (3) serves as an advisory body for the city council.  
and coordinate ~~—~~ The association's board of directors

**Sec. 6.05.003. Mission of the market.**

To provide a community gathering place where local food producers, artisans, and related community organizations educate and sell directly to consumers. ~~The mission of the farmers market is to provide the city and the surrounding Central Texas region with locally grown foods and farm products in a direct farm to consumer marketing venue that will serve diverse populations, preserve, and promote regional agriculture and improve our quality of life.~~

- (1) ~~The market creates a food secure community by improving access to local, healthy, affordable food for children and adults in Central Texas.~~
- (2) ~~The market strives to achieve are increased education about and support of regional agriculture.~~

**Sec. 6.05.004. Definitions.**

(a) Rules of interpretation. Words and phrases used in this article shall have the meanings set forth in this section. Terms that are not defined below, but are defined elsewhere in the code of ordinances, shall be given the meanings set forth in the code. Words and phrases not defined in the code of ordinances shall be given their common, ordinary meaning unless

the context clearly requires otherwise. When not inconsistent with the context, words used in the present tense shall include the future tense; words in the plural number shall include the singular number (and vice versa); and words in the masculine gender shall include the feminine gender (and vice versa). The word "shall" is always mandatory, while the word "may" is merely directory. Headings and captions are for reference purposes only.

(b) Specific.

Agricultural facilities: A farm, garden, ranch, or greenhouse where produce is grown.

~~Association: The Dripping Springs Farmers Market Association, as created herein. Board: The board of directors (i.e., governing body) of the Dripping Springs farmers market.~~

Agricultural Producer: Producer who raises and grows food products.

City administrator: The employee appointed by the city council to serve as the chief administrative officer of the city.

City limits: The incorporated municipal boundary of the city.

Committee: The farmers market committee created herein.

~~Director: The city employee serving as director of parks, recreation and open space and community services for the city, as designated by the city council.~~

ETJ: The extraterritorial jurisdiction of the city.

Market manager: The city employee designated by the city administrator to supervise the operations of the market and serves under the direction of the Parks and Community Services Director.

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

**Sec. 6.05.005. ~~Association~~ Membership, Meetings**

(a) ~~Membership. Farmers, ranchers, and harvesters are eligible to be members of the association as allowed by the rules and regulations for market operations.~~

(b) Number of members. The committee shall have eight members.

(c) Terms of members. Committee members will serve two-year terms. Members may be reappointed with no limitation on the number of terms one member may serve.

(d) Member selection.

~~(b) Responsibilities, activities and benefits. All responsibilities, activities and benefits of association membership shall be as provided in the rules and regulations for market operations.~~

(1) Every year, city staff will prepare a slate of nominees for city council consideration.

(2) Committee members shall be appointed by majority vote of the city council.

(3) Committee members may be residents or business owners with agricultural facilities in the city limits or ETJ or within 150 miles of the city limits. At least two committee members must be Market Vendors of which one (1) shall be an agricultural producer.

(4) Although not strictly required, preference for committee membership shall be given to persons who raise, grow or make food products, or artists who make crafts from agricultural products.

(e) Officers. The chair shall be appointed by the city council from among the membership. A vice-chair shall be selected by the committee members. In the absence of the chair or vice-chair, the remaining committee members may select a person among themselves to preside over a meeting.

(f) Member removal.

The city council may remove committee members by majority vote, with or without cause.

(g) Resignation; vacancies.

A committee member may resign by providing the city secretary written intent to resign. A failure to attend three or more sequential, regular committee meetings will constitute automatic notification of intent to resign. The committee may provide recommendations to the city council related to the removal or appointment of committee members. The city council may fill vacancies by majority vote. Committee members appointed to fill a vacancy will complete the unexpired portion of the term.

(h) Meetings.

(1) The committee will meet monthly, as coordinated with and arranged by city staff. Agendas will be drafted by the chair with the support of city staff.

(2) A quorum of four or more committee shall constitute a quorum. The chair shall count toward the establishment of a quorum. Abstentions shall not affect the establishment of a quorum. A quorum is required to take action as the Dripping Springs Farmers Market Committee.

#### **Sec. 6.05.006. Authority.**

The committee is advisory only. They have no authority to make decisions binding on the city. The authority of the committee will include:

(a) To make recommendations to the city council regarding market operations.

