



FARMERS MARKET COMMITTEE REGULAR MEETING

City of Dripping Springs

Council Chambers, 511 Mercer St, Dripping Springs, TX

Thursday, August 18, 2022 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

Farmers Market Manager Charlie Reed
Farmers Market Specialist Johnna Krantz
City Council Member Sherrie Parks

OTHER BUSINESS

- 1. Discuss and consider approval of Farmers Market Vendor Application for NumNumsForKids. Applicant: Jesse DeCrescenzo.**
- 2. Discuss and consider approval of Farmers Market Vendor Application for Addy's Flower Farm. Applicant: Priscilla Phipps.**
- 3. Discuss and consider approval of Farmers Market Vendor Application for Saddle Up. Applicant: Eric Gebhart.**
- 4. Discuss and consider approval of Farmers Market Vendor Application for Simply Baked TX. Applicant: Gillian Gagliardi.**
- 5. Discuss and consider possible action regarding the Farmers Market Application review process.**

MINUTES

- 6. Discuss and consider approval of the July 28, 2022, Farmers Market Committee regular meeting minutes.**

REPORTS

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

8. Farmers Market July Budget Report

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

September 15, 2022, at 10:00 a.m.

October 20, 2022, at 10:00 a.m.

November 17, 2022, at 10:00 a.m.

City Council Meetings

August 23, 2022, at 5:30 p.m.

August 30, 2022, at 5:30 p.m.

September 6, 2022, at 6:00 p.m.

September 13, 2022, at 5:30 p.m.

September 20, 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.



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: August 18, 2022

Agenda Item Wording: Discuss and consider changes to application review process.

Agenda Item Requestor: Gouri Johanssen

Summary/Background: Despite clearing back-log of applications from earlier this year, we are still seeing an above-average number of new applicants each month, which is taking up more time in each month’s FMC meeting, leaving less time for operation discussions.

In July, FMC briefly discussed options for increased dialogue and inclusion, but a plan for going forward was not set.

FM Committee Recommendation:

Staff Recommendation:

Attachments:

Next Steps/Schedule: Set calendar dates for informal meetings, allowing for increased discussion of important market matters.

FARMERS MARKET COMMITTEE
REGULAR MEETING
City of Dripping Springs
DSRP - Ranch House 1042 Event Center Dr. Dripping Springs, TX
Thursday, July 28, 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 at 10:12AM. Teresa absent. Erika left at 11:05AM. Charlie took minutes with input from FMC.

OTHER BUSINESS

1. Discuss and consider approval of Farmers Market Vendor Application for Raphael Springs. Applicant: Sarah Pevehouse

Sarah Pevehouse was contacted on the phone. She answered the committee's questions satisfactorily. Marianne moved to approve, Claudia seconded VOTE: Unanimously approved, 6-0.

2. Discuss and consider approval of Farmers Market Vendor Application Southwest Farms. Applicant: Lee Allbee

Application tabled – incomplete. Need product labels, meat labels, butchering permits, etc.

3. Discuss and consider approval of Farmers Market Vendor Application Nut Monkey. Applicant: Amy Reynolds

Application approved pending confirmation of Cottage Law compliance. Gouri moved to approve, Nikki seconded VOTE: Unanimously approved, 6-0.

4. Discuss and consider approval of Farmers Market Vendor Application Hudson's Table. Applicant Stephanie Hudson

Application tabled; approved if Hudson's Table refines product line to FM-specific items (non-co-packed).

5. Discuss and consider approval of Farmers Market Vendor Application Hill Country Originals. Applicant: Willie Armstrong

Application withdrawn prior to meeting; rescheduled for August review.

6. Discuss and consider approval of Farmers Market Vendor Application Cool Breeze BBQ. Applicant: Denny Dinsmore

Approved pending Kitchen Inspection Certification. Marianne moved to approve, Claudia seconded VOTE: Unanimously approved, 5-0.

7. Discuss and possible reconsideration of partial denial of Farmers Market Vendor Application for 3D Fabrications. Applicant: Nicholas and Susan Monsalvatge-Kennedy

Vendor did not show up for appeal. Appeal not considered.

8. Discussion and possible action regarding the planning and coordination of the Master Gardener Annual Plant Sale.

Committee reviewed Connie Wierman's email detailing the plan for HCMG's upcoming plant sale and discussed the potential placement of their booth with Charlie. Marianne moved to approve, Claudia seconded VOTE: Unanimously approved, 5-0

MINUTES

Discuss and consider approval of the June 16, 2022, Farmers Market Committee regular meeting minutes. Secretary: Teresa Strube

Marianne moved to approve the minutes from June 16, 2022; Claudia seconded; VOTE: Unanimous, 5-0

REPORTS

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

Committee reviewed the report and discussed the details with Charlie.

MARKETING AND PUBLIC RELATIONS

11. Discuss and consider possible action regarding the purchase of construction materials for Farmers Market Signage to be located at Ranch Road 12 and Founders Park Road, and west-bound US Highway 290 near Rob Shelton Boulevard.

Charlie presented plans and costs for materials for new signs. Gouri moved to approve new signs and assigned a budget of \$200, Janet seconded. VOTE: Unanimous, 5-0.

