



FARMERS MARKET COMMITTEE REGULAR MEETING

City of Dripping Springs

Council Chambers, 511 Mercer St, Dripping Springs, TX

Thursday, March 17, 2022 at 10:00 AM

Agenda

CALL TO ORDER AND ROLL CALL

Committee Members

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

Staff, Consultants & Appointed/Elected Officials

Farmers Market Manager Charlie Reed
Farmers Market Specialists Johnna Krantz
City Treasurer Shawn Cox
Council Member Sherrie Parks

MINUTES

- 1. Approval of the February 17, 2022, Farmers Market Committee regular meeting minutes.**

REPORTS

- 2. Market Manager's Monthly Report**

MARKETING AND PUBLIC RELATIONS

- 3. Discuss and consider possible action regarding 2022 Farmers Market Events.**

OTHER BUSINESS

- 4. Presentation, discussion and possible action regarding the Farmers Market Committee Fiscal Year 2023 budget recommendations.**

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

April 21, 2022, at 12:00 p.m.

May 19, 2022, at 12:00 p.m.

June 16, 2022, at 12:00 p.m.

City Council & Board of Adjustment Meetings

April 5, 2022, at 6:00 p.m.

April 19, 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

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

Thursday, February 17, 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
Erika Fritz
Janet Musgrove
Claudia Oney

Staff, Consultants & Appointed/Elected Officials

Farmers Market Manager Charlie Reed
Farmers Market Specialist Johnna Krantz

Gouri called meeting to order 10:09.

Claudia absent.

MINUTES

1. Approval of the January 20, 2022, Farmers Market Committee regular meeting minutes.

Marianne moved to approve Minutes from January meeting; Nikki seconded; VOTE: unanimous, 6-0.

REPORTS

2. Monthly Farmers Market Manager Report
Charlie Reed, Farmers Market Manager

Discussion re: music for Pound House "opening"
3. Farmers Market Financial Report through January 2022

Discussion to determine new fees and parameters for each category, and revisited who pays how much. Janet moved to raise booth fees to a range of \$22-30 depending on vendor category. Other fees proposed: \$30-App, \$40-Membership, \$20-Renewal. All fees are pending council approval, taking effect with each new or renewed membership.

Gouri seconded; VOTE: unanimous, 6-0

MARKETING AND PUBLIC RELATIONS

4. Discuss and consider action regarding 2022 marketing needs.

Gathered ideas for social media, flyers and handouts for disseminating around town, press releases, market bags, as well as print media possibilities (with the announcement of the Edible magazine entry and ad).

5. Discuss and consider action regarding 2022 market events.

Tabled.

UPCOMING MEETINGS

Farmers Market Committee Meetings

March 17, 2022, at 12:00 p.m.

April 21, 2022, at 12:00 p.m.

May 19, 2022, at 12:00 p.m.

City Council Meetings

February 22, 2022, at 5:00 p.m. (Waivers)

March 1, 2022, at 6:00 p.m. (CC & BOA)

March 15, 2022, at 6:00 p.m.

ADJOURN

Nikki moved to adjourn; Erika seconded at 12:08; VOTE: unanimous, 6-0.

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 Manager Report for 3/17/2022 Meeting

by Charlie Reed

New Fee Schedule Approved:

City Council voted March 1 to approve DSFM's fee schedule changes.

Vendor News:

47 Vendors have paid 2022 Membership fee. Almost all paid after I announced that the fee would increase March 10.

We have reopened the vendor application page. On Monday, March 14, I will announce in an email to the 35+ vendors on an unofficial waiting list. The committee will need to discuss how to approach this number.

Market News:

We are still limiting registration to 42 vendors (+Master Gardeners) at the Triangle.

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

Both vendor and customer attendance have rebounded after a seasonal slowdown.

Pound House Move:

- Johnna and I measured the grounds in the front – there is room for 108 booths.
- “We’re moving” signs printed and displayed at Triangle and on Founders Park Rd.
- “New Home” signs for PH are ordered.
- Aaron Reed with City maintenance has offered use of a large electric message board for three weeks starting 3/16
- I did a ride-along with sign compliance officer to scout locations for signs on 290 and 12. We’ll need to build frames to hold signs. *See location photos below.*
- Met with vendors 3/14 to walk PH grounds and gain feedback. Those who joined were enthusiastic, particularly with having market in tree area.
- 3/23 will be a soft opening; Grand Opening will be 3/30. Seeking volunteers to help with sign placement and vendor direction.
- Met with Susan Kimball to arrange ribbon cutting. Ribbon cutting will take place March 30 at 5pm.

