



# FARMERS MARKET ASSOCIATION BOARD REGULAR MEETING

City of Dripping Springs  
Council Chambers, 511 Mercer St, Dripping Springs, TX  
Thursday, July 15, 2021 at 10:00 AM

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## Agenda

### CALL TO ORDER AND ROLL CALL

#### Board Members

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

#### Staff, Consultants & Appointed/Elected Officials

Parks & Community Services Director Kelly Schmidt  
Farmers Market Manager Charlie Reed  
Farmers Market Specialist Johnna Krantz  
Mayor Pro Tem Taline Manassian

### PRESENTATION OF CITIZENS

*A member of the public who desires to address the Board regarding any item on an agenda for an open meeting may do so at presentation of citizens before an item or at a public hearing for an item during the Board's consideration of that item. Citizens wishing to discuss matters not contained with in the current agenda may do so, but only during the time allotted for presentation of citizens. Speakers are allowed two (2) minutes to speak during presentation of citizens or during each public hearing. Speakers may not cede or pool time. Members of the public requiring assistance of a translator will be given twice the amount of time as a member of the public who does not require the assistance of a translator to address the Board. It is the request of the Board that members of the public wishing to speak on item(s) on the agenda with a noticed Public Hearing hold their comments until the item(s) are presented for consideration. Speaker are encouraged to sign in. Anyone may request a copy of the City's policy on presentation of citizens for the City Secretary. By law no action may be taken during Presentation of Citizens.*

### MINUTES

- 1. Discuss and consider approval of the June 17, 2021, Farmers Market Association Board regular meeting minutes.**

### REPORTS

- 2. Parks & Community Services June 2021 Director Report**  
*Kelly Schmidt, Parks & Community Services Director*

- 3. Market Manager's June 2021 Report**  
*Charlie Reed, Market Manger*

## **MARKETING AND PUBLIC RELATIONS**

- 4. Discuss and consider possible action regarding the implementation of the Friends of Dripping Springs Farmers Market Program.**
- 5. Discuss and consider possible action regarding Reusable Bags at the Farmers Market.**
- 6. Discussion regarding Welcome Bags for new residents.**

## **MARKET VENUE**

- 7. Update and discussion regarding the Farmers Market Subcommittee Report.**

## **SPONSORSHIPS AND GRANTS SUBCOMMITTEE**

- 8. Discuss and consider possible action regarding alternate venue locations for the Farmers Market.**

## **OTHER BUSINESS**

- 9. Discuss and consider approval of the Vendor Application for Bubbs Seltzer / Barrett's Coffee.**
- 10. Discuss and consider approval of the Vendor Application for Lindsay's Apothecary, LLC.**
- 11. Discuss and consider approval of the Vendor Application for Vista Brewing.**
- 12. Discuss and consider approval of the Vendor Application for Kim's Farmacy, LLC.**
- 13. Discuss and consider recommendation regarding Amendments to the Farmers Market Association Board Ordinance.**

## **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 Association Board Meetings**

August 19, 2021, at 10:00 a.m.

September 16, 2021, at 10:00 a.m.  
October 21, 2021, at 10:00 a.m.

***City Council Meetings***

July 20, 2021, at 5:00 p.m. (Special Budget Meeting)  
July 20, 2021, at 6:00 p.m.  
July 29, 2021, at 6:00 p.m. (Special Budget Meeting)  
August 3, 2021, at 6:00 p.m.

**ADJOURN**

**TEXAS OPEN MEETINGS ACT PUBLIC NOTIFICATION & POSTING OF MEETING**

*All agenda items listed above are eligible for discussion and action unless otherwise specifically noted. This notice of meeting is posted in accordance with Chapter 551, Government Code, Vernon's Texas Codes. Annotated. In addition, the Commission may consider a vote to excuse the absence of any Commissioner for absence from this meeting.*

*I certify that this notice of meeting was posted at the City of Dripping Springs City Hall and website, [www.cityofdrippingsprings.com](http://www.cityofdrippingsprings.com), on **July 9, 2021 at 2:30 p.m.***

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City Secretary

*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 ASSOCIATION BOARD REGULAR MEETING

City of Dripping Springs

Council Chambers, 511 Mercer St, Dripping Springs, TX

Thursday, June 17, 2021 at 10:00 AM

## MINUTES

### CALL TO ORDER AND ROLL CALL

With a quorum of the Board present, Chair Johannsen called the meeting to order at 10:05 a.m.

