



## **Farmers Market Committee Special Meeting**

*Dripping Springs City Hall*

*511 Mercer Street – Dripping Springs, Texas*

*Thursday, August 28, 2025, at 10:00 AM*

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### **AGENDA**

#### **CALL TO ORDER AND ROLL CALL**

##### **Committee Members**

Gouri Johannsen, Chair  
Marianne Simmons, Vice Chair  
Frankie Bayne  
Nikki Dahlin  
Erika Fritz  
Janet Musgrove  
Sherrie Parks  
Taline Manassian  
Claudia Oney

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

Parks & Community Services Director Andy Binz  
Farmers Market Manager Charlie Reed  
Community Events Coordinator Johnna Krantz  
Deputy City Attorney Aniz Alani

#### **VENDOR APPLICATIONS**

- 1. Discuss and consider possible action regarding Farmers Market Vendor Applications.**
- 2. Discuss and consider possible action on updated labels compliant with Cottage Law, submitted by Adam Rubenstein with Drippin' Delights.**

#### **REPORTS**

- 3. Farmers Market Manager's Monthly Report**  
*Charlie Reed, Farmers Market Manager*
- 4. Farmers Market Budget Report on Revenues and Expenses, including revenues transferred from CivicRec through June.**

#### **UPCOMING MEETINGS**

##### **Farmers Market Committee Meetings**

September 18, 2025, @ 10:00 a.m.  
October 16, 2025, @ 10:00 a.m.  
November 20, 2025, @ 10:00 a.m.

**City Council Meetings**

September 2, 2025, @ 6:00 p.m.

September 16, 2025, @ 6:00 p.m.

October 7, 2025, @ 6:00 p.m.

October 21, 2025, @ 6:00 p.m.

**ADJOURN**

*This facility is wheelchair accessible. Accessible parking spaces are available. Requests for auxiliary aids and services must be made 48 hours prior to this meeting by calling (512) 858-4725.*

# Banana Bread

## Drippin' Delites

797 Arrowhead Ranch Blvd., Dripping Springs, TX 78620

## Ingredients:

Butter, bananas, eggs, vanilla extract, flour, sugar, baking soda, chocolate chips or blueberries

This food is made in a home kitchen and is not inspected by the Department of State Health Services or a local health department.

May contain: EGGS, MILK, WHEAT, PEANUTS, NUTS, SOY

Safe Handling: Keep refrigerated. Eat within 3 days.

Made on: September 3, 2025

Batch #: BB0925

# Goosey Fudgy Brownie

## Drippin' Delites

797 Arrowhead Ranch Blvd., Dripping Springs, TX 78620

## Ingredients:

Butter, sugar, cocoa powder, vanilla extract, eggs, flour, chocolate chips

This food is made in a home kitchen and is not inspected by the Department of State Health Services or a local health department.

May contain: EGGS, MILK, WHEAT, PEANUTS, NUTS, SOY

Safe Handling: Keep refrigerated. Eat within 3 days.

Made on: September 3, 2025

Batch #: GF0925

# Blondies

## Drippin' Delites

797 Arrowhead Ranch Blvd., Dripping Springs, TX 78620

### Ingredients:

Flour, baking powder, brown sugar, butter, eggs, vanilla, cream cheese, powdered sugar

This food is made in a home kitchen and is not inspected by the Department of State Health Services or a local health department.

May contain: EGGS, MILK, WHEAT, PEANUTS, NUTS, SOY

Safe Handling: Keep refrigerated. Eat within 3 days.

Made on: September 3, 2025

Batch #: BL0925

# Farmers Market Manager Report for 8/28/2025 Meeting

by Charlie Reed

## Last Month's Market News:

- Averaged **43** vendors/market; