



FARMERS MARKET COMMITTEE REGULAR MEETING

City of Dripping Springs

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

Thursday, March 30, 2023 at 10:00 AM

Agenda

CALL TO ORDER AND ROLL CALL

Committee Members

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

Staff, Consultants & Appointed/Elected Officials

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

MINUTES

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

VENDOR APPLICATIONS

- 2. Discuss and consider approval of the Farmers Market Vendor Application for Amara Luma.** *Applicant: Beth Wester.*
- 3. Discuss and consider approval of the Farmers Market Vendor Application for The Busy Bee.** *Applicant: Deborah Raatz.*
- 4. Discuss and consider approval of the Farmers Market Vendor Application for Debbie Derbyshire (Author).** *Applicant: Debbie Derbyshire.*
- 5. Discuss and consider approval of the Farmers Market Vendor Application for Downriver Designs.** *Applicant: Joy Emshoff.*
- 6. Discuss and consider approval of the Farmers Market Vendor Application for Drippin' Veggies.** *Applicant: Bobby Landes.*
- 7. Discuss and consider approval of the Farmers Market Vendor Application for Evan's Soft Serve.** *Applicant: Juan Chan.*

8. **Discuss and consider approval of the Farmers Market Vendor Application for Morganic Objects.** *Applicant: Morgan Goodman.*
9. **Discuss and consider approval of the Farmers Market Vendor Application for Somalab.** *Applicant: Earl Green.*
10. **Discuss and consider approval of the Farmers Market Vendor Application for Waggin' Tails.** *Applicant: Tom Huser.*
11. **Discuss and consider appeal of application denial in October, 2021 by vendor Heart of Tradition.** *Owner: Daniel Thompson.*

REPORTS

12. **Manager Report for February.**
Charlie Reed, FM Mgr.
13. **Farmers Market February Budget Report.**
Shawn Cox, City Treasurer

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 20, 2023, at 10:00 a.m.
May 18, 2023, at 10:00 a.m.
June 15, 2023, at 10:00 a.m.

City Council Meetings

April 4, 2023, at 6:00 p.m.
April 18, 2023, at 6:00 p.m.
May 2, 2023, at 6:00 p.m.
May 16, 2023, at 6:00 p.m.

ADJOURN

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.



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City of Dripping Springs

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

Thursday, February 16, 2023 at 10:00 AM

MINUTES

CALL TO ORDER AND ROLL CALL

Committee Members

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

Staff, Consultants & Appointed/Elected Officials

Farmers Market Manager Charlie Reed
Community Events Coordinator Johnna Krantz
City Treasurer Shawn Cox

Gouri moved to open the meeting at 10:08.

MINUTES

1. **Discuss and consider approval of the January 19, 2023, Farmers Market Committee meeting minutes.** *Secretary Teresa Strube.*

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

VENDOR APPLICATIONS

2. **Discuss and consider approval of the Farmers Market Vendor Application for Doris Designs.** *Applicant: Dora Ruvalcaba.*

Doris told the story of her business. She needs to submit a copy of her Tax ID.

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

3. **Discuss and consider approval of the Farmers Market Vendor Application for Pancho Bigotes.** *Applicant: Hector Medina.*

Tabled.

4. **Discuss and consider approval of the Farmers Market Vendor Application for Romeo's Salsa.** *Applicant: Romeo Joy.*

Clarification was provided of the 10 oz salsa jars as to whether it's canned or fresh.

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

REPORTS

5. **Farmers Market Manager January 2023 Report**
Charlie Reed, Market Manager

Charlie reported on Vendor applications; totals of other income; Saturday market 10-1:00, starting 3-18-23.

6. **Farmers Market January 2023 Budget Report**

Shawn reported on ability to provide fiscal numbers. Gouri asked that Shawn run a report of Civic Rec transactions every month for the Committee Meeting.

OTHER BUSINESS

7. **Presentation and possible action regarding the Farmers Market Committee Fiscal Year 2024 budget recommendations.**

Shawn asked for budget requests coming up in May.

SPONSORSHIPS AND GRANTS SUBCOMMITTEE

8. **Discuss and consider a recommendation of approval for a sponsorship agreement with Beem Team.** *Gouri Johannsen, FMC Chair*

Gouri reported on her meeting with Realtor Garrett Beem, who wants to be a market participant in the form of sponsoring. Discussion raised the possibility that other forms of marketing could prove more effective, especially those on social media. More discussions will follow.

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Session in Open Session or move any item from Executive Session to Open Session for action.

UPCOMING MEETINGS

Farmers Market Committee Meetings

March 30, 2023, at 10:00 a.m.

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

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

City Council Meetings

February 21, 2023, at 6:00 p.m.

March 7, 2023, at 6:00 p.m.

March 21, 2023, at 6:00 p.m.

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

ADJOURN

Marianne moved to adjourn; Nikki seconded; VOTE: unanimous, 7-0

Claudia moved to reschedule Committee Meeting to March 30; Erika seconded.