**Board Members present were:**

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

**Board Member absent was:**

Claudia Oney

**Staff, Consultants & Appointed/Elected Officials present were:**

Farmers Market Manager Charlie Reed  
Farmers Market Specialist Johnna Krantz  
City Attorney Laura Mueller

### PRESENTATION OF CITIZENS

*A member of the public who desires to address the Board regarding any item on an agenda for an open meeting may do so at presentation of citizens before an item or at a public hearing for an item during the Board's consideration of that item. Citizens wishing to discuss matters not contained within the current agenda may do so, but only during the time allotted for presentation of citizens. Speakers are allowed two (2) minutes to speak during presentation of citizens or during each public hearing. Speakers may not cede or pool time. Members of the public requiring assistance of a translator will be given twice the amount of time as a member of the public who does not require the assistance of a translator to address the Board. It is the request of the Board that members of the public wishing to speak on item(s) on the agenda with a noticed Public Hearing hold their comments until the item(s) are presented for consideration. Speakers are encouraged to sign in. Anyone may request a copy of the City's policy on presentation of citizens for the City Secretary. By law no action may be taken during Presentation of Citizens.*

Wylie Frazee spoke regarding his bottles & Bires Farmers Market Vendor Application to join the market.

## MINUTES

1. **Discuss and consider approval of the Farmers Market Association Board May 20, 2021, regular meeting minutes.**

A motion was made by Board Member Vincent to approve the Farmers Market Association Board May 20, 2021, regular meeting minutes. Board Member Musgrove seconded the motion which carried unanimously 6 to 0.

## REPORTS

Reports are on file and available for review upon request.

2. **Parks & Community Services May 2021 Monthly Report**  
*Kelly Schmidt, PCS Director*
3. **Farmers Market Manager May 2021 Report**  
*Charlie Reed, Farmers Market Manager*

## MARKETING AND PUBLIC RELATIONS

4. **Discuss and consider possible action regarding the Provision and Sale of Reusable Bags.**

The Board discussed the item and considered funding sources such as grants and sponsors. Board Member Vincent will investigate and report his findings to the Board at the next meeting.

No action was taken on this item.

5. **Discuss and consider possible action regarding the Tomato Time / Tomato Round-Up annual event.**

The Board discussed the event and increasing awareness and participation. Due to bad weather conditions and crop yields, there will not be a competition this year. Vice Chair Simmons suggested a "Tomato Tasting" where vendors could sample their products. Board Member Vincent will meet with the Master Gardeners to solicit their help and advice.

No action was taken on this item.

## MARKET VENUE

6. **Discuss and consider possible action regarding venue alternatives related to the Farmers Market Venue.**

The Board discussed alternate venues for the Market, and parking improvements and space limitations with current Market venue. Chair Johannsen will meet with City staff to discuss current venue and alternate venues and will update the Board at the next meeting.

No action was taken on this item.

## RULES AND REGULATIONS SUBCOMMITTEE

7. **Discuss and consider a recommendation amending the current Farmers Market Rules and Regulations to address safety parameters that will define vendor booth setup conditions during market.**

Charlie Reed presented the staff report which is on file.

A motion was made by Vice Chair Simmons to insert safety parameter of a minimum of 25 pounds of weight per canopy leg. Board Member Musgrove seconded the motion which carried unanimously 6 to 0.

A motion was made by Vice Chair Simmons to approve modifications to registration and cancellations so that registrants must notify Market Manager if cancelling and that failure to notify forfeits registration fee. Board Member Dahlin seconded the motion which carried unanimously 6 to 0.

## OTHER BUSINESS

8. **Discuss and consider approval of the Vendor Application for Jake & Jubi's Snack Co., LLC.**

A motion was made by Board Member Vincent to approve the Vendor Application for Jake & Jubi's Snack Co., LLC. Board Member Dahlin seconded the motion which carried unanimously 6 to 0.

9. **Discuss and consider approval of the Vendor Application for Bottles and Birds.**

A motion was made by Vice Chair Simmons to approve the Vendor Application for Bottles and Birds. Board Member Musgrove seconded the motion which carried unanimously 6 to 0.

10. **Discuss and consider recommendation on Ordinance modifying meeting procedures and clarifying duties of the Farmers Market Board.**

No action was taken on this item.

Via unanimous consent, the Board adjourned into Executive Session under Texas Government Code Section 551.071, Consultation with City Attorney and regarding Executive Session Agenda Item 11.

## 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.*

**11. Consultation with City Attorney related to the Public Dissemination of Information at the Farmers Market.** (*Consultation with Attorney, 551.071*).

The Board met in Executive Session from 11:59 a.m. – 12:20 p.m. No vote or action was taken during Executive Session. Chair Johannsen returned the meeting to Open Session at 12:20 p.m.

**OPEN SESSION**

**UPCOMING MEETINGS**

**Farmers Market Association Board Meetings**

July 15, 2021 at 10:00 a.m.

August 19, 2021 at 10:00 a.m.

September 16, 2021 at 10:00 a.m.

**City Council Meetings**

July 6, 2021 at 6:00 p.m.

July 20, 2021 at 6:00 p.m.

