



FARMERS MARKET ASSOCIATION BOARD REGULAR MEETING

City of Dripping Springs

Council Chambers, 511 Mercer St, Dripping Springs, TX

Thursday, January 21, 2021 at 10:00 AM

Agenda

This meeting will be held via videoconference and the public is encouraged and welcome to participate. Public comment may be given during the videoconference by joining the meeting using the information below. Public comment for this meeting may also be submitted to the City Secretary at acunningham@cityofdrippingsprings.com, no later than 9:00 a.m., the day of the meeting.

The Farmers Market Association Board respectfully requests that all microphones and webcams be disabled unless you are a member of the Board. City staff, consultants and presenters please enable your microphone and webcam when presenting to the Board.

Join Zoom Meeting

<https://us02web.zoom.us/j/85489372334?pwd=VDhHUXdpeTh5c08yQS9NNTY3aU9MQT09>

Meeting ID: 854 8937 2334

Passcode: 307516

Dial Toll Free:

877 853 5257 US Toll-free

888 475 4499 US Toll-free

Find your local number: <https://us02web.zoom.us/u/kdDY1OfEKg>

Join by Skype for Business: <https://us02web.zoom.us/skype/85489372334>

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 Laurel Robertson

Events & Programs Coordinator Maggie Martin

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 corrected October 15, 2020 Farmers Market Association Board regular meeting minutes.**
- 2. Discuss and consider approval of the November 19, 2020 Farmers Market Association Board regular meeting minutes.**
- 3. Discuss and consider approval of the December 17, 2020 Farmers Market Association Board regular meeting minutes.**

REPORTS

- 4. Parks and Community Services Director Report - December 2020**
- 5. Farmers Market Manager Report - December 2020**
- 6. Farmers Market Financial Report - December 2020**

MARKETING AND PUBLIC RELATIONS

- 7. Discuss and consider Return on Investment (ROI) of Outlook article submissions and their continuation.**

OTHER BUSINESS

- 8. Discuss and consider recommendation for the creation of a Part-time Farmers Market Assistant Position.**

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

February 18, 2021 at 10:00 a.m.

March 25, 2021 at 10:00 a.m.

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

City Council Meetings

February 9, 2021 at 6:00 p.m.

February 16, 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. Due to the Texas Governor Order, Hays County Order, City of Dripping Springs Disaster Declaration, and Center for Disease Control guidelines related to COVID-19, a quorum of this body could not be gathered in one place, and this meeting will be conducted through videoconferencing. Texas Government Code Sections 551.045; 551.125; and 551.127.

*I certify that this notice of meeting was posted at the City of Dripping Springs City Hall and website, www.cityofdrippingsprings.com, on **January 15, 2021 at 2:15 p.m.***

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, October 15, 2020 at 10:00 AM

MINUTES

VIDEOCONFERENCE MEETING

This meeting will be held via videoconference and the public is encouraged and welcome to participate. Public comment may be given during the videoconference by joining the meeting using the information below. Public comment for this meeting may also be submitted to the City Secretary at acunningham@cityofdrippingsprings.com no later than 8:00 AM on the day the meeting will be held.

The Farmers Market Association Board respectfully requests that all microphones and webcams be disabled unless you are a member of the Board. City staff, consultants and presenters, please enable your microphone and webcam when presenting.

Join Zoom Meeting

<https://us02web.zoom.us/j/84381877443?pwd=UIVwVUFCSC0MrMW1PUm96aFFGNm1hUT09>

Meeting ID: 843 8187 7443

Passcode: 025949

Dial Toll Free:

888 475 4499 US Toll-free

877 853 5257 US Toll-free

Find your local number: <https://us02web.zoom.us/j/84381877443>

Join by Skype for Business: <https://us02web.zoom.us/j/84381877443>

CALL TO ORDER AND ROLL CALL

Board Members

Gouri Johannsen, Chair

Marianne Simmons, Vice Chair (*arrived at 10:17 a.m.*)

Teresa Strube, Secretary

David Vincent

Nikki Dahlin

Claudia Oney

Janet Musgrove (*left meeting at 12:40 p.m.*)

Staff, Consultants & Appointed/Elected Officials

Laurel Robertson, Farmers Market Manager

Maggie Martin, Events & Programs Coordinator

Kelly Schmidt, Parks & Community Services Director
 Taline Manassian, Mayor Pro Tem

With a quorum of the Board present, Chair Johannsen called the meeting to order at 10:08 p.m.

PRESENTATION OF CITIZENS

A member of the public who desires to address the Commission 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 Commission'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 the 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 Commission. It is the request of the Commission 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 from the city secretary. By law no action may be taken during Presentations of Citizens.

No one spoke during Presentation of Citizens.

MINUTES

- 1. Discuss and consider approval of the September 17, 2020 Farmers Market Association Board regular meeting minutes.**

A motion was made by Secretary Strube to approve the September 17, 2020 Farmers Market Board regular meeting minutes. Board Member Dahlin seconded the motion which carried unanimously 7 to 0.

REPORTS

- 2. Parks and Community Services Director Report**

Kelly Schmidt presented the report, which is on file, and discussed the City's designation as a Dark Sky Community and the initiatives be taken related to indoor and outdoor lighting.