Mktg mtg moved to 3-2-23 10:00

Farmers Market Manager Report for 03/30/2023 Meeting

by Charlie Reed

February Market News:

- Averaged 41 vendors/market.
- 305 customers/market
- Total sales per market: \$14,039
- Average per vendor: \$357

While all of these numbers are down from January, each week since the February 1 ice storm saw an increase in visitors, sales, and vendors – a pattern that has continued into March.

Saturday Market:

Cancelled 3/18 market due to cold/rain, as well as low vendor registration. I reduced vendor registration fee to \$10 for 3/25.

Sponsors:

Gouri spoke with local Real Estate Group (Beem Team) about sponsorship. Laura has signed off on custom agreement, as has Beem Team. Michelle will speak with Laura 3/27 to finalize and determine if agreement needs Council approval. *Nobody is ever allowed to go on vacation again.*

Social Media:

- Instagram followers up to 3,015 (+114 over last month).
- Facebook followers at 6,794 (+74)
- Newsletter subscribers: 1,822 (+18) (I deleted about 30 old addresses)

Marketing/Community Outreach

Marketing subcommittee met twice in Feb/Mar, identifying ad opportunities. We'll do a Spring insert in *Community Impact* and 1/6 page ad in *Edible Austin* in the fall. Stephanie will present mock-ups of new rack card design, to be printed for Community Impact, as well as hand-outs at Founders Day.

Market Bag Sales

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

FY 2023: 30 bags @ \$300

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

DSFM Sales Data	Cancelled			
Market Date	2.01	2.08	2.15	2.22
Vendors	0	34	44	44
Vendors Reporting	0	34	42	42
Total Sales	0.00	12,586.00	14,530.00	15,002.00
Average per Vendor	#DIV/0!	370.18	345.95	357.19
Farmers	0.00	1,470.00	1,175.00	1,365.00
Ranchers	0.00	3,293.00	3,065.00	4,434.00
Crafts	0.00	444.00	626.00	443.00
Foods	0.00	7,379.00	9,664.00	8,760.00
Baker	0.00	798.00	1,648.00	1,654.00
Beverage	0.00	1,855.00	2,062.00	1,945.00
Value Add	0.00	2,726.00	4,904.00	4,071.00
Pet	0.00	2,000.00	1,050.00	1,090.00
Visitors	n/a	265	350	300
Sales per Capita	#DIV/0!	\$47.49	\$41.51	\$50.01
Temperature	31	65	75	85
Skies	Frz. Rain	Clear	PC	Sunny
Humidity (low=1,med=2,high=3)	3	1	1	1
Winds (15 mph+)			20	15
Music	B. Slaughter	A. Dormont	J. Rivers	J. Kirk
Time/Venue Note	Cancelled due to freezing rain	At DSRP		

Totals and Averages by Month (FY'23)

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	FY '23
# Markets	4	5	4	4	3	4							24
# Markets Counted	4	5	4	4	3	4							24
Vendors	192	205	157	153	122	186							1015
Vendors Reporting	184	194	153	146	118	178							973
Total Sales	\$79,587	\$71,620	\$52,763	\$57,501	\$42,118	\$72,633							\$376,222
Avg. per Market	\$19,897	\$14,324	\$13,191	\$14,375	\$14,039	\$18,158	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$15,676
Average per Vendor	\$432.54	\$369.18	\$344.86	\$393.84	\$356.93	\$408.05	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$386.66
Vendors per Market	48	41	39	38	41	47	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	42
Customers	2000	1615	1250	1390	915	1765							8,935
Per Market	500	323	313	348	305	441	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	372
Sales per Customer	\$39.79	\$44.35	\$42.21	\$41.37	\$46.03	\$41.15	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	n/a



Table with 7 columns: Original Total Budget, Current Total Budget, Period Activity, Fiscal Activity, Variance Favorable (Unfavorable), Percent Remaining. Rows include Fund: 201 - Dripping Springs Farmers Market, Revenue, Department: 403 - Farmers Market, Expense, and Fund: 201 - Dripping Springs Farmers Market Surplus (Deficit).

Budget Report

For Fiscal: FY 2022-2023 Period Ending Item 13. 3

Group Summary

Department	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
Fund: 201 - Dripping Springs Farmers Market						
Revenue						
403 - Farmers Market	80,450.59	80,450.59	9,915.41	20,198.85	-60,251.74	74.89%
Revenue Total:	80,450.59	80,450.59	9,915.41	20,198.85	-60,251.74	74.89%
Expense						
403 - Farmers Market	117,812.63	117,812.63	5,817.12	31,682.27	86,130.36	73.11%
Expense Total:	117,812.63	117,812.63	5,817.12	31,682.27	86,130.36	73.11%
Fund: 201 - Dripping Springs Farmers Market Surplus (Deficit):	-37,362.04	-37,362.04	4,098.29	-11,483.42	25,878.62	69.26%
Report Surplus (Deficit):	-37,362.04	-37,362.04	4,098.29	-11,483.42	25,878.62	69.26%

Fund Summary

Fund	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)
201 - Dripping Springs Farmers M	-37,362.04	-37,362.04	4,098.29	-11,483.42	25,878.62
Report Surplus (Deficit):	-37,362.04	-37,362.04	4,098.29	-11,483.42	25,878.62