**ADJOURN**

A motion was made by Board Member Musgrove to adjourn the meeting. Board Member Dahlin seconded the motion which carried unanimously 6 to 0.

This regular meeting adjourned at 12:21 p.m.

*Teresa Strube*

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Teresa Strube, Secretary  
Farmers Market Association Board

**DRIPPING SPRINGS PARK SYSTEM UPDATE**

**CHARRO RANCH PARK**

Submitted by- Sue Harding, Lead Volunteer

Saturday, June 12, 2021 –

5 volunteers participated in the workday. Volunteers mainly worked on trimming or removing tall grasses and weeds along the following areas:

- paths of the outer loop aka cross-country trail aka roadrunner trail (eek! there goes that problem of the multiple names for the same trail issue at Charro!).
- two spur trails on the west side of the park
- the path and around plants of the demonstration garden that a mower can't get to.
- the path to the bird blind
- the path leading up to the foot bridge in the middle of the park

Considering the heat, chiggers, and the long distance one has to carry a string trimmer, I think the five master naturalists did an AWESOME job 😊.

**DRIPPING SPRINGS RANCH PARK & EVENT CENTER**

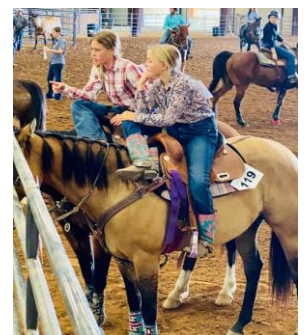
Submitted by - Emily Nelson, DSRP Manager



June has shown the Ranch Park how diverse our programs and events can be. We hosted Kenny Reed, an Olympic skateboard coach, for two sessions of a skateboard camp that was amazing to watch the kids grow throughout the week. Our own camp, Coyote Kids, has been an amazing success. It is sold out with waitlists! This summer brought us a new program on Thursday nights called Tween Scene. It is a fun, safe spot for kids ages 9-14 to come and skate, play kickball and close the evening out with an epic dodgeball battle. The first Tween Scene had 24 kids. Last week, we had 93 kids attend. I think the secret is out on this fun evening!

Even with all this activity, we hosted 2 successful horse shows back-to-back. We hosted the district's 4H Horse Show which was a 2 day show for 4H kids in our District. They had an amazing turn out. Then, staff had to work fast to clear the stalls for a huge Fences Over Bee Cave Hunter/Jumper Show. It was an amazing team effort to turn the facility over with less than 24 hours.

Adding in some meeting rentals and portable bleacher rentals really rounded out our month. The Ranch Park calendar is almost booked out for the year. Ranch Hands are completing some facility projects over the next couple of hot months so that we are fully ready for our upcoming packed schedule. Stay tuned for all the exciting events!







Kickball @ Tween Scene, Thursday Nights during summer 2021 – An instant hit!!!

DSRP RANCH HOUSE RENOVATION PROJECT - COMPLETED



PROGRAMS & AQUATICS

Submitted by - Mack Rusick, Programs & Aquatics Manager



The season is in full swing at Founders Pool. After a long rainy spring we had some wonderfully hot days that brought many people out to the pool to cool off. We have had a steady stream of pass holders, daily admission, and many people from out of town enjoying the pool. Lately we have seen an increased number of regular lap swimmers in the morning, even on cool and rainy mornings.

Our calendar has finally begun to fill up with private parties and events. The Community Services Coordinator, Melanie Blakely and I have been working on two events for the pool in July and August. One will be a "Family Float Flick" featuring JAWS where families and friends watch the movie while lounging on floatation devices in the pool. Additionally, we are working on a "Bark in the Park" dog friendly event at the very end of the summer season where pets and their owners will get to splash around in the pool!

We have begun running our Swim Club program for kids ages 9-14. Our first two sessions have been great! We have had a good group of kids that want to improve their swimming skills and have fun. We purchased a few fun supplies including diving rings, and hoops to swim through, additionally Tiger Splash has allowed us to use their kickboards and other supplies to aid in our class.

We have had two lifeguard Inservice trainings since the start of the season. We reviewed rescues skills, proper rotating and scanning, rules enforcement and injury prevention. For our next Inservice we have scheduled local EMS to come and run through emergency scenarios with staff and are looking forward to their help in preparing for real world scenarios. I want to recognize our staff for their hard work in keeping Founders Pool a fun and safe place for families to come. Recently I was impressed by two lifeguards (Alexa McGilvray & Thomas Carroll) who immediately reacted and dealt with a man who had entered the facility without paying and began to snap photos. After politely being asked to leave the facility, the man returned to confront staff again for being "unwelcoming," and I was able to step in at that point. Needless to say, the man did not return to the facility.

Construction has begun on the Skateboard Park parking lot at Founders Park. The project is slated to take 3-4 weeks depending on weather, to complete.

Looking forward to more sunny days!