- 3. Farmers Market Manager Report**

Laurel Robertson presented the report, which is on file, and discussed increases in vendor applications for both the Farmers Market and Holiday Markets.

- 4. Farmers Market Monthly Financial Statement**

Kelly Schmidt presented the report, which is on file, and discussed the new accounting software that will be in place within the next few months.

MARKETING AND PUBLIC RELATIONS

5. Discuss and consider possible action regarding the creation of the Friends of the Dripping Springs Farmers Market citizen support initiative and its first annual "I Heart DS Farmers Market" membership drive campaign.

Kelly Schmidt presented the staff report which is on file.

A motion was made by Board Member Vincent to direct staff to begin working on a collaborative campaign related to the Farmers Market citizen support initiative. Board Member Dahlin seconded the motion which carried unanimously 7 to 0.

MARKET VENUE

6. Discuss and consider approval of New Vendor Applications.

a) Evolve Chiropractic

A motion was made by Board Member Vincent to approve the New Vendor Application for Evolve Chiropractic. Chair Johannsen seconded the motion which carried unanimously 7 to 0.

b) Smokin' Wick Candle Company

A motion was made by Board Oney to approve the New Vendor Application for Smokin' Wick Candle Company. Board Member Musgrave seconded the motion which carried unanimously 7 to 0.

c) Thundering Paws

A motion was made by Chair Johannsen to allow City Staff to determine approval of any fee waiver for Thundering Paws. Board Member Vincent seconded the motion. Upon further discussion, Chair Johannsen amended her motion to allow Thundering Paws Regular Booth at the normal fee, pending City approval of fee waiver; or, they may apply to disseminate information at no cost. Secretary Strube seconded the amendment, which carried unanimously 7 to 0. The amended motion carried unanimously 7 to 0.

7. Discuss and consider possible action regarding music at the Farmers Market.

Chair Johannsen presented the item and discussed the added incentives of live music and market attendance.

A motion was made by Chair Johannsen to email a formal request to Mayor Foulds, Jr. to allow for live music at the Farmers Market, providing for a better atmosphere at the market. Board Member Oney seconded the motion which carried 6 to 0 to 1, with Vice Chair Simmons abstaining.

8. Discuss and consider possible action or recommendation regarding Parking at Veterans Memorial Park/The Triangle. Sponsor: Chair Johannsen

Chair Johannsen presented the item.

Board Member Musgrove requested that staff assist with customers blocking the market entrance. Laurel Robertson will set up orange cones at the entrance, which should keep customers from blocking the entrance.

OTHER BUSINESS

9. **Discuss and consider approval of the Farmers Market Association Board 2021 annual meeting calendar.**

The attached calendar contains an error, and Board meetings are to occur at 10:00 a.m.

Via unanimous consent, the Board selected to schedule the March meeting for Thursday, March 25, 2021.

10. **Discuss and consider possible action regarding inclusion and advertising in the Dripping Springs Chamber of Commerce's 2021 Dripping Springs Business & Community Directory.**

A motion was made by Vice Chair Simmons to apply for a 1/8 page ad in the Dripping Springs Chamber of Commerce's 2021 Business & Community Directory. Board Member Dahlin seconded the motion which failed 3 to 3, with Chair Johannsen, and Board Members Oney and Vincent opposed.

11. **Discuss and consider possible action regarding Market participation in the 23rd Empty Bowls Project taking place virtually in November.**

Board Members will forward their soup recipes to Maggie Martin.

UPCOMING MEETINGS

Farmers Market Association Board Meetings

November 19, 2020 at 10:00 a.m.

December 17, 2020 at 10:00 a.m.

City Council Meetings

October 20, 2020 at 6:00 p.m.

November 10, 2020 at 6:00 p.m.

ADJOURN

A motion was made by Vice Chair Simmons to adjourn the meeting. Chair Johannsen seconded the motion which carried unanimously 6 to 0.

This regular meeting adjourned at 12:45 p.m.

Teresa Strube
Board Secretary



FARMERS MARKET ASSOCIATION BOARD REGULAR MEETING

City of Dripping Springs

Council Chambers, 511 Mercer St, Dripping Springs, TX

Thursday, November 19, 2020 at 10:00 AM

MINUTES

VIDEOCONFERENCE MEETING

This meeting will be held via videoconference and the public is encouraged and welcome to participate. Public comment may be given during the videoconference by joining the meeting using the information below. Public comment for this meeting may also be submitted to the City Secretary at acunningham@cityofdrippingsprings.com, no later than 9:00 a.m., the day of the meeting.

The Farmers Market Association Board respectfully requests that all microphones and webcams be disabled unless you are a member of the Board. City staff, consultants and presenters please enable your microphone and webcam when presenting to the Board.

Join Zoom Meeting

<https://us02web.zoom.us/j/83204485185?pwd=ZFRHR0NTVUdDSWxJRkxOWndRcHBRdz09>

Meeting ID: 832 0448 5185

Passcode: 806676

Dial Toll Free:

888 475 4499 US Toll-free

877 853 5257 US Toll-free

Find your local number: <https://us02web.zoom.us/j/83204485185>

Join by Skype for Business: <https://us02web.zoom.us/skype/83204485185>

CALL TO ORDER AND ROLL CALL

Board Members present were:

Gouri Johannsen, Chair

Marianne Simmons, Vice Chair

Teresa Strube, Secretary

Nikki Dahlin

Claudia Oney

Janet Musgrove

Board Member absent was:

David Vincent

Staff, Consultants & Appointed/Elected Officials present were:

Farmers Market Manager Laurel Robertson
 Events & Programs Coordinator Maggie Martin
 Parks & Community Services Director Kelly Schmidt
 Mayor Pro Tem Taline Manassian

With a quorum of the Board present, Chair Johannsen called the meeting to order at 10:03 a.m.