Events:

- 3/2 market featured art activity for kids.
- Karen “Lovie” Lavoie will begin leading Yoga classes 3/23 – this has been cleared with the Pound House committee and DS Legal.

Media:

- Several news outlets (DCN, CI) reported the announcement press release.
- Featured in March/April *Edible Austin*.

Social Media:

- Instagram followers up to 2,200 (+66 over last month).

Newsletter:

1. Subscribers: 1,350 (+25)
2. Open Rate 50% (industry avg. 20%)

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	
Gift Certificate	Friends	\$25.00	Brenham Kitchens	n/a	2022.03.09	n
	Friends		Hello Bread		2022.03.09	n

DSFM Sales Data				
Market Date	2.16	2.23	3.02	3.09
Vendors	37	13	43	43
Vendors Reporting	35	n/a	40	2
Total Sales	16,040.00	0.00	20,310.00	950.00
Average per Vendor	458.29	n/a	507.75	475.00
Farmers	1,370.00	n/a	720.00	n/a
Ranchers	5,426.00	n/a	6,107.00	n/a
Crafts	990.00	n/a	1,480.00	n/a
Foods	8,254.00	0.00	11,353.00	n/a
Baker	1,149.00	n/a	1,377.00	n/a
Beverage	1,385.00	n/a	3,242.00	n/a
Value Add	4,885.00	n/a	6,084.00	n/a
Pet	835.00	n/a	650.00	950.00
Visitors	400	50	450	250
Sales per Capita	42.19	n/a	45.13	n/a
Temperature	70	30	74	64
Skies	P.Cloudy	Cloudy/Rain	Sunny	Sunny
Humidity (low=1,med=2,high=3)	1	2	2	1
Winds (15 mph+)		20		
Music	J.Rivers	n/a	B. Slaughter	A. Dormont

Totals and Averages by Month						
	October	November	December	January	February	March
# Markets	4	4 (3)	5 (4)	4 (3)	4 (3)	2 (1)
Vendors	165	134	183	154	113	86
Vendors Reporting	165	124	179	117	92	40
Total Sales	\$76,769	\$59,596	\$76,769	\$47,366	\$41,824	\$20,310
Avg. per Market	\$19,192	\$19,865	\$19,192	\$15,788	\$13,941	\$20,310
Average per Vendor	\$465.27	\$480.61	\$428.88	\$404.84	\$454.61	\$507.75
Customers	2250	1425	1750	1375	970	700
Per Market	563	475	438	344	323	350
Sales per Customer	\$34.12	\$41.82	\$43.87	\$43.06	\$43.06	\$45.13

Did not collect sales data:

1/19 - instead of data, sought feedback from vendors.

2/23 - cold market date; closed early, very few customers

3/09 - no volunteers to assist with closing

290 and 12 Market Sign Locations:

290



12





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

Submitted By: Charlie Reed, Farmers Market Manager

FM Committee Meeting Date: March 17, 2022

Agenda Item Wording: Discuss and consider action around 2022 market events

Agenda Item Requestor: Charlie Reed

Summary/Background: 2022 looks to be the year that traditional market events return after being cancelled the last two years. We'll need to identify and start planning for events (i.e., Tomato Time, Vendor Appreciation Social), and start ideation of new event opportunities.

FM Committee Recommendation:

Staff Recommendation:

Attachments:

Next Steps/Schedule:



DRIPPING SPRINGS
Texas

Open spaces, friendly faces.

City of Dripping Springs
FY 2023 Tax Rate & Budget Adoption
Important Dates & Deadlines

Approved by Council: February 1, 2022

The attached Budget Calendar outlines the statutory dates and planning activities for City Staff, Boards, Commissions, Committees and City Council as they relate to the Budget Process for Fiscal Year 2023. Calendar activities in RED note deadlines for staff & City Council, and Public Notifications. The Finance Director will coordinate with City Administration, the City Attorney and City Secretary regarding all notices, ordinances and resolutions as adopted, to include filing the proper documents with County and State Entities. The City Council will hold four meetings regarding the Tax Rate and Budget Adoption:

- June 21, 2022: Budget Workshop
- July 19, 2022: Budget Workshop and Set Proposed Tax Rate
- August 02, 2022: Budget Workshop, Public Hearings on Tax Rate and Budget, and Possible Adoption of the Budget*
- August 16, 2022: Adoption of Approved Budget and Tax Rate, and Ratification of Tax Rate**