New TS mural at the pool by Emily Long

## RATHGEBER NATURAL RESOURCE PARK

**June 11, 2021** – Hays County’s Parks and Open Space Commission 2.0 sent the following email to named potential recipients:

Dear Project Sponsor:

As you know, the Hays County Commissioners Court formed the Parks & Open Space Advisory Commission (POSAC) in March of 2020, which worked tirelessly for several months and delivered a report to the Commissioners Court in August that ultimately resulted in the passage of Proposition A in November 2020 for \$75 million in bond funding. The POSAC has been re-formed in order to review additional project funding requests and provide the Commissioners Court with a recommendation on funding for projects.

Halff Associates, Inc. and its project team (Halff Team) have been selected as the Hays County Park Bond Program Manager to assist the County with administration and completion of the park bond program. In its role as Program Manager, Halff Team will be assisting Hays County staff with facilitation of the POSAC’s review and ranking of potential projects to be submitted to the Hays County Commissioners Court for funding.

At this time, the POSAC is requesting a status update on the project(s) that your organization submitted for funding. Please provide any updates to the Project Information Form(s) (PIF’s) that are substantive in nature. These changes could be to any of the following:

- Design Program
- Size of the Project (acreage, length, square feet)
- Funding availability (Potential Match increased or decreased)
- Updated Cost Estimates
- Anticipated Schedule (especially if there are established Deadlines)
- Addition/Deletion of Project Partners
- Any other you feel affects the project

Please provide your response to the Halff Team’s Project Manager, James Hemenes via email, [HaysParkBondPM-43105@halff.com](mailto:HaysParkBondPM-43105@halff.com), no later than **Friday, June 25, 2021**. Any questions that you may have may be submitted to the same address.

Thanks in advance for your cooperation.

Staff met the deadline and shared the following significant project updates:

Updates to the formerly submitted PIF include:

- 1) Design Program (unchanged as submitted)
- 2) Size & Scope of Project (unchanged as submitted)
- 3) Funding Availability (unchanged as submitted)
  - September 22, 2020 - Formal Appraisal report obtained that estimated the market value of the 300-acre parcel at 5,690,000.
- 4) Updated Cost Estimates (unchanged as submitted)
- 5) Anticipated Schedule (Project schedule deliverables updated below). Timeline remains the same for the most part.
  - December 10, 2020 - Rathgeber Natural Resource Park 300-acre parcel was deeded to and accepted by the City of Dripping Springs.
  - June 18, 2021 - Primary arterial road gaining access to the parkland was at 90% completion.
- 6) Project Partners (unchanged as submitted, will most likely increase as park is developed)
- 7) Other changes affecting the project:
  - March 3, 2021 – The termination of the existing Capital Metro Boy Scout Lease Agreement attached to 300-acre parcel was fully executed.
  - March 3, 2021 - New City of Dripping Springs and Capital Metro Area Boys Scouts of America Maintenance and Use Agreement was fully executed.
- 8) Other Questions for POSAC and Hays County Parks Bond Program Managers:
  - a) What is the final award notification timeline?
  - b) Will assistance still be available to award recipients from Hays County for project guidance?

**June 22, 2021** – Hays Trinity Groundwater Conservation District’s Philip Websiter (Hydrogeologist) and other team members have been given permission to access Rathgeber. Their ask for access to the property was to have a better understanding of Barton Creek watershed and to map out the rock formations that are exposed on the surface throughout the property. This involved walking close to Little Barton and Barton Creek and identifying all exposed

rocks. Until now it has been challenging for the HTGCD to gain access to the creeks because most frontage is located on private property.

### SPORTS & RECREATION PARK

**June 26, 2021**, Dripping Springs saw its first private event celebrating Pride month. The event was held at Road Runners and reserved 5 of the south soccer fields to utilize Sports and Recreation Park’s parking lots for event overflow parking. This brought in great revenue and exposure for the park. The event is to have estimated having more than 1500 attendees throughout the course of the day and evening.

### VETERANS MEMORIAL PARK

**June 10, 2021** – Eagle Scout, JJ Guerrero completed his proposed project of improving the archways at Veterans Memorial park.



**June 14, 2021**- Daughters of the American Revolution – Sarah Pound Chapter completed their Veterans Memorial Park improvement project with a ribbon cutting ceremony on Flag Day. The improvement project led by Diane Thompson facilitated the removal of dying and overgrown shrubs to make way for a landscaped bed of native Texas plants framed by engraved pavers and accented by a dedicated memorial. In addition to approximately fifty spectators, City staff were invited to attend. Those present included Aaron Reed - Public Works Coordinator, Craig Rice- Maintenance Director, Shane Pevehouse, and Kelly Schmidt- Parks and Community Services Director.