PRESENTATION OF CITIZENS

A member of the public who desires to address the Commission 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 Commission'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 the 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 Commission. It is the request of the Commission 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 from the city secretary. By law no action may be taken during Presentations of Citizens.

No one spoke during Presentation of Citizens.

MINUTES

- 1. Discuss and consider approval of the October 15, 2020 Farmers Market Association Board regular meeting minutes.**

No action was taken on this item. Chair Johannsen directed City Secretary Andrea Cunningham to make corrections to the minutes.

REPORTS

- 2. Parks & Community Services Monthly Report**
Kelly Schmidt, PCS Director

Report is on file and available for review upon request. Kelly discussed the City's designation as an International Dark Sky Community and the latest guidelines regarding night-time lighting restrictions which does not include indoor lights.

- 3. Farmers Market Manager Monthly Report**
Laurel Robertson, Farmers Market Manager

Report is on file and available for review upon request. Laurel discussed the newsletter format and is working on the Constant Contact format with Kelly and Maggie Martin, and will have something for the Board's review at the next meeting. In the interim, she will send out a weekly substitute newsletter on the upcoming market. Laurel also provided a general review regarding market vendors.

4. **Farmers Market October 2020 Financial Statement**

The Board discussed ActiveNet reports and disbursements of booth fees, including advance payments.

MARKETING AND PUBLIC RELATIONS

Discussion and possible action regarding:

5. **Discuss and consider possible action regarding Farmers Market Certificates related to participation in auctions and other special events.**

The Board discussed options for redeeming Farmers Market certificates donated to fund-raising events. Kelly Schmidt will help create a policy and procedure for certificates for discussion at the next meeting.

6. **Discuss and consider recommendation regarding the Creation of the Friends of Dripping Springs Farmers Market Program and its associated fees and benefits.**

Kelly Schmidt presented the staff report which is on file. The Board directed staff to make add more categories of membership in the lower cost range and delay non-essential expenses such as t-shirts and to present the board with possibilities related to launching the project. Kelly will email Board Members the brochure for suggestions.

MARKET VENUE

Discussion and possible action regarding:

7. **Discuss and consider possible action regarding Farmers Market 2021 Membership booth, application, and other fees.**

Via unanimous consent, the Board agreed to keep fees at the current amount. Vendors need to file yearly membership applications by March 2021.

8. **Discuss and consider possible action related to a scheduling conflict for the January 27, 2021 Farmers Market.**

A motion was made by Board Member Musgrove to keep the Farmers Market at the Triangle during the 2021 winter season. Vice Chair Simmons seconded the motion which carried 5 to 1, with Board Member Oney opposed.

UPCOMING MEETINGS

Farmers Market Board Meetings

December 17, 2020 at 10:00 a.m.

January 21, 2021 at 10:00 a.m.

February 18, 2021 at 10:00 a.m.

City Council Meetings

December 8, 2020 at 6:00 p.m.

December 15, 2020 at 6:00 p.m.

ADJOURN

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

This regular meeting adjourned at 11:51 a.m.

Teresa Strube
Board Secretary



FARMERS MARKET ASSOCIATION BOARD REGULAR MEETING

City of Dripping Springs

Council Chambers, 511 Mercer St, Dripping Springs, TX

Thursday, December 17, 2020 at 10:00 AM

MINUTES

VIDEOCONFERENCE MEETING

This meeting will be held via videoconference and the public is encouraged and welcome to participate. Public comment may be given during the videoconference by joining the meeting using the information below. Public comment for this meeting may also be submitted to the City Secretary at acunningham@cityofdrippingsprings.com, no later than 9:00 a.m., the day of the meeting.

The Farmers Market Association Board respectfully requests that all microphones and webcams be disabled unless you are a member of the Board. City staff, consultants and presenters please enable your microphone and webcam when presenting to the Board.

Join Zoom Meeting

<https://us02web.zoom.us/j/87974952959?pwd=alY5UFY4UVdOVXRhaG9SNWRiWTNRZz09>

Meeting ID: 879 7495 2959

Passcode: 104301

Dial Toll Free:

888 475 4499 US Toll-free

877 853 5257 US Toll-free

Find your local number: <https://us02web.zoom.us/u/kcdEAPvdlu>

Join by Skype for Business: <https://us02web.zoom.us/skype/87974952959>

CALL TO ORDER AND ROLL CALL

Board Members present were:

Gouri Johannsen, Chair

Teresa Strube, Secretary

David Vincent

Nikki Dahlin

Claudia Oney

Janet Musgrove

Board Member absent was:

Marianne Simmons, Vice Chair

Staff, Consultants & Appointed/Elected Officials

Farmers Market Manager Laurel Robertson
 Parks & Community Services Director Kelly Schmidt
 Events & Programming Coordinator Maggie Peterson
 Mayor Pro Tem Taline Manassian

With a quorum of the Board present, Chair Johannsen called the meeting to order at 10:04 a.m.

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 low no action may be taken during Presentation of Citizens.

No one spoke during Presentation of Citizens.

REPORTS

All reports are on file and available for review upon request.

1. Parks & Community Services Director's Report

Kelly Schmidt, PCS Director

Kelly presented the report and discussed Rathgeber Natural Resource Park.

2. Farmers Market Manager Report

Laurel Robertson, Farmers Market Manager

Laurel presented the report and spoke regarding her Part-Time Employee Award from the Texas Recreation Park Society for the Central Texas region. She also discussed vendor applications and provided an update on ActiveNet reports.

3. Farmers Market November Finance Statement

Gina Gillis, City Treasurer

Gina's report is on file. Kelly announced that the City has hired a Finance Director, Shawn Cox, who will be replacing Gina upon her retirement.

The Board also discussed vendor fees and a larger venue for the market, which will be discussed further in the future.

MARKETING AND PUBLIC RELATIONS

4. Discuss and consider possible action regarding changes to Friends of Farmers Market Program Brochure.

Kelly Schmidt presented the staff report which is on file. The Board discussed further changes, which Kelly will bring back for review at the next meeting.

OTHER BUSINESS

5. Discuss and consider recommendation regarding an Amendment to the Farmers Market Fee Schedule.

Kelly Schmidt presented the staff report which is on file. Staff recommends approval of the amendment fee schedule.

A motion was made by Board Member Dahlin to recommend City Council approval of an Amendment to the Farmers Market Fee Schedule. Board Member Musgrove seconded the motion which carried unanimously 6 to 0.

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 Dripping 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.

The Board did not meet in Executive Session.

UPCOMING MEETINGS

Farmers Market Association Board Meetings

January 21, 2021 at 10:00 a.m.

February 18, 2021 at 10:00 a.m.

March 25, 2021 at 10:00 a.m.

City Council Meetings

January 12, 2021 at 6:00 p.m.

January 19, 2021 at 6:00 p.m.

February 9, 2021 at 6:00 p.m.

ADJOURN

A motion was made by Board Member Oney to adjourn the meeting. Chair Johannsen seconded the motion which carried unanimously 6 to 0.

This regular meeting adjourned at 11:50 a.m.

Teresa Strube
Board Secretary

PARKS

Charro Ranch Park:

No Hays County Master Naturalist workday this month. Nothing further to report.

Dripping Springs Ranch Park & Event Center -Submitted by: *Tina Adams – Event Center Manager*



Dripping Springs Ranch Park wraps up 2020 with only a handful of events, due to elevated Covid 19 numbers. The DSRP Riding Series Dressage Show was a success and our team worked with the Lake Travis FFA to create an outstanding Show & Go "Outdoor" format for the final goat, lamb, hog & steer show for the year. Thomas Carrol has joined our team of Ranch Hands as part time help for the season. The DS Farmer's Market decided to remain at the triangle for the season.

On December 8, 2020 City Council approved a proposed donation of a Chimney Swift Tower for Dripping Springs Ranch Park. Eagle Scout applicant Alexander Seshan will be coordinating, constructing and installing the project on the north side of the pond far off from the trail toward the park's property line. Chimney swift towers are only successful if they are in quieter locations that do not get disturbed. Hays County Master Naturalist Connie Boltz assigned to DSRP as its MN coordinator, worked with Sashan to identify an appropriate location.

Christmas tree collection and shredding, a free service for the Dripping Springs Community was relocated from the Triangle location to Dripping Springs Ranch Park and is offered from 12.28.2020 – 1.3.2021.

Founders Memorial Park:



Ranck dedication bench was installed on 12.30.2020. The bench and Mrs. Ranck contribution represent the City's first PCS dedication bench program participant.

Rathgeber Natural Resource Park (Not open to the public)

FOR IMMEDIATE RELEASE



Contact: Lisa Sullivan
Communications Director
City of Dripping Springs
512-858-4725

City of Dripping Springs Receives \$5.7 Million Park Land Gift

DRIPPING SPRINGS, TEXAS – December 10, 2020 – The Dripping Springs City Council accepted a Donation Deed of 300 acres of land from Dick Rathgeber and Rathgeber Investment Company, LTD this week. This land is located adjacent to the Headwaters Subdivision and will be dedicated to the City as Rathgeber Natural Resource Park.

The future Rathgeber Natural Resource Park will not only protect 300 acres of pristine Texas Hill Country and the convergence zones of Barton Creek and Little Barton Creek, but it will provide public access to passively recreate, immerse in nature, and explore the Texas Night Sky. With the addition of this land, the City's public parkland increases from 271 to 571 acres.

According to Mayor Bill Foulds, Jr., "The City of Dripping Springs is extremely grateful to Dick Rathgeber for his generosity and incredible contribution to the City's current park system. As Dripping Springs continues to grapple with high rates of growth, access to, as well as conservation and proper management of public land, becomes vitally important to the health of the Texas Hill Country. The Rathgeber Natural Resource Park will not only protect and improve an indispensable piece of Hill Country habitat and watershed, it will also provide the Dripping Springs community with a one-of-a-kind opportunity to experience and learn from this majestic and endangered landscape."