(b) To evaluate the market to identify means of making improvements.

(c) To make recommendations related to the drafting and implementation of all rules and procedures for the market to the city council.

(d) To assist city staff with the operations of the market, in addition to preparations and post-event recovery of the site.

- (e) To make recommendations to city council regarding budget for the farmers market and expenditures related to appropriated funds.
- (f) To perform other duties as established in the rules and regulations for market operations, as enacted by the city council.
- (g) The committee's work and work product will be subject to the Public Information Act, Texas Government Code chapter 552.

**Sec. 6.05.007. Support for the association.**

- (a) City staff ~~will~~ shall provide logistical support to the ~~board~~ committee and its subcommittees, as defined by access to city facilities for purposes of public meetings; access to city resources for purposes of copies and communications; and a designated market manager to serve as staff liaison to coordinate and direct such support. ~~Market managers shall also perform the functions established in the rules and regulations for market operations, as may be amended.~~
- (b) One or more market managers shall be designated by the city administrator. A market manager shall be a city staff member (employee or contract professional services). ~~In addition to any other means of compensation for other municipal duties, market managers shall be compensated monthly for services directly related to the market in the form of a commission on gross (or net) market sales. The amount of the commission shall be established by the city administrator. Market managers shall be assigned to work on market days in accordance with a schedule approved by the city administrator.~~
- (c) The city shall provide and support an online presence, including but not limited to information on the city website, assistance with an electronic newsletter, and social media for Farmers Market related information and activities and website will provide a page via the market manager upon which the ~~association~~ committee may request that the City post additional information related to committee meetings and Farmers Market information.
- (1) ~~Board meeting information;~~
- (2) ~~Board agendas and minutes; and~~
- (3) ~~Resource materials, if any.~~
- (d) City staff shall inform the Committee of changes to personnel, logistical support, and other matters related to the operation of the farmers market.

**Sec. 6.05.031. Number.**

The ~~board~~ committee will have eight members.  
~~(Ordinance 1550.10, ex. A, § 3.1.1, adopted 6/9/09)~~

**Sec. 6.05.032. Terms.**

~~Board members will serve two-year terms. There is no limit as to how many terms a member may serve. Original (first) board members shall draw lots to determine who will serve a one-year initial term. Members are volunteers.~~

~~(Ordinance 1550.10, ex. A, § 3.1.2, adopted 6/9/09)~~

**Sec. 6.05.033. Board Committee member selection.**

~~(a) Each year, city staff will prepare a slate of nominees for city council consideration.~~

~~(b) Board Committee members shall be appointed by majority vote of the city council.~~

~~(c) Board members may be residents or business owners with agricultural facilities in the city limits or ETJ or within 150 miles of the city limits. At least two board members must be farmers who sell their own produce.~~

~~(d) Although not strictly required, preference for board membership shall be given to persons who raise, grow or make food products, or artists who make crafts from agricultural products.~~

~~(e) Board members are municipal officers, and as such must take the oath of office and abide by all applicable ethics rules.~~

~~(Ordinance 1550.10, ex. A, § 3.1.3, adopted 6/9/09)~~

**Sec. 6.05.034. Officers.**

~~The chairperson shall be appointed by the city council from among the membership. A vice-chairperson shall be selected by the board members. In the absence of the chairperson or vice-chairperson, the remaining board members may select a person among themselves to preside over a meeting.~~

~~(Ordinance 1550.10, ex. A, § 3.1.4, adopted 6/9/09)~~

**Sec. 6.05.035. Removal and vacancies.**

~~A board member may resign by providing the city secretary written intent to resign. A failure to attend three or more sequential, regular association meetings will constitute automatic notification of intent to resign. The city council may remove board members by majority vote, with or without cause. The city council may fill vacancies by majority vote. Board members appointed to fill a vacancy will complete the unexpired portion of the term.~~

~~(Ordinance 1550.10, ex. A, § 3.1.5, adopted 6/9/09)~~



**Sec. 6.05.036. Meetings.**

- ~~(a) The board will meet monthly at city hall, as coordinated with and arranged by city staff. Agendas will be drafted by the board chairperson.~~
- ~~(b) Board designated subcommittees may meet more often, as coordinated with and arranged by city staff. Agendas will be drafted by the subcommittee chairperson.~~
- ~~(c) A quorum of board members must be present for the board to conduct a meeting. A quorum shall be 51 percent of the number of members serving (i.e., vacancies shall not count when calculating a quorum). Abstentions shall not affect the establishment of a quorum.~~
- ~~(d) The board chairperson, or the chairperson's designee(s), will attend the first city council meeting of each month to update the council.~~
- ~~(e) Board meetings are subject to the Texas Open Meetings Act, Texas Government Code chapter 551.~~