## COMMUNITY SERVICES

### COYOTE KIDS NATURE CAMP - PROGRAM



**June 1 - July 2, 2021,** What can we say about June except- WE DID IT!!!! Finally, the concept that began in November/December of 2019 has finally come to fruition. With six counselors, one director, and 200 kids (~50 each week, just in June), we are living and breathing Coyote Kids Nature Camp and it's a hit! Weekly these kids leave electronics devices at home and come to DSRP for daily hikes, nature-themed activities, socializing, guest speakers and fun! From tie-dying to campfires with roasting s'mores, to 4-square and camp songs. It is Dripping Springs' Parks and Community Services first day camp that is delivering not only fun but a residential camp experience.

### EVENTS PERMITS + PARK RENTALS

**Submitted by- Melanie Blakely, Community Services Coordinator**



Early in the month, the City of Dripping Springs passed a proclamation declaring June as "Pride Month". As a result, a non-profit formed and approached the city about hosting a event celebrating the achievement. Assisting the event coordinators with their Pride of Dripping Springs event facilitated my training and learning as it pertains to issuing private event permits within the city limits on private property, which is a responsibility of my position.

**June 24, 2021,** the permit was approved by City Administrator, Michelle Fischer submitted to me exactly 30 days (as required for the minimum amount of time for a permit application review by the organizer) prior to the event date. The whole team worked tirelessly to overcome the constant issues that arose as we tried to confirm the information that was provided and ensure public safety. Not only did I learn how to make sure that the applications were properly filled out, I also learned about the need for police presence during an event of this magnitude as well as the difference between directional and on-site safety pay variances for the off-duty officers that are working the event.

Permits & Rentals for June	Qty
Itinerant Vendor Permits	11
Park Rentals	1
Pavilion/Pool Rentals	5
Triangle Banner Display	1

**EVENT - COMMUNITY MICRO EVENTS** - Sponsors secured - July 24, Float Flick & August 15, Bark in the Park

**EVENT - CHRISTMAS ON MERCER** – Nothing to report

**EVENT - FOUNDERS DAY FESTIVAL – June 14** - Commission meeting attended

**EVENT - TWEEN SCENE** **June 3** - 23 Attendees | **June 10** - 48 Attendees | **June 17** - 54 Attendees | **June 24** - 98 Attendees

Sponsorships and volunteers obtained to assist with event support of this wildy successful youth program.

**EVENT - WORLD MIGRATORY BIRD DAY** – Nothing to report for June.

**COMMUNITY INITIATIVE - KEEP DRIP (TEXAS) BEAUTIFUL** – Annual report completed.

**COMMUNITY INITIATIVE – BIRD CITY** – Nothing to report for June.

**COMMUNITY VOLUNTEER INITIATIVE** – Coordination of interested volunteers has begun. Several volunteers to programs within the Parks and Community Services Department that are a good fit and the volunteers have really enjoyed helping. Meetings with the Boy Scouts have begun about their volunteer clean up commitment to our parks.

**OTHER NOTABLES FOR THE MONTH** – Heavily assisted with Coyote Kids Camp administration and staffing coverage.

**FARMERS MARKET**



Submitted by - Charlie Reed, Farmers Market Manager  
 June was an outstanding month, with post-pandemic excitement colliding with peak growing season to create a robust market, with vendors and customers reaching all-time highs. June started with the market featuring a truly unique entertainer in Movin’ Melvin Brown, who brought tap-dancing and singing to deliver an engaging experience for all ages. New vendors included farmers, artisanal foods, and just in time for summer heat, a delicious seltzer seller. The market’s Instagram continued to draw new followers from all over the region. As grows Dripping Springs, so grows its Farmers Market!



Date	Vendors	Customers	Music
6/2/21	44	550	Melvin Brown
6/9/21	49	650	Jerry Kirk
6/16/21	46	600	None
6/23/21	50	525	Jerry Rivers
6/30/21	41	t/k	Melvin Brown
<b>2020</b>			
6/3/20	29	?	None
6/10/20	30	?	Jerry Rivers
6/17/20	32	?	Jerry Rivers
6/24/20	25	?	Jerry Kirk

The new Farmers Market duo is really moving the meter and receiving accolades like the email below, weekly.

*“Hi, Just a quick note to let you know that your newsletter is so improved and impressive. I served on the DSFM Board a while a few years ago and have recently (in January) moved to East Texas... but I like to stay connected to Dripping Springs. I was looking through your newsletter this morning and was delighted to see all the links to vendors and the beautiful photography. Just thought I would tell you... Nice job!!! Please tell everyone I said hello!*

*Have a great day,  
 Diana Black”*

**DRIPPING SPRINGS FARMERS MARKET  
 WEEKLY NEWSLETTER**

Wednesday, June 30, 2021  
 3-6pm | Veterans Memorial Park | 160 E. Mercer Street | DSTX

## Best Little Market in Texas

The **America's Farmers Market Celebration** is an annual showcase of the best farmers markets across the country, helping raise public awareness of the importance of local, healthy food. Each year, one market is crowned with the "People's Choice" award, and YOUR Dripping Springs Farmers Market is in the running!

