



Farmers Market Committee Regular Meeting

City of Dripping Springs Ranch Park House

1042 Event Center Drive – Dripping Springs, Texas

Thursday, December 19, 2024, at 10:00 AM

AGENDA

CALL TO ORDER AND ROLL CALL

Committee Members

Gouri Johannsen, Chair

Marianne Simmons, Vice Chair

Nikki Dahlin

Erika Fritz

Janet Musgrove

Sherrie Parks

Teresa Strube

Claudia Oney

Staff, Consultants, & Appointed/Elected Officials

Parks & Community Services Director Andy Binz

Farmers Market Manager Charlie Reed

Community Events Coordinator Johnna Krantz

VENDOR APPLICATIONS

- 1. Discuss and consider possible action regarding Farmers Market Vendor Applications.**

Cap City Shrooms, Applicant Danielle Judy

REPORTS

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

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

BUSINESS AGENDA

UPCOMING MEETINGS

Farmers Market Committee Meetings

January 16, 2025, @ 10:00 a.m.

February 20, 2025, @ 10:00 a.m.

March 27, 2025, @ 10:00 a.m.

City Council Meetings

January 7, 2025, @ 6:00 p.m.
January 21, 2025, @ 6:00 p.m.
February 4, 2025, @ 6:00 p.m.
February 18, 2025, @ 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 Manager Report for 12/19/2024 Meeting

by Charlie Reed

Last Month's Market News:

- Averaged **44** vendors/market
- **469** customers/market
- Total sales per market: **\$20,030**
- Average per vendor: **\$480**

Sales

The strong fall trend continued to the day before Thanksgiving. That market had nice weather, as opposed to previous years, but as with previous years, sales dropped 25% from preceding weeks. The Wednesday before Thanksgiving is the busiest day of the year at HEB, and it seems we could capitalize on that somehow next year to avoid the drop.

Vendor Issues:

All is good.

Merch

Hats and bags for November totaled \$0.

Social Media:

- Instagram followers: 4,800 (+121)
- Facebook followers: 7,847 (+18)
- Newsletter subscribers: 2,274 (+11)

DSFM Sales Data				
Market Date	11.06	11.13	11.20	11.27
Market	1	1	1	1
Market Counted	1	1	1	1
Vendors	49	43	44	38
Vendors Reporting	47	42	42	36
Total Sales	19,022.00	22,562.00	22,906.00	15,629.00
Average per Vendor	404.72	537.19	545.38	434.14
Farmers	2,175.00	3,249.00	2,362.00	2,013.00
#V	4.0	7.0	5.0	4.0
Sales/V	543.75	464.14	472.40	503.25
Ranchers	3,958.00	5,608.00	5,953.00	2,494.00
#V	8.0	7.0	7.0	5.0
Sales/V	494.75	801.14	850.43	498.80
Crafts	867.00	1,339.00	973.00	858.00
#V	7.0	5.0	4.0	3.0
Sales/V	123.86	267.80	243.25	286.00
Foods - Ttl Bake/Bev/VA/Pet	12,022	12,366	13,618	10,264
#V	28.0	23.0	26.0	24.0
Sales/V	429.36	537.65	523.77	427.67
Baker	2,454.00	2,504.00	4,073.00	2,148.00
#V	5.0	5.0	6.0	4.0
Sales/V	490.80	500.80	678.83	537.00
Beverage	1,626.00	1,697.00	2,026.00	1,887.00
#V	5	4	5	5
Sales/V	325.20	424.25	405.20	377.40
Value Add	6,252.00	6,465.00	6,219.00	5,054.00
#V	16.0	13.0	14.0	13.0
Sales/V	390.75	497.31	444.21	388.77
Pet	1,690.00	1,700.00	1,300.00	1,175.00
#V	2	1	1	2
Sales/V	845.00	1,700.00	1,300.00	587.50
Visitors	400	525	550	400
Sales per Capita	\$47.56	\$42.98	\$41.65	\$39.07
Temperature	83	82	69	68

Totals and Averages by Month (FY'25)													
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	FY '25
# Markets	5	4	1										10
# Markets Counted	5	4	1										10
Vendors	222	174	39										435
Vendors Reporting	214	167	39										420
Total Sales	\$109,819	\$80,119	\$18,279										\$208,217
Avg. per Market	\$21,964	\$20,030	\$18,279	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$20,822
Average per Vendor	\$513.17	\$479.75	\$468.69	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$495.75
Vendors per Market	44	44	39	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	44
Customers	2525	1875	375										4,775
Per Market	505	469	375	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	478
Sales per Customer	\$43.49	\$42.73	\$48.74	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$43.61

GL Code/Desc	GLNet
201-403-43005: FARMERSMARKET- Vendor Booths	\$5,532
201-403-43006: FARMERSMARKET- Vendor Application	\$90
201-403-43035: FARMERSMARKET- 2023 Membership Fee	\$120
201-403-44000: FARMERSMARKET- Sponsorships	\$250
Totals for GL Codes	\$5,992