**Sec. 6.05.037. Authority.**

~~The association and its board of directors are advisory only. They have no authority to make decisions binding on the city. With the consent of the city administrator, the board may expend city funds in accordance with budget appropriations by the city council.~~

~~(Ordinance 1550.10, ex. A, § 3.2, adopted 6/9/09)~~

**Sec. 6.05.038. Responsibilities.**

- ~~(a) The board shall make recommendations to the city council regarding market operations.~~
- ~~(b) The board shall evaluate the market to identify means of making improvements.~~
- ~~(c) The board shall conduct the market and implement all rules and procedures established by the board and by the city council. The board is obligated to assist city staff with the day-off operations of the market, in addition to preparations and post-event recovery of the site.~~

~~(Ordinance 1550.10, ex. A, § 3.3, adopted 6/9/09)~~

**Sec. 6.05.039. Duties.**

- ~~(a) The board shall make recommendations to the city council regarding market operations.~~
- ~~(b) The board shall evaluate the market to identify means of making improvements.~~
- ~~(c) The board shall conduct the market and implement all rules and procedures established by the association and by the city council.~~
- ~~(d) The board shall perform other duties as established in the rules and regulations for market operations, as enacted by the city council.~~

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~~(e) The board's work and work product will be subject to the Public Information Act, Texas Government Code chapter 552.~~

~~(Ordinance 1550.10, ex. A, § 3.4, adopted 6/9/09)~~

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**ARTICLE 6.05. FARMERS MARKET COMMITTEE**

*DIVISION 1. GENERALLY*

**Sec. 6.05.001. Title.**

This article shall be commonly cited as the Farmers Market Committee-ordinance.

**Sec. 6.05.002. Purpose.**

The purpose of the Dripping Springs Farmers Market Committee\_(the "committee") is to:

- (1) fulfill the Mission of the Market;
- (2) provides ~~oversight~~ of the Market in order to make recommendations related to the Market; and
- (3) serves as an advisory body for the city council.

**Sec. 6.05.003. Mission of the market.**

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

**Sec. 6.05.004. Definitions.**

- (a) Rules of interpretation. Words and phrases used in this article shall have the meanings set forth in this section. Terms that are not defined below, but are defined elsewhere in the code of ordinances, shall be given the meanings set forth in the code. Words and phrases not defined in the code of ordinances shall be given their common, ordinary meaning unless the context clearly requires otherwise. When not inconsistent with the context, words used in the present tense shall include the future tense; words in the plural number shall include the singular number (and vice versa); and words in the masculine gender shall include the feminine gender (and vice versa). The word "shall" is always mandatory, while the word "may" is merely directory. Headings and captions are for reference purposes only.

- (b) Specific.

Agricultural facilities: A farm, garden, ranch, or greenhouse where produce is grown.

Agricultural Producer: Producer who raises and grows food products.

City administrator: The employee appointed by the city council to serve as the chief administrative officer of the city.

City limits: The incorporated municipal boundary of the city.

Committee: The farmers market committee created herein.

Director: The city employee serving as director of parks, ~~recreation and open space~~ and community services for the city, ~~as designated by the city council~~.

ETJ: The extraterritorial jurisdiction of the city.

Market manager: The city employee designated by the city administrator to supervise the operations of the market and serves under the direction of the Parks and Community Services Director.

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

#### **Sec. 6.05.005. Membership, Meetings**

- (a) Number of members. The committee shall have eight members.
- (b) Terms of members. Committee members will serve two-year terms. Members may be reappointed with no limitation on the number of terms one member may serve.
- (c) Member selection.
  - (1) Every year, city staff will prepare a slate of nominees for city council consideration.
  - (2) Committee members shall be appointed by majority vote of the city council.
  - (3) Committee members may be residents or business owners with agricultural facilities in the city limits or ETJ or within 150 miles of the city limits. At least two committee members must be Market Vendors of which one (1) shall be an agricultural producer.
  - (4) Although not strictly required, preference for committee membership shall be given to persons who raise, grow or make food products, or artists who make crafts from agricultural products.
- (e) Officers. The chair shall be appointed by the city council from among the membership. A vice-chair shall be selected by the committee members. In the absence of the chair or vice-chair, the remaining committee members may select a person among themselves to preside over a meeting.
- (f) Member removal.  
The city council may remove committee members by majority vote, with or without cause.
- (g) Resignation; vacancies.