Support your favorite neighborhood farmers, ranchers, and other artisans by voting today and spreading the word!



*It's that time of year again to VOTE for our special Farmers Market!!!!*

**Note from FM Manager Charlie Reed:** Speaking of contests, the Olympics are coming up! Did you know I worked at the Olympics in Athens and Beijing? Don't ask me about it because I'll never shut up. Anyway, I brought back lots of stuff from Beijing that I never gave away, and I'm using it to throw a gauntlet here. Whoever leaves the best comment on [the DSFM page](#) will win a collectors item from Beijing's Opening Ceremony in 2008, to be awarded at the July 21st market.

OTHER PCS BUSINESS & PROJECTS	
June 30, 2021 - Park System Signage Plan - Update	

## Farmers Market Manager Report for 7/15/2021 Board Meeting by Charles Reed

### Vendor News:

New: Jake & Jubi's, Bottles and Birds

Provisional: Southwest Farm; Bubb's Seltzer; Crescent City Flavors; Vista Brewing; RioGood Bread

### Vendor Market Attendance:

June 9: 48 (record)

June 16: 45

June 23: 50 (record)

June 30: 44

July 7: 44

### Customer Attendance and Sales:

- Clicker counts at all June markets exceeded 500, with a high of 650 at the 6/9 market.
- Sales for 6/16 market: \$15,000 (80% reporting); \$25 avg. per customer
- Sales for 6/23 market: \$10,200 (60%); \$20 avg. per customer

The sales reporting system is still being developed. DSFM has a goal of 100% reporting compliance beginning at the 7/7 market. The added responsibility of setting up and taking down the market, combined with exploration of data gathering methods, has prevented 100%.

There has been light pushback and questioning from vendors around sales data collection. I communicated our reasoning broadly, along with other issues, in an e-mail to all vendors 7/5 (at end of report).

### New Market Layout:

On July 1, members of the FMB met at the Triangle to restore the market to a pre-pandemic, community-centered layout by returning picnic tables to the tree area, giving residents a place to enjoy the market, music, and each other's company. This alignment eliminated four booth spaces, giving the market a new capacity of 48 booths.

### Market News:

1. We have a volunteer to help corral early customers and work the desk! Come on down and introduce yourself to Susan (when she returns from vacation).
2. So far we've only had one market take place during a heat advisory, which unfortunately resulted in one vendor having heat related health issues. We escorted him to the information desk and ensured he was able to lie down and cool down. The booth's owner came to break down the booth at close of market and the vendor was back the next week with vip and vinegar.
3. The American Farmland Trust yearly FM vote is back. We've broadcast across all platforms and will continuously feature in the newsletter through September. Starting at 7/7 market, Johnna and I will have a tablet at the info desk where customers can vote on the scene.



**Social Media:**

1. Instagram, which will have passed 1,600 followers by 7/7, is clearly our most effective way of engaging followers, with a 6-1 rate of engagement over Facebook. With increasingly limited availability, we're primarily focusing on Instagram.
2. Johnna is working with a Central Texas farmers market "Influencer" (@eatin\_and\_sippin\_locally) to arrange a contest giveaway. Selected vendors have agreed to donate products to the giveaway basket.

**Newsletter:**

1. Open Rate 34-39% (industry avg. 20%); Click Rate 8-11% (industry average 2.5%).
2. Response from customers has been both frequent and positive.
3. After consulting with Lisa Sullivan (CODS Director of Communications), we removed the Mask advisory section from the 7/6 newsletter.
4. We used Constant Contact, our newsletter delivery platform, to update social media accounts with a link to the newsletter. These posts had very low engagements and resulted in no new subscriptions.

**7/5 e-mail to Vendors:**

Friends,

I apologize for the length of this email, but please read thoroughly.

First, I want to thank you – you all have clearly been saying good things about DSFM at other markets. Our vendor attendance has increased to 45+ for each market, and I'm fielding 10-20 inquiries from new vendors each week. You also bring a delightful mix of offerings, and as the pandemic winds down, the number of visitors has jumped from an average of 250 per market last year to well over 550 for each of the last five weeks.

As you know, while Johnna and I manage individual markets, a board determines broader aspects such as membership, marketing, and theme. We've been meeting with more frequency post-pandemic, which means we have some changes.