**The Council may choose to either adopt the budget or postpone adoption to the following meeting on August 16, 2022.*

***If the total property tax revenue is raised, the Council will need to Ratify the Tax Rate with a resolution.*

All other calendar dates are related to the budget planning process for city staff to include recommendations from boards, commissions, and committees. Budget process activities are listed below each calendar for reference. The following boards, commissions and committees will submit budget recommendations:

- DSRP Board of Directors
- Economic Development Committee
- Emergency Management Commission
- Farmers Market Committee
- Founders Day Commission
- Historic Preservation Commission
- Parks & Recreation Commission
- TIRZ No. 1 & No. 2 Board
- Transportation Committee

The Finance Director will provide staff with the proper forms and budget planning materials related to individual requests and department requests. Staff will work with their supervisor and the Finance Director to draft and submit their requests, and Staff Liaisons to Boards, Commissions and Committees will hold meetings to discuss and provide recommendations for requests. The City Secretary will make sure that each meeting following approval of the Budget Calendar has a budget review/recommendation added to the abovementioned board and commission agendas. The City Secretary does not draft committee agendas but is available to staff for assistance. Please make sure you attach, or forward for attachment documents for agenda discussion items.



City of Dripping Springs

FY 2023 Tax Rate & Budget Adoption

Important Dates & Deadlines

February 1, 2022	City Council Approval of Budget Calendar and Presentation on Legislative Changes to the Budget Process
April 15, 2022	City Staff Department Budget Requests Due (includes individual staff member requests submitted to supervisors and IT related requests)
May 6, 2022	Board, Commission and Committee Budget Recommendations Due; City Staff Employee Pay Recommendations Due from Department Heads
June 21, 2022	City Council Budget Workshop
June 24, 2022	Finance Director files Proposed Budget with City Secretary
July 5, 2022	City Council Budget Workshop, Set Proposed Tax Rate, and Discussion
July 19, 2022	City Council Budget Workshop
July 21, 2022	Publication of Notice of Proposed Tax Rate, and Tax Rate and Budget Public Hearings (Submit for publication July 15, 2022) Begin Continuous Notice of Proposed Tax Rate on City Website with Public Hearing Dates for Budget and Tax Rate Hearing, and Notice of Tax Rate
August 2, 2022	City Council Budget Workshop – Public Hearings on Tax Rate and Budget (<i>Must take action to either adopt or postpone adoption of the Budget to the August 16, 2022 City Council meeting</i>)
August 16, 2022	City Council Meeting – Adoption of Budget, Ratification of the Tax Rate (if total property tax revenue is raised) and Adoption of the Tax Rate
August 17, 2022	Publication of Tax Rate and Budget on City Website, File Tax Rate and Budget with County and State Entities
August 25, 2022	Publication of Notice of Approved Tax Rate and Budget (Submit for publication on August 19, 2022)

February 2022

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
	1	2	3	4
	CC Meeting- Budget Presentation & Budget Calendar Approval	DSRP Board Budget Discussion	Historic Preservation Commission Budget Discussion	**Staff obtain proper budget request forms from Finance Director
7	8	9	10	11
Parks & Recreation Commission Budget Discussion				
14	15	16	17	18
TIRZ Board Budget Discussion Founders Day Commission Budget Discussion			Farmers Market Committee Review Emergency Management Commission Budget Review	
21	22	23	24	25
		Economic Development Committee Budget Review		Departmental IT budget requests due to City Administrator
28				
Transportation Committee Budget Review				

Budget Activities

- Finance Director provides necessary budget information and request forms to develop individual and department budget requests.
- Staff begins meeting with boards, commissions, committees, and council members to discuss budget recommendations and form budget planning committees, if that is usual practice.
- Staff department heads review IT related software and equipment requests with City Administrator & Finance Director and determine any additional costs related to infrastructure. Requests due to City Administrator & Finance Director by February 25th.

March 2022

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
	1	2	3	4
		DSRP Board Budget Review	Historic Preservation Commission Budget Review	
7	8	9	10	11
<i>Staff review draft budget requests with supervisors and Finance Director</i>				
Parks & Recreation Commission Budget Review				
14	15	16	17	18
<i>Staff review draft budget requests with supervisors and Finance Director</i>				
TIRZ Board Budget Review Founders Day Commission Budget Review			Farmers Market Committee Budget Review	
21	22	23	24	25
		Economic Development Committee Budget Review	Emergency Management Commission Budget Review	
28	29	30	31	
Transportation Committee Budget Review				

***Dates may vary according to progress*

Budget Activities

- Staff continues meeting with boards, commissions, committees, and council members to discuss budget recommendations and form budget planning committees, if that is usual practice.
- Staff reviews draft budget requests with supervisors and Finance Director.