MARKET VENUE

12. Discuss and consider possible action related to Farmers Market hours of operation.

Charlie provided customer feedback on new hours. FMC discussed options and unanimously voted to return to evening hours to coincide with start of Pumpkin Festival 9/21.

SPONSORSHIPS AND GRANTS SUBCOMMITTEE

13. Discuss and consider approval of proposed Farmers Market Sponsorship Flyer.

FMC approved flyer pending edits to copy. Gouri and Nikki to provide edits to Lisa Sullivan. It will be then hosted on the website and promoted on social media, newsletter and at the market.

RULES AND REGULATIONS SUBCOMMITTEE

14. Discuss and consider possible action regarding the Farmers Market Committee members related to emergency changes at the Market.

Nikki proposed having FMC point of contact for emergency decisions and consultation. Charlie proposed using increased flexibility to meet more regularly to better anticipate needs. *Janet proposed that Charlie email FMC of any emergency situations before taking any decisions. This may prompt some FMC members to make useful suggestions in a timely manner.*

ADJOURN

Gouri moved to adjourn meeting at 12:50 p.m. Nikki seconded. VOTE: Unanimous, 5-0.

Farmers Market Manager Report for 8/18/2022 Meeting

by Charlie Reed

Market News:

I received a call from a vendor in San Antonio who said smaller markets down there are lucky to see vendor average sales of \$50-75 because customer counts have dropped so much.

Johnna and I purchased materials for signs. 290 sign is painted; we're adding more to it this week to include a plank with hours, and to add location specifics. Rt. 12 sign will be up for August 17 market as well. Some customers and vendors mentioned that they saw the sign on 290 at August 10 market.



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

Average customer attendance remains down, with the market seeing 385/275/265 over the last three markets. Total sales have ranged from \$12k-16k over the last three weeks – on par with last summer, thanks in part to a slight increase in average customer spend. Vendors per market has dipped to around 40, also on par with last summer. Average vendor sales slightly under \$400. Collecting end-of-market numbers has become inconsistent, as many vendors are away from their booths as customers disappear while market winds down.

One of my unofficial metrics for market health is the time of market that Fran's Pies sells out. Unfortunately, she left August 10 market with at least 10 unsold.

Vendor Lateness, Call-Outs, and Registration Issues

At August 3 market, we had a rash of late vendors and many showing up without having registered. This resulted in several turn-aways without refunds and a firmer stance at August 10 market.

Switch from ActiveNet to CivicRec (on-line registration system)

Tested new system with three vendors (Fran, Jinx, Salumeria) in preparation for full roll-out before August 17 market. They reported that it's easy to set-up and reserve.

Social Media:

- Instagram followers up to 2,566 (+31 over last month).
- Facebook Likes up to 5,598 (+42)
- Newsletter subscribers: 1,647 (+58)

Regular Media:

A reporter with *Hays Free Press* showed up to August 3 market. His [article](#) ran August 10.

Market Bag Sales

Overall sales are \$629. Johnna linked new CivicRec system, which makes POS credit card sales possible, which should help drive sales.

DSFM Sales Data			
Market Date	7.27	8.03	8.10
Vendors	43	40	33
Vendors Reporting	41	0	32
Total Sales	16,162.00	0.00	12,356.00
Average per Vendor	394.20	#DIV/0!	386.13
Farmers	2,752.00		2,407.00
Ranchers	4,099.00		3,030.00
Crafts	1,029.00		450.00
Foods	8,282.00	0.00	6,469.00
Baker	1,331.00		1,633.00
Beverage	1,621.00		1,339.00
Value Add	4,601.00		2,604.00
Pet	729.00		893.00
Visitors	385	275	265
Sales per Capita	\$41.98	\$0.00	\$46.63
Temperature	88	90	85
Skies	Sunny	Sunny	Sunny
Humidity (low=1,med=2,high=3)	1	1	2
Winds (15 mph+)			
Music	J. Kirk	B. Slaughter	A. Dormont
Income			
Market Bags Sold	7	1	4
Market Bags Cost	10	10	10
Market Bags Sales	70	10	40

Totals and Averages by Month (FY'22)													
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	FY 2022
# Markets	4	4	5	4	4	5	4	4	5	4	2		45
# Markets Counted	4	3	4	3	3	4	4	2	5	4	1		37
Vendors	165	134	183	154	113	220	182	185	230	161	73		2109
Vendors Reporting	165	124	179	117	92	172	178	93	227	131	32		1510
Total Sales	\$76,769	\$59,596	\$78,920	\$47,366	\$41,824	\$92,611	\$88,941	\$39,354	\$103,695	\$52,552	\$12,356		\$693,984
Avg. per Market	\$19,192	\$19,865	\$19,730	\$15,789	\$13,941	\$23,153	\$22,235	\$19,677	\$20,739	\$13,138	\$12,356	#DIV/0!	\$18,756
Avg. per Vendor	\$465.27	\$480.61	\$440.89	\$404.84	\$454.61	\$538.44	\$499.67	\$423.16	\$456.81	\$401.16	\$386.13		\$459.59
Customers	2250	1425	1750	1375	970	2257	1987	1848	2153	1327	540		17342
Per Market	563	475	438	344	323	564	497	462	431	332	270		495
Sales per Customer	\$34.12	\$41.82	\$45.10	\$43.06	\$43.06	\$41.03	\$44.76	\$43.62	\$48.16	\$39.60	\$45.76	#DIV/0!	n/a



Dripping Springs, TX

DRIPPING SPRINGS
Texas

Budget Report Account Summary

Item 8.

