



Farmers Market Committee Regular Meeting

City of Dripping Springs Ranch Park House

1042 Event Center Drive – Dripping Springs, Texas

Thursday, October 17, 2024, 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

Sherrie Parks

Claudia Oney

Staff, Consultants, & Appointed/Elected Officials

Parks & Community Services Director Andy Binz

Farmers Market Manager Charlie Reed

Community Events Coordinator Johnna Krantz

Deputy City Attorney Aniz Alani

VENDOR APPLICATIONS

- 1. Discuss and consider possible action regarding Farmers Market Vendor Applications.**
 - a. **GM Petit Cafe**, *Applicant Mathieu Gourguechon*

REPORTS

- 2. Farmers Market Manager's Monthly Report**
Charlie Reed, Farmers Market Manager
- 3. Farmers Market Budget Report**

BUSINESS AGENDA

- 4. Discuss and consider ideas for Farmers Market participation in Trail of Lights at Dripping Springs Ranch Park.**
Presented by Melanie Engels, DSRP Customer Service Specialist

UPCOMING MEETINGS

Farmers Market Committee Meetings

November 21, 2024, at 10:00 a.m.

December 19, 2024, at 10:00 a.m.

City Council Meetings

November 5, 2024, at 6:00 p.m.

November 19, 2024, at 6:00 p.m.

December 3, 2024, at 6:00 p.m.

December 17, 2024, 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.

DSFM Vendor Applications – October 2024

Notice: Applications may be viewed using the link below. Contents of applications are confidential, and this link is not to be shared with anyone beyond the FM Committee or city employees.

Link: [DSFM Vendor Applications \(review only Green “Accepted” applications listed below\)](#)

Updated Process: Review Green “Accepted” Applications listed below.

Applications to be reviewed and considered for approval this month:

- a. **GM Petit Cafe**, Applicant *Mathieu Gourguechon*
- b. **Red Arena**, Applicant *Jennifer Young*
- c. **Big Nicks Bakes Pizzeria**, Applicant *Nicholas Monte*
 - 10/11 – Waiting to hear back regarding label for dough; waiting to hear back from Kitchen to confirm participation.
- d. **Churros La Catrina**, Applicant *Hamid Yazdanpanah-Salazar*
 - 10/11 – Kitchen Inspect. Expired. Applicant says he will send current copy by 10/13.

Application Update for Existing Vendor:

- a. **HomeGrown**, Applicant *Jennifer Cabela*
 - Vendor portfolio has grown, so I asked for an update to include their request to begin bringing chicken from their farm. Disregard raw milk on application.

Applications tabled during 9/24 Review:

- a. **Oma’s Furry Friends**, Applicant *Anna Moore*
 - Tax ID (confirmed) and Photos submitted
- b. **Tula Blue**, Applicant *Heather Stringer*
 - No update
- c. **Dream a Little Dream**, Applicant *Leslie Garcia*
 - No update

If above link does not work, type or paste the following:

<https://www.iotform.com/inbox/223005215283141?st=T0l2eEs4a3laQXRGdnJnakNweEt3NnVEMTRkT3VLWnlQbUFFTUJIS284R1hYSFhCWXZMMm1MdHpPMVBQM1dSZERYb1lQRit3cmZ3UUlybmttVnBNWGhPaWJ3OVVHcXhEaUxCL1B6UEdpakZ1UkdhUnhxTG5vOTdGRjh2bDJCVFA=>

Farmers Market Manager Report for 10/17/2024 Meeting

by Charlie Reed

Last Month's Market News:

- Averaged **40** vendors/market
- **448** customers/market
- Total sales per market: **\$20,063**
- Average per vendor: **\$525**

Sales

September was one of only three months in 2024 with sales per market above \$20k, astonishing, considering all markets were morning.

Vendor Issues:

Given sales and market turnouts, vendors are pretty happy.

October Events

Master Gardeners Plant Sale is 10/23. This will be an outdoor market, as there is an equestrian event inside that requires silence.

We'll have our annual Ghost Hunt for kids at the 10/30 market.

We'll need volunteers for prepping soup for Empty Bowls on 11/3.

9/18 Market

Big thanks to Nikki and Gouri for helping at the market Johnna and I missed.

Merch

Hats, bags, and recipe donations for September totaled \$250. Thinking about doing a price drop on hats for the holidays (\$30 isn't getting too many sales).