1. We're returning to the pre-pandemic market layout, which brings the picnic tables back under the trees. The market's goal is to have a community-centric environment, giving people the chance to meet, sit a while, and enjoy some of the products they buy. Unfortunately, this reduces the number of booths we can squeeze into the triangle and gives us a hard cap of 48 spots.
  - a. **What this means for you:**
    - Register early – there are caps on registration categories (farmer/rancher: 20; foods: 24; crafts: 4)
    - If you miss registration, *this doesn't mean there isn't room, just that the category is filled*. If other categories don't fill by registration cutoff, the spots will open up, so let me know you're interested.
    - As we have different vendors at each market, booth positions will change. I do my best to consider each vendor's needs, but the market's layout is what it is. It is not a good idea to grow accustomed to a "usual" spot. If you have regular customers who can't find you, they ask us at

the info desk and we point them in the right direction. If you have product that is impacted by heat and direct sunlight, I'll do my best to make accommodations. Beyond that, work with your market neighbors to provide shade for each other. You're veterans of the Texas heat and know more about how to deal with it than I do.

2. Sales totals – Johnna and I have been trying different methods to collect data for each market. So far we average about 60% collection. The board wants this at 100%. They say that under the market's previous manager, collection was 100% and not anonymous.
  - a. **What this means for you:**  
Get us your numbers at the end of the market – they may be exact or your best estimate. I will have to hound with e-mails and calls if we don't get data.
  - b. **Why collect data?**  
It helps us determine what is and isn't working at the market and how we can better apply marketing budget. Do sales go down in certain weather? Does the type of music impact the looseness of customer wallets? How much does Instagram impact sales? Does widening the lanes reduce sales? Etc...
  - c. **Are we tracking each vendor's sales?**  
No. Johnna and I are both part-time. The less we have to think about, the better.
  - d. **Who will see the data?**  
Only Johnna and I will see specific sales numbers; final collations will be shared monthly with the board and quarterly/annual reports will potentially be shared with city leaders.
  - e. **Will this drive up registration costs?**  
The market is operated by the city for the community of Dripping Springs. You are part of that community. We want you to benefit, and no, we don't want to charge more. We just want our efforts to be more effective.
3. Final Set-Up time Before Market: On the market rules that everyone signed when applying, it says to arrive by 2:30 for set up. This will be changing this month to say "set-up will be final 15 minutes before market opening."
  - a. **Why?**  
Johnna and I would like to do a live Instagram videos before each market. We want to have time to do inspections, hear vendor concerns, and, if needed, have time for quick pre-market meetings.
  - b. **What this means for you:**  
Be set up by 2:45. I don't give fines for lateness. Failure to do be set up on-time will result in a rejected registration for the next week's market.

Now that we're through with all that, here's your link to register for Wednesday's market, which will be far more fun than this e-mail: <https://apm.activecommunities.com/dsrp/Home>

Thank you ALL, and as always, happy sales,

Charlie



**STAFF REPORT**  
**City of Dripping Springs**  
**PO Box 384**  
**511 Mercer Street**  
**Dripping Springs, TX 78620**

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**Submitted By:** Charlie Reed, Farmers Market Manager

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**Council Meeting Date:** 7/15/2021

**Agenda Item Wording:** Implementation of Friends of DSFM Program

**Agenda Item Requestor:** Charlie Reed

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**Summary/Background:** The Friends of DSFM Program is an opportunity to engage the community in a variety of ways while driving support of the Farmers Market. The implementation and growth of this program stalled during the management transition.

An “onboarding” education for FM Mgr is needed, as well as discussion of how to revitalize this program.

**Commission  
Recommendations:**

**Recommended  
Council Actions:**

**Attachments:** Friends of DSFM Brochure

**Next Steps/Schedule:**



# Get Involved With Your Friends!

When you join the Friends of Dripping Springs Farmers Market, you support:

- Local food security
- Sustainable and organic farming
- Local small businesses
- Independent artisans
- Local musicians
- A healthier, stronger community

By joining us you help guarantee the success of this popular essential community service and help build its future.



Plus, you help support education with the interactive components of the Farmers Market:

- Cooking demonstrations
- Tastings
- Kids activities
- Nutrition
- And so much more!

## Friends of the Dripping Springs

# FARMERS MARKET

## Benefits

- Member Volunteer Opportunities
- Discounts on Farmers Market gear
- Car window sticker – promote the Farmers Market!
- Button to wear at the Market to be recognized as a Friend by vendors and shoppers
- Market bucks drawing
- Opportunity to provide first input for future Market and parking design



Item 4.



To register for the Friends of Dripping Springs Farmers Market Program, please visit the Farmers Market section of the Drippings Springs website:  
[cityofdrippingsprings.com/page/fm.home](http://cityofdrippingsprings.com/page/fm.home)

Sign up online today for your 2021 membership!

Annual Individual Membership  
\$30 | Program #5140

Annual Family Membership  
\$55 | Program #5141

Annual Corporate Membership  
\$250 | Program #5142



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**Submitted By:** Charlie Reed, Farmers Market Manager

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**Council Meeting Date:** 7/15/2021

**Agenda Item Wording:** Update - Reusable Bags

**Agenda Item Requestor:** Gouri Johannsen

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**Summary/Background:** Customers have been requesting bags at an increasing frequency. This and any other merchandising is an opportunity to generate revenue for the market that might offset and support other expenses.