The City of Dripping Springs directed an appraisal of the donated property and the appraisal was for \$5.7 million. The donation deed also contemplates a seasonal Use Agreement of a 66 acres area of the park for the Capital Area Boy Scouts of America Council, Dripping Springs.

Kelly Schmidt, Drippings Springs Parks & Community Services Director, says there's much excitement about the potential for the new park and its varied partners. The park project has already received letters of support from Dripping Springs Independent School District, Destination Dripping Springs, Capital Area Boys Scouts, and Hays County Master Naturalist organizations.

Per Schmidt, "While the Dripping Springs community is the biggest beneficiary of this gift, through the contemplated Use Agreement, the Capital Area Boy Scouts will be able to provide seasonal Boy Scout programs for generations to come. It's exciting to think about the many community connections and improved quality of life experiences the park will serve as catalyst for."

The land is not open to the public at this time. The next step is for the City to facilitate the creation of a master park plan. Schmidt says, “We’re looking forward to these next steps. We’ll be working with stakeholders, community members, and outside firms to ensure that Rathgeber Natural Resource Park will be the best in class and offer much to the Dripping Springs community. This gifted land is a gem and we want to ensure that the master plan protects and manages it to the highest of standards.” According to Schmidt, the plan will be created with the following four guiding principles:

- **Protecting/Improving Water Quality** including all efforts to ensure that the two creeks are kept as pristine as possible as the park is created and used;
- **Nature Education** including educational programming, interpretive signage throughout the park, and a future Natural Resource/Interpretive educational center on site;
- **Conservation** including a long-term land management plan that protects existing flora and fauna, restores disturbed land, and employs on-site dedicated Parks and Community Services staff; and
- **Responsible Outdoor Recreation** including the creation of unobtrusive trails and natural gathering spaces, primitive youth camping & outdoor recreation, and low-impact recreation uses & management/conservation principles so that the parkland is enjoyed through uses that complement the intended goal of a mindful Texas Hill Country nature immersion experience without degradation.

The generous land donation was given by area developer and philanthropist Dick Rathgeber, who believes in the philosophy of giving back to the community. Rathgeber says of the donation, “I’m extremely pleased with the plans that the City of Dripping Springs has for the park because it is about as close to nature as you can get.”

The development of the master plan and the creation of Rathgeber Natural Resource Park will take 2-4 years to complete. Partial funding is expected to come from the Hays County Parks and Open Spaces \$75 Million Bond that was approved by Hays County voters in the last election.

For any questions, please contact communications@cityofdrippingsprings.com or call 512-858-4725.

Sports & Recreation Park

Light project being submitted to International Dark Sky Association for review and certification.

Veterans Memorial Park & Triangle

Nothing to report.

COMMUNITY SERVICES

Community Events & Programs – Submitted by: *Maggie Martin, Programs and Events Specialist*



Bird City:

The Bird City application has been completed and submitted for review! Thank you to all the contributors in this successful application! We hope to hear back from the review committee in early January for designation!

Its Time Texas:

This year for It's Time Texas we are so excited to bring the spirit in house! The CODS employees will be working together to train weekly for a DS 5K in February! We will log our points along the way using the new app provided by ITT. We will train virtually and in person (socially distanced) and the 5k will be socially distanced in an outdoor setting. If you are interested in participating email me at mmartin@cityofdrippingsprings.com to sign up!

Keep Dripping Springs Beautiful:

December 22nd, we hosted the Holiday Community Clean Up! We had 25 volunteers come to pick up trash along Highway 290. The volunteers were CODS employees, Chamber employees, kids, school groups and families! We were thrilled to pick up almost 200 pounds of trash. A huge thank you to our community for supporting Keep Dripping Springs Beautiful!



Community Services - Volunteer Program:

Girl Scout Silver- Award contender, Autumn Pape, has finished the Charro Ranch Park restoration project! Her work included: fixing all structural and cosmetic issues, refinishing the exterior, and updating information to make it more inclusive to visitors with language barriers or impairments. The goal of the project was to add lasting value to our parks, which she has met, and the new structure will be appreciated by park visitors for the foreseeable future. Her donated work hours and creative contributions were recognized with a certificate of appreciation on behalf of the Parks and Community Services Department!



Event – Christmas on Mercer:



Christmas on Mercer was a huge win in 2020! We were successfully able to hold the event downtown with half of the normal submission of vendor booths permitted and Covid-19 safety precautions were vetted and employed. The event was well received by the community and businesses were grateful for the opportunity to participate yet again in Christmas on Mercer. As has been the case since inception, the Lions Club is the primary partner with the city in the event and serves as the lead. Over the years the City's Parks and Community Services and

Maintenance departments have been tasked with serving as the City's primary logistics and City-wide event coordinators. This year, the City's Communications Director supported and produced all the event's marketing materials, logos and press releases.



Banner Requests & Co-Sponsorships:

- Christmas On Mercer CoDS 12/1/2020 to 12/7/2020
- Buy Local, Chamber of Commerce 12/1/2020 to 12/7/2020
- Shop Local, CoDS 12/1/2020 to 12/31/2020

Farmers Market – Submitted by: *Laurel Robertson, Market Manager*



On December 9, 2020 Laurel Robertson, Dripping Springs Farmers Market Manager was awarded Texas Recreation and Park Societies' Part-time Employee of the Year Award. She was selected from a group of her Central Texas regional peers and honored for her commitment during the pandemic which shepherded the market's recognition and designation as an essential City service. Other notable contributions include managing the "business" of the market to produce a positive balance in their coughers as well as record attendance with very few markets missed. Awareness and popularity of the market continues to grow monthly.

Marketing, Website, Social Media, Branding & Communications

The PCS department continues to expand their website pages to encompass the resource as a tool to provide the full scope of services within the department's span of responsibility. Currently, the "Community Services" aspect of the department is lacking in web presence and ease of service access. Staff is in the process of creating an easier application process and information dissemination platform.

- Road closure requests
- Itinerant Vendor Permits
- Event Permit for events held on city property and events held within City Limits
- Co-Sponsorship Requests and banners at the triangle requests
- Filming Permit (which tend to be last minute in nature – less than 48hrs notice)

December 2020 Farmers Market Report

December's weather was unusually mild and warm, which made for increased attendance of both vendors and shoppers at the Farmers Market. Average number of booths per week was almost 40, and number of shoppers (while uncounted) was definitely above seasonal averages.

As in other years, the Market shared the Triangle with the City's 40-foot Christmas Tree and other seasonal decorations – welcome sparkle for our Holiday Markets. Unlike in other years, Frosty's Christmas Trees didn't set up on the west end of the Triangle, which left extra parking for the increased number of shoppers this season. A COVID testing trailer is currently setting up on that corner the Triangle, but its Thursday through Sunday schedule doesn't affect market operations.

The new online booth reservation fee is proving increasingly effective, with vendor participation in it improving over the month (especially after Manager Robertson sent a few vendors home for showing up without a reservation!) Currently she is working on moving the 2021 Vendor Application online, as a fillable form.

In December, the City provided Manager Robertson with a cell phone for the Farmers Market. She will now conduct all market-related calls over the new market phone: # 512-750-5942.

Laurel was honored by the Texas Recreation and Parks Services with an award for Best Part-time Parks Employee for 2020. City officials and a representative from TRAPS presented her with a carved stone award at the December 9th market.

Submitted Dec 28, 2020
Laurel Robertson, Market Manager

City of Dripping Springs Farmers Market
Income Statement
For the Three Months Ending December 31, 2020

Item 6.

	Current Month Actual	Current Month Budget	Year to Date Actual	Year to Date Budget
Revenues				
Market Events	\$ 0.00	\$ 25.00	\$ 0.00	\$ 75.00
FM Sponsor	50.00	83.33	50.00	249.99
Grant Income	0.00	83.33	0.00	249.99
FM Booth	3,605.00	2,058.17	11,320.00	6,174.51
FM App Fee	315.00	123.50	690.00	370.50
Interest Income	42.55	37.44	119.99	112.32
Other Income	282.75	0.00	282.75	0.00
FM Donations	20.00	0.00	20.00	0.00
Total Revenues	<u>4,315.30</u>	<u>2,410.77</u>	<u>12,482.74</u>	<u>7,232.31</u>
Expenses				
Advertising Expense	206.00	416.67	606.00	1,250.01
FM Manager	5,039.25	0.00	6,952.28	0.00
Bank Charges	24.53	0.00	72.37	0.00
Market Events	0.00	41.67	0.00	125.01
Entertainment and Activities	100.00	83.33	100.00	249.99
Training	0.00	16.67	0.00	50.01
Payroll Tax Expense	785.50	200.15	964.98	600.45
Retirement Expense	381.55	0.00	451.93	0.00
Dues Fees and Subscriptions	0.00	16.67	0.00	50.01
Office Expense	25.00	16.67	25.00	50.01
Supplies Expense	117.90	33.33	117.90	99.99
Other Expense	0.00	8.33	0.00	24.99
Total Expenses	<u>6,679.73</u>	<u>833.49</u>	<u>9,290.46</u>	<u>2,500.47</u>
Net Income	\$ <u>(2,364.43)</u>	\$ <u>1,577.28</u>	\$ <u>3,192.28</u>	\$ <u>4,731.84</u>



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

Submitted By: Laurel Robertson, Farmers Market Manager

Farmers Market Board January 21, 2021

Meeting Date:

Agenda Item Wording: Discuss and consider Return on Investment (ROI) of Outlook article submissions and their continuation.

Agenda Item Requestor: Laurel Robertson

Summary/Background: Since late 2018, the Farmers Market has purchased advertising in the form of a 300-word article in the Dripping Springs Outlook. For much of 2019, Board member Sara Gates authored the articles; previous to that, and subsequently during all of 2020, Market Manager Laurel Robertson wrote the monthly articles.

Cost to run the articles is \$200/month, plus staff time for writing (~ 2 hours). Question: does this expenditure offer a good ROI of our advertising/Market Budget dollars and staff time?

Social media is a much more effective marketing tool than print media and much more efficient use of staff time and resources. A budget amendment will need to be presented reflecting the change (if approved). A better use of the \$2400 would be to allocate those funds from marketing to the staffing line item effectively covering half the expense of a part-time Market Assistant position. The budget amendment reflecting the proposed change as well as adjusting the projected booth & program revenues will be presented to the FM board at its 2.19.2021 meeting for approval.

Staff Recommendation: Move to approve the discontinuation of the monthly Outlook Article, reallocate funds to staff line item and support staff working with Communications Director, Lisa Sullivan to formulate a free seasonal social media marketing campaign in its place.

Attachments: December's Outlook article (as published)

Next Steps/Schedule:

1. Get with Communications Director to create a Farmers Market social media campaign.
2. Create budget amendment to reflect reallocation of funds for new Market Assistant position to be presented at 2.18.2021 FMB meeting for approval. Budget amendment will also reflect projected revenue from Friends of Farmers Market Program.

Have a handmade, hometown holiday

by Laurel Robertson



This year, most of us will be celebrating a smaller, more intimate Christmas at home. You can transform that into a truly homegrown holiday with local foods and gifts you'll find at the Dripping Springs Farmers Market. In December, our market is chock full of local artisans and cooks offering unique products that will bring a smile

to those who appreciate high quality, handmade, and homegrown.

From handmade toys to the main entree for the family feast, you'll find things on your Christmas list – and some you never thought of! How about a bottle of fine local wine as a hostess gift, a beautiful succulent arrangement for an older relative, a real homemade pie for holiday dessert, or even a leg of lamb as a new holiday meal tradition? What child wouldn't delight to find straws of local honey in their stocking on Christmas morning?

Bakers abound at market this time of year, with scrumptious handmade cookies, cakes, pies, biscotti, fruit breads, sweet rolls, croissants, nut bars, macarons, crusty sourdough and seeded loaf breads – even cheese puffs and gluten-free treats. If you've a mind to make your own holiday baked goods, you'll find locally ground flours and fresh-shelled Texas pecans to make your efforts the highest quality.

There is no limit to the imagination and scope of our local crafters. You'll find booths full of native plant wreaths, local goatmilk soaps, herbal body butters and scrubs, pecanwood cutting boards, handspun and handknitted wool goods, handcrafted jewelry (both

Dripping Springs Outlook

fine and rustic), non-toxic soy candles, imaginative children's toys, unique tree ornaments, and more to inspire your gift-giving.

Homegrown and homemade foods are, of course, the heart of a Farmers Market. Choose from hundreds of consumable gifts, sure to please those who like to simplify their lives: gourmet nut mixes, homemade jellies, smoked cheeses and meats, handmade tamales, raw dog treats, gourmet sauces, custom tea mixes and much more.

Shop creatively and safely in the open air at the Farmers Market, enjoy live music, great ready-to-eat food, and plenty of social distancing. Don't forget – we require masks for everyone's safety!

The Dripping Springs Farmers Market is owned and operated by the City of Dripping Springs and held every Wednesday from 3-6pm at the Triangle (Hwy 290 and RR 12). Contact us at 512-858-4725 or farmersmarket@cityofdrippingsprings.com. Keep up with us on Facebook (Dripping Springs Farmers Market – Official) and through our weekly newsletter (signup at <http://www.cityofdrippingsprings.com/page/fm.home>).



Wednesdays
3 – 6pm
The Triangle
 (Hwy 290 / RR12 / Mercer)
512 858-4725
 / DSFarmersMarket 



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

Submitted By: Kelly Schmidt, Parks and Community Services Director

Farmers Market Board Meeting Date: January 21, 2021

Agenda Item Wording: Discuss and Consider recommendation of the creation of a Part-time Farmers Market Assistant Position

Agenda Item Requestor: Laurel Robertson

Summary/Background: For the past two years staff has been challenged with consistent staffing coverage of the weekly Dripping Springs Farmers Market in addition to the Farmers Market Manager. Even with the supplemental assistance from the Parks and Community Services Events & Programs Coordinator, there remains to be a need of additional staff solely dedicated to the operations and “day of” logistics of the Farmers Market.

While the PCS Events and Programs Coordinator has been fulfilling the role and helping with Farmers Market, their assistance will cease as of the end of March.

Current & Proposed Positions	Hours worked annually for Weekly Farmers Market Event 234hrs “Market Open” 1248 (Current Staff hrs) 1768 (Proposed Staff hrs)	Annual Compensation (Includes employment taxes)
Farmers Market Manager	1248hrs (annually)	\$33,443
Farmers Market Assistant	520hrs (annually)	\$8,439.6

Staff Recommendation: Staff recommends part-time Market Assistant position approval.

Attachments: Dripping Springs Farmers Market Assistant draft job description

Next Steps/Schedule: Place on City Council 2.9.2021 agenda for consideration.



FARMERS MARKET ASSISTANT

Part-Time

A. GENERAL PURPOSE

The Farmers Market Assistant's general purpose is to assist the Farmers Market Manager and cover Farmers Market duties when the Farmers Market Manager is unavailable. This position is also charged with providing administrative assistance to the Farmers Market Manager and work at the Farmers Market each Wednesday afternoon.

B. ESSENTIAL DUTIES AND RESPONSIBILITIES

1. Provides administrative assistance to the Farmers Market Manager.
2. Assists with setting up Farmers Market including setting out signs, checking needed equipment, maintaining inventory of printed materials.
3. Staffs Farmers Market including greeting shoppers, answering questions, monitoring parking lot, and assisting vendors.
4. Closes Farmers Market including clearing area, collecting rented items, loading market supplies, and monitoring vendors.
5. Attends and assists at Farmers Market Board meetings.
6. Assists with creation of marketing materials, social media, and website content.
7. Other duties as assigned.