Social Media:

- Instagram followers: 4,500 (+140)
- Facebook followers: 7,793 (+44)
- Newsletter subscribers: 2,250 (+1)

DSFM Sales Data							
Market Date	9.04	9.11	9.18	9.25	Y-Total	Y-Avg	Share
Market	1	1	1	1	52		
Market Counted	1	1	1	1	51		
Vendors	36	43	41	41	2,067	40	
Vendors Reporting	34	41	39	39	1,956	38	445%
Total Sales	18,397.00	20,621.00	20,332.00	20,903.00	878,170	17,219	100%
Average per Vendor	541.09	502.95	521.33	535.97	448.96		
Farmers	2,079.00	2,474.00	1,853.00	1,871.00	121,202	2,377	
#V	4.0	5.0	3.0	3.0	277.0	5.4	14.16%
Sales/V	519.75	494.80	617.67	623.67	438		13.80%
Ranchers	6,317.00	6,904.00	6,291.00	5,561.00	239,863	4,703	
#V	8.0	9.0	9.0	9.0	407.0	8.0	20.81%
Sales/V	789.63	767.11	699.00	617.89	589		27.31%
Crafts	182.00	530.00	539.00	1,121.00	43,244	848	
#V	2.0	4.0	3.0	5.0	205.0	4.0	10.48%
Sales/V	91.00	132.50	179.67	224.20	211		4.92%
Foods - Ttl Bake/Bev/VA/Pet	9,819.00	10,713.00	11,649.00	12,350.00	473,861	9,291	
#V	20.0	23.0	24.0	22.0	7808.0	153.1	399.18%
Sales/V	490.95	465.78	485.38	561.36	61		53.96%
Baker	2,761.00	3,753.00	3,761.00	2,900.00	97,516	1,912	
#V	5.0	7.0	7.0	5.0	207.0	4.1	10.58%
Sales/V	552.20	536.14	537.29	580.00	471		11.10%
Beverage	1,333.00	1,787.00	1,358.00	1,973.00	68,465	1,342	
#V	4	4	4	4	195	4	9.94%
Sales/V	333.25	446.75	339.50	493.25	352		7.80%
Value Add	4,200.00	3,673.00	4,830.00	5,450.00	224,659	4,405	
#V	9.0	11.0	12.0	11.0	584.5	11.5	29.88%
Sales/V	466.67	333.91	402.50	495.45	384		25.58%
Pet	1,525.00	1,500.00	1,700.00	2,027.00	83,221	1,632	
#V	2	1	1	2	81	2	4.14%
Sales/V	762.50	1,500.00	1,700.00	1,013.50	1,027		9.48%
Visitors	415	450	450	475	20,000	392	
Sales per Capita	\$44.33	\$45.82	\$45.18	\$44.01	\$43.91		
Temperature	83	85	85	87	4075	78.37	

Totals and Averages by Month (FY'24)													
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	FY '24
# Markets	4	5	4	5	4	4	4	5	4	5	4	4	52
# Markets Counted	4	5	4	5	4	4	3	5	4	5	4	4	51
Vendors	146	205	141	158	174	187	169	223	155	192	155	161	2066
Vendors Reporting	143	203	140	157	169	182	121	212	148	181	146	153	1955
Total Sales	\$55,827	\$75,627	\$48,239	\$70,428	\$77,978	\$83,512	\$60,126	\$93,128	\$74,624	\$87,990	\$70,438	\$80,253	\$878,170
Avg. per Market	\$13,957	\$15,125	\$12,060	\$14,086	\$19,495	\$20,878	\$20,042	\$18,626	\$18,656	\$17,598	\$17,610	\$20,063	\$17,219
Average per Vendor	\$390.40	\$372.55	\$344.56	\$448.59	\$461.41	\$458.86	\$496.91	\$439.28	\$504.22	\$486.13	\$482.45	\$524.53	\$449.19
Vendors per Market	37	41	35	32	44	47	42	45	39	38	39	40	40
Customers	1350	1725	1225	1615	1860	1845	1795	2080	1620	1775	1315	1790	19,995
Per Market	338	345	306	323	465	461	449	416	405	355	329	448	392
Sales per Customer	\$41.35	\$43.84	\$39.38	\$43.61	\$41.92	\$45.26	\$33.50	\$44.77	\$46.06	\$49.57	\$53.57	\$44.83	\$43.92

GL Codes September 2024	
GL Code/ Desc	GL Credit
201-403-43005: FARMERSMARKET- Vendor Booths	\$6,001
201-403-43006: FARMERSMARKET- Vendor Application	\$240
201-403-44000: FARMERSMARKET- Sponsorships	\$50
201-403-46005: FARMERSMARKET- Merchandise	\$250
Totals for GL Codes	\$6,541

2024 YTD	
GL Code/ Desc	GL Credit
201-403-43005: FARMERSMARKET- Vendor Booths	\$59,693
201-403-43006: FARMERSMARKET- Vendor Application	\$1,470
201-403-43035: FARMERSMARKET- 2023 Membership Fee	\$2,280
201-403-44000: FARMERSMARKET- Sponsorships	\$200
201-403-46005: FARMERSMARKET- Merchandise	\$943
Totals for GL Codes	\$64,586