A committee member may resign by providing the city secretary written intent to resign. A failure to attend three or more sequential, regular committee meetings will constitute automatic notification of intent to resign. The committee may provide recommendations to the city council related to the removal or appointment of committee members. The city council may fill vacancies by majority vote. Committee members appointed to fill a vacancy will complete the unexpired portion of the term.

(h) Meetings.

- (1) The committee will meet monthly, as coordinated with and arranged by city staff. Agendas will be drafted by the chair with the support of city staff.
- (2) A quorum of four or more committee shall constitute a quorum. The chair shall count toward the establishment of a quorum. Abstentions shall not affect the establishment of a quorum. A quorum is required to take action as the Dripping Springs Farmers Market Committee.

**Sec. 6.05.006. Authority.**

The committee is advisory only. They have no authority to make decisions binding on the city. The authority of the committee will include:

- (a) To make recommendations to the city council regarding market operations.
- (b) To evaluate the market to identify means of making improvements.
- (c) To make recommendations related to the drafting and implementation of all rules and procedures for the market to the city council.
- (d) To assist city staff with the operations of the market, in addition to preparations and post-event recovery of the site.
- (e) To make recommendations to city council regarding budget for the farmers market and expenditures related to appropriated funds.
- (f) To perform other duties as established in the rules and regulations for market operations, as enacted by the city council.
- (g) The committee's work and work product will be subject to the Public Information Act, Texas Government Code chapter 552.

**Sec. 6.05.007. Support.**

- (a) City staff shall provide logistical support to the committee and its subcommittees, as defined by access to city facilities for purposes of public meetings; access to city resources for purposes of copies and communications; and a designated market manager to serve as staff liaison to coordinate and direct such support.
- (b) One or more market managers shall be designated by the city administrator. A market manager shall be a city staff member (employee or contract professional services).
- (c) The city shall provide and support an online presence, including but not limited to information on the city website, assistance with an electronic newsletter, and social media for Farmers Market related information and activities and will provide a page via the market

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manager upon which the committee may request that the City post additional information related to committee meetings and Farmers Market information.

- (d) City staff shall inform the Committee of changes to personnel, logistical support, and other matters related to the operation of the farmers market.



# SAVE THE DATE!

# Plant & Tree Sale

**Kyle Public  
Library**

**October 9 from 11am-3pm**

**Dripping Springs  
Farmers Market**

**October 13 from 3-6pm**

**Online Sale opens October 4**  
<https://hcmga.square.site>

**Featuring Native, Adapted & Superstars!**  
**Ornamental & Shade Trees . Ground Covers & Grasses**  
**Perennials . Shrubs . Succulents**





**STAFF REPORT**  
**City of Dripping Springs**  
**PO Box 384**  
**511 Mercer Street**  
**Dripping Springs, TX 78620**

**Submitted By:** Charlie Reed, DSFM Mgr

**Meeting Date:** September 16, 2021

**Agenda Item Wording:** Appeal and Clarification of Denied Vendor Application for Laudrey Rose by owner Laura Ward.

**Agenda Item Requestor:** Charlie Reed

**Summary/Background:** Ms. Ward submitted an application in August, 2021 for a curating business. The application was denied by the board for not adhering to a rule requiring vendors to submit individual applications for each producer being curated.

In conversations with Charlie Reed, Ms. Ward indicated that many of the items she hopes to sell are proprietary, made solely for her business, and would like to represent her brand directly to the board.

**Manager Recommendations:** Ms. Ward makes a compelling case for her business being a single brand, and I feel I did not fully represent. As much as this is a clarification of her brand and an appeal of the denial, I hope for her to have the opportunity to gauge the Board's probability of accepting or denying further applications, with their significant investment in both time and fees, before she fully commits.

**Recommended FM Board Actions:**

**Attachments:** Vendor Application – Laudrey Rose

**Next Steps/Schedule:**