For Fiscal: 2021-2022 Period Ending: 07/31/2022

		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	42,000.00	42,000.00	4,530.00	39,804.50	-2,195.50	5.23 %
201-403-43006	Application Fees	2,650.00	1,000.00	150.00	1,220.00	220.00	122.00 %
201-403-43035	Membership Fee	0.00	1,650.00	0.00	0.00	-1,650.00	100.00 %
201-403-44000	Sponsorships & Donations	1,000.00	5,000.00	0.00	3,445.00	-1,555.00	31.10 %
201-403-46002	Interest	500.00	500.00	0.65	81.87	-418.13	83.63 %
201-403-46004	Grant Revenues	1,000.00	1,000.00	0.00	1,000.00	0.00	0.00 %
201-403-46005	Market Events/Merchandise	500.00	1,000.00	60.00	501.00	-499.00	49.90 %
Department: 403 - Farmers Market Total:		47,650.00	52,150.00	4,740.65	46,052.37	-6,097.63	11.69%
Revenue Total:		47,650.00	52,150.00	4,740.65	46,052.37	-6,097.63	11.69%
Expense							
Department: 403 - Farmers Market							
201-403-60000	Regular Employees	36,884.80	36,884.80	5,659.20	31,650.04	5,234.76	14.19 %
201-403-60001	Part-time Employees	0.00	0.00	0.00	1,577.97	-1,577.97	0.00 %
201-403-61000	Health Insurance	7,608.13	7,608.13	829.68	5,783.16	1,824.97	23.99 %
201-403-61001	Dental Insurance	0.00	0.00	52.11	364.77	-364.77	0.00 %
201-403-61002	Medicare	0.00	0.00	82.05	481.77	-481.77	0.00 %
201-403-61003	Social Security	0.00	0.00	350.88	2,060.16	-2,060.16	0.00 %
201-403-61004	Unemployment	0.00	0.00	0.00	144.01	-144.01	0.00 %
201-403-61005	Federal Withholding	3,073.69	3,073.69	0.00	0.00	3,073.69	100.00 %
201-403-61006	TMRS	2,213.09	2,213.09	335.01	1,976.76	236.33	10.68 %
201-403-63004	Dues, Fees & Subscriptions	200.00	200.00	30.49	244.66	-44.66	-22.33 %
201-403-63005	Training/Continuing Education	200.00	200.00	0.00	0.00	200.00	100.00 %
201-403-64000	Office Supplies	100.00	100.00	0.00	2.49	97.51	97.51 %
201-403-64019	Market Supplies	400.00	3,845.00	24.70	4,383.06	-538.06	-13.99 %
201-403-65000	Network/Phone	0.00	0.00	0.00	186.66	-186.66	0.00 %
201-403-66001	Advertising	2,600.00	2,600.00	0.00	192.00	2,408.00	92.62 %
201-403-66010	Events, Entertainment & Activities	1,000.00	1,000.00	75.00	1,118.23	-118.23	-11.82 %
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	200.00	200.00	250.00	760.55	-560.55	-280.28 %
Department: 403 - Farmers Market Total:		55,479.71	58,924.71	7,689.12	50,926.29	7,998.42	13.57%
Expense Total:		55,479.71	58,924.71	7,689.12	50,926.29	7,998.42	13.57%
Fund: 201 - Dripping Springs Farmers Market Surplus (Deficit):		-7,829.71	-6,774.71	-2,948.47	-4,873.92	1,900.79	28.06%
Report Surplus (Deficit):		-7,829.71	-6,774.71	-2,948.47	-4,873.92	1,900.79	28.06%

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	47,650.00	52,150.00	4,740.65	46,052.37	-6,097.63	11.69%
Revenue Total:	47,650.00	52,150.00	4,740.65	46,052.37	-6,097.63	11.69%
Expense						
403 - Farmers Market	55,479.71	58,924.71	7,689.12	50,926.29	7,998.42	13.57%
Expense Total:	55,479.71	58,924.71	7,689.12	50,926.29	7,998.42	13.57%
Fund: 201 - Dripping Springs Farmers Market Surplus (Deficit):	-7,829.71	-6,774.71	-2,948.47	-4,873.92	1,900.79	28.06%
Report Surplus (Deficit):	-7,829.71	-6,774.71	-2,948.47	-4,873.92	1,900.79	28.06%

Fund Summary

Fund	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)
201 - Dripping Springs Farmers M	-7,829.71	-6,774.71	-2,948.47	-4,873.92	1,900.79
Report Surplus (Deficit):	-7,829.71	-6,774.71	-2,948.47	-4,873.92	1,900.79