		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	70,000.00	55,574.29	9,234.50	50,671.50	-4,902.79	8.82 %
201-403-43006	Application Fees	1,800.00	1,337.14	90.00	1,100.00	-237.14	17.73 %
201-403-43035	Membership Fee	2,000.00	2,100.00	-20.00	2,160.00	60.00	102.86 %
201-403-44000	Sponsorships & Donations	4,000.00	1,000.00	0.00	150.00	-850.00	85.00 %
201-403-46001	Other Revenues	0.00	0.00	0.00	70.00	70.00	0.00 %
201-403-46002	Interest	1,300.00	1,836.38	211.46	2,182.89	346.51	118.87 %
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	200.00	395.00	517.70	317.70	258.85 %
201-403-47007	Transfer from General Fund	16,679.31	16,057.18	14,164.80	14,164.80	-1,892.38	11.79 %
Department: 403 - Farmers Market Total:		97,779.31	79,104.99	24,075.76	71,016.89	-8,088.10	10.22%
Revenue Total:		97,779.31	79,104.99	24,075.76	71,016.89	-8,088.10	10.22%
Expense							
Department: 403 - Farmers Market							
201-403-60000	Regular Employees	56,968.21	57,300.00	4,359.08	57,117.13	182.87	0.32 %
201-403-61000	Health Insurance	6,676.72	6,750.00	481.08	6,253.36	496.64	7.36 %
201-403-61001	Dental Insurance	0.00	0.00	33.70	438.10	-438.10	0.00 %
201-403-61002	Medicare	0.00	0.00	63.02	825.78	-825.78	0.00 %
201-403-61003	Social Security	0.00	0.00	269.50	3,531.34	-3,531.34	0.00 %
201-403-61004	Unemployment	0.00	0.00	0.00	143.99	-143.99	0.00 %
201-403-61005	Federal Withholding	4,610.07	4,750.00	0.00	0.00	4,750.00	100.00 %
201-403-61006	TMRS	3,363.97	3,450.00	257.18	3,376.37	73.63	2.13 %
201-403-63004	Dues, Fees & Subscriptions	200.00	200.00	0.00	132.69	67.31	33.66 %
201-403-63005	Training/Continuing Education	100.00	100.00	0.00	0.00	100.00	100.00 %
201-403-63023	General Maintenance	2,200.00	1,200.00	0.00	0.00	1,200.00	100.00 %
201-403-64000	Office Supplies	200.00	200.00	0.00	38.99	161.01	80.51 %
201-403-64019	Market Supplies	0.00	0.00	0.00	228.31	-228.31	0.00 %
201-403-65000	Network/Phone	200.00	200.00	20.90	229.90	-29.90	-14.95 %
201-403-66001	Advertising	4,700.00	3,700.00	25.00	459.53	3,240.47	87.58 %
201-403-66010	Events, Entertainment & Activities	3,000.00	4,000.00	300.00	3,463.95	536.05	13.40 %
201-403-66011	Market Event	0.00	0.00	0.00	200.00	-200.00	0.00 %
201-403-70002	Contingencies/Emergency Fund	500.00	500.00	0.00	0.00	500.00	100.00 %
201-403-90000	Transfer to Reserve Fund	35,000.00	0.00	0.00	0.00	0.00	0.00 %
Department: 403 - Farmers Market Total:		117,718.97	82,350.00	5,809.46	76,439.44	5,910.56	7.18%
Expense Total:		117,718.97	82,350.00	5,809.46	76,439.44	5,910.56	7.18%
Fund: 201 - Dripping Springs Farmers Market Surplus (Deficit):		-19,939.66	-3,245.01	18,266.30	-5,422.55	-2,177.54	-67.10%
Report Surplus (Deficit):		-19,939.66	-3,245.01	18,266.30	-5,422.55	-2,177.54	-67.10%

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	97,779.31	79,104.99	24,075.76	71,016.89	-8,088.10	10.22%
Revenue Total:	97,779.31	79,104.99	24,075.76	71,016.89	-8,088.10	10.22%
Expense						
403 - Farmers Market	117,718.97	82,350.00	5,809.46	76,439.44	5,910.56	7.18%
Expense Total:	117,718.97	82,350.00	5,809.46	76,439.44	5,910.56	7.18%
Fund: 201 - Dripping Springs Farmers Market Surplus (Deficit):	-19,939.66	-3,245.01	18,266.30	-5,422.55	-2,177.54	-67.10%
Report Surplus (Deficit):	-19,939.66	-3,245.01	18,266.30	-5,422.55	-2,177.54	-67.10%

Fund Summary

Fund	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)
201 - Dripping Springs Farmers Market	-19,939.66	-3,245.01	18,266.30	-5,422.55	-2,177.54
Report Surplus (Deficit):	-19,939.66	-3,245.01	18,266.30	-5,422.55	-2,177.54