April 2022

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
				1
4	5	6	7	8
Parks & Recreation Commission Budget Recommendation Final Approval		DSRP Board Budget Recommendation Final Approval	Historic Preservation Commission Budget Recommendation Final Approval	
11	12	13	14	15
TIRZ Board Budget Recommendation Final Approval Founders Day Commission Budget Recommendation Final Approval				City Staff Department Budget Requests Due (Includes individual staff requests)
18	19	20	21	22
			Farmers Market Committee Budget Recommendation Final Approval Emergency Management Commission Budget Recommendation Final Approval	
25	26	27	28	29
Transportation Committee Budget Recommendation Final Approval		Economic Development Committee Budget Recommendation Final Approval		

Budget Activities

- City Staff continues meeting with boards, commissions, committees, and council members to review and approve budget requests and recommendations.
- City Staff continues developing individual and department budget requests and updates them with feedback provided by City Administrators and Finance Director. Due by April 15th.
- City Administrator & Finance Director work with vendors and staff on options and costs for IT related expenses.

May 2022

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
2	3	4	5	6
				Board, Commission, Committee, and Council Member Budget Recommendations Due
9	10	11	12	13
← City Administration Budget Development →				
16	17	18	19	20
← City Administration Budget Development →				
23	24	25	26	27
← City Administration Budget Development →				
30	31			
← City Administration Budget Development →				

Budget Activities

- All board, commission, committee, and council member recommendations due to Finance Director by May 6th.
- City Administrators and Finance Director draft proposed budget and review with staff and council members as necessary.

June 2022

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
		1	2	3
		← Budget Review w/Mayor →		HOT Grant Program Recommendation Due
6	7	8	9	10
← Budget Review w/Mayor →				
13	14	15	16	17
20	21	22	23	24
	CC Meeting: - Budget Workshop			File Proposed Budget with City Secretary and Post on Website
27	28	29	30	

Budget Activities

- City Administrators & Finance Director meet with Mayor to finalize budget for submission to Council.
- City Council holds 1st budget workshop to review and discuss proposed budget on June 21st.
 - Review of Budget Process - Presentation of Draft Budget to be Filed – Review of Assumptions
- Finance Director files proposed budget with City Secretary.
- City Secretary posts proposed budget on city website and copy given to Receptionist for public review.

July 2022

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
				1
4	5	6	7	8
	CC Meeting: - Budget Workshop			
11	12	13	14	15
18	19	20	21	22
	CC Meeting: - Budget Workshop - Set Proposed Tax Rate		• Publication of Proposed Tax Rate & Budget Public Hearings • Begin Continuous Notice on City website	
25	26	27	28	29

Budget Activities

- City Staff continues to meet with council members assigned to discuss recommendations.
- City Council holds 2nd Budget Workshop on July 5th.
 - Review of General, Agriculture, Landscaping, Sidewalk, & PEG Funds
- City Council approves Proposed Tax Rate on July 13th.
- City Secretary submits notice to Century News and Hays Free Press regarding Public Hearing dates for proposed Tax Rate and Budget on July 15th for publication on July 21st.
- City Council holds 3rd Budget Workshop on July 19th.
 - Review of Wastewater, Utilities, Impact Fees, & TWDB Project
- City Secretary begins continuous notification of public hearings on City website on July 21st.

August 2022

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
1	2	3	4	5
	CC Meeting: - Budget Workshop - Public Hearings on Tax Rate & Budget - Adopt or Postpone Budget			
8	9	10	11	12
15	16	17	18	19
	CC Meeting: - Budget Adoption - Possible Ratification of Tax Rate - Adoption of Tax Rate	• Publication of Tax Rate & Budget on City website • File Tax Rate & Budget with County and State Entities		
22	23	24	25	26
			Publication of Notice of Approved Tax Rate & Budget	
29	30	31		

Budget Activities

- City Staff continues to meet with council members assigned to discuss recommendations.
- City Council holds 4th Budget Workshop on August 2nd.
 - Review of Parks (General Fund), DSRP, Parkland Dedication, Parkland Development, & HOT
- City Council holds Public Hearings for proposed Tax Rate and Budget on August 2nd.
- City Council adopts Budget and Tax Rate on August 16th.
- Finance Director prepares Approved Budget for Fiscal Year 2023 with prescribed cover page.
- City Secretary submits notice to Century News and Hays Free Press regarding Approved Tax Rate and Budget on August 19th for publication on August 25th.
- City Secretary files Approved Tax Rate and Budget with Hays County and State Entities.