C. SUPERVISION RECEIVED

Under the supervision of the Farmers Market Manager and Parks and Community Services Director.

D. EDUCATION, EXPERIENCE, AND CERTIFICATIONS

1. Strong organization, communication, and public relations required.
2. Ability to establish and maintain effective working relationships with City employees, City officials, vendors, and general public.
3. Ability to handle and maintain confidential and sensitive information while maintaining confidentiality.
4. Ability to communicate effectively orally and in writing.
5. Ability to work independently and exercise good judgment.
6. Experience in customer service.
7. Proficient in marketing via social media platform channels, in various software systems (Microsoft Office) to promote the Farmers Market.
- 8.

E. TOOLS AND EQUIPMENT USED

Point of Sale and Recreation Program Registration computer software system (Activenet), Microsoft Office, water safety equipment, calculator, tents, basic cleaning equipment, and farmers market equipment.

F. SPECIAL REQUIREMENTS

1. A valid state driver's license.
2. While performing the duties of this job, the employee is frequently required to sit, communicate, use hands; and reach with hands and arms.
3. The employee must occasionally carry, lift, hold, push and/or pull up to 50 pounds of office supplies, files, equipment and furniture.
4. Must have reliable transportation.

G. WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to perform the essential functions if needed. The employee regularly works in outside weather conditions; works in both indoor and outdoor environments; and has exposure to extreme weather conditions.

H. WORK HOURS

The Farmers Market Assistant position will have hours primarily on Wednesdays and Thursdays to assist with the Farmers Market but may also be assigned additional hours based on the needs of the Farmers Market. This position is also expected to attend Farmers Market Board meetings. This position is part-time, non-exempt and eligible for overtime pursuant to the needs of the City, if the employee works more than forty (40) hours in a seven (7) day work period, and at the direction of the Farmers Market Manager and Parks and Community Services Director. Any overtime hours performed must be preapproved by the Farmers Market Manager or Parks and Community Services.

I. SALARY

Salary is commensurate with the position. Pay days will be the days as listed in the current CITY OF DRIPPING SPRINGS PERSONNEL MANUAL.

J. BENEFITS

Benefits shall be in accordance with those outlined in the "CITY OF DRIPPING SPRINGS PERSONNEL MANUAL", as may be modified by the employee's offer letter and subsequent revisions to the Manual.

K. EQUAL OPPORTUNITY EMPLOYER

The City's employment decisions are made without regard to race, color, religion, sex, age, national origin, sexual orientation, handicap, or marital status. Discrimination or harassment against any person in recruitment, examination, appointment, training, promotion, discipline, or any other aspect of personnel administration because of political or religious opinions or affiliations, membership or non-membership in employee organizations, or

because of race, color, national origin, age, disability, veteran status, sex, or marital status is prohibited. If you would like to arrange for accommodations, we encourage you to contact Michelle Fischer at (512) 858-4725.

Please note: *This Position Description is not a contract, and shall not be construed to alter an employee's at-will relationship. The terms and conditions of any employee's position with the City may be altered by the City Council at any time. To the extent reasonably possible, this Job Description, the Personnel Manual, and the employee's Offer Letter shall be read together in harmony. If there are conflicts between this Position Description, the Personnel Manual, and the employee's Offer Letter, the most specific term or condition of employment shall govern.*

Dripping Springs Farmer's Market FY21 Budget Worksheet

	Budget FY20	2020 Actual to Date*	Budget FY21
Balance Forward^	37,942.32	35,190.48	34,519.84
Revenues			
FM Sponsor	2,000.00		1,000.00
Grant & Donations Income	1,000.00		1,000.00
FM Booth^^	26,000.00	12,349.00	24,698.00
FM App Fee^^	4,000.00	741.00	1,482.00
Interest Income^^	569.73	224.61	449.22
Market Events**	400.00		300.00
Total Revenues	33,969.73	13,314.61	63,449.06
Expenses			
Advertising Expense	5,000.00	1,406.09	5,000.00
FM Manager ⁺	29,900.00	12,122.29	29,278.08
Payroll Tax Expense ⁺	2,449.35	1,095.53	2,401.77
TMRS Contribution			1,762.54
Entertainment and Activities	1,000.00	525.00	1,000.00
Dues and Subscriptions Exp	200.00	75.00	200.00
Market Events**	500.00		500.00
Training	200.00		200.00
Office Expense	200.00	202.90	200.00
Supplies Expense	400.00	265.04	400.00
Other Expense	100.00	-2,041.92	100.00
Capital Fund	31,962.70		22,406.67
Total Expenses	71,912.05	13,649.93	63,449.06

Total Bal Fwd	0.00	34,855.16	0.00
----------------------	------	-----------	------

* As of Apr 15th, 2020 (6 months)

** Includes Tomato Time!

^ Estimated for the FY21 budget, based on current Bal Fwd

^^ Prorated based on the current Actuals for the FY21 budget

⁺ Based on 24 hrs/week at \$23.46/hr