The FMB approved exploration of costs of bag production, preferably with local suppliers. Charlie and Johnna have begun exploration and will update on findings.

**Commission  
Recommendations:**

**Recommended  
Council Actions:**

**Attachments:**

**Next Steps/Schedule:**

# Welcome, Neighbor!

Item 6.



CITY OF DRIPPING SPRINGS



FARMERS MARKET

**New Friends, Fresh Food,  
Local Artisans and Great Music...  
Find Them All at the  
Dripping Springs Farmers Market!**

Wednesdays • 3pm-6pm  
Heart of Dripping Springs  
NE Corner of Hwy290 & RR12



Bring this bag to the Market Info Booth to receive \$5  
in Market Bucks you can spend at the market!

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[cityofdrippingsprings.com/page/fm.home](http://cityofdrippingsprings.com/page/fm.home)

## Marketing Subcommittee Meeting Report

Gouri, Janet and Marianne met on 6/25/2021 to discuss a Marketing plan for the DSFM for the upcoming year.

Gouri suggested a marketing campaign each year with a focused purpose and target.

Committee would also like to meet with Kelly, Lisa & Charlie/Johnna to discuss these ideas and implementation.

### 2021 – Welcome New Neighbors

Focus of the 2021/22 marketing will be targeting the new residents moving into Dripping Springs and surrounding areas.

Marketing activities:

1. Welcome Bags to Chamber of Commerce
  - a. July – deadline (July 12-16 & 19-23): 250 pieces; offer something of value
  - b. Nov. - deadline & # pieces TBA

Committee decided:

- a. Charlie/Johnna - Order 500 count #1 size brown paper grocery bags from U-Line. ~\$20
  - b. Lisa - Create a 2x 4" label with color logo and print: "Welcome to Town - Bring this to the Dripping Springs Farmers Market Wednesdays 3-6 for \$5 in market tokens" \$ \_\_\_\_\_
  - c. Board - apply stickers to bags & deliver
  - d. Market Managers - Petty cash bag w/ tokens and petty cash to exchange coupons for tokens (write exchange date on coupon for tracking) and some \$1 bills to pay the vendor for the tokens they accept.
2. New Developments Outreach
    - a. via property management & sales offices - HOA's, neighborhood newsletter (possible ad purchase), brochures in sales office
    - b. via resident-driven social media - FB pages, Next Door, Instagram....
    - c. Could Charlie/Johnna reach out to the City of DS Development Dept for contact information for ongoing and new developments and spread the word about FM?
  3. Regular Incentive Ads - periodic ads placed in local socail media, newsletters, etc. that offer \$5 in market tokens, for a specific date range and trackable
  4. Realtor Outreach - Look into any option for providing information to area realtors about the farmers market that they can pass on to clients, like closing packages?
  5. Create & print a nice Gift Certificate to use in several ways, at various events. Make it trackable. Recipient would exchange it for tokens to spend at market.

Any design / printing for above items would utilize our truck logo and the fresh new colors that Kelly/Lisa used in the "Become a Friend of the Market" brochure.



## Marketing subcommittee's Meeting with City Staff

- Gouri, Janet and Marianne met with Kelly, Lisa and Charlie on 7/1/2021 and presented the ideas developed from 6/25/2021 meeting.
- It was agreed that Chamber of Commerce welcome bags can be done within the deadline. Lisa will design the Coupon with the content provided by the subcommittee. Charlie will buy the sticky labels and the brown paper bags.
- There was a discussion on ways to implement gift certificate/coupon redeeming process. Kelly said it can be done through ActiveNet. Another option is use a concept of "Market Bucks" (instead of wooden nickels), which will be paper "money" in \$1 denomination with expiration dates. Market Bucks will be used for the Chamber of Commerce coupons.
- Melanie Blakeley, Community Services Coordinator, already has a task to reach out to different residential developments and subdivisions to spread the word on Parks in the fall. She can certainly include FM promotion. Details of implementing this activity will be discussed later.
- The importance of Vendor Sales Data collection was also discussed with Charlie, since this will be the ultimate proof of which marketing efforts are working.



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**Submitted By:** Charlie Reed, Farmers Market Manager

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**Council Meeting Date:** 7/15/2021

**Agenda Item Wording:** Discussion regarding FMB Ordinance

**Agenda Item Requestor:** Gouri Johannsen

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**Summary/Background:** Discuss and consider recommendations on ordinance modifying meeting procedures and clarifying duties of the Farmers Market Board.

**Commission  
Recommendations:**

**Recommended  
Council Actions:**

**Attachments:**

**Next Steps/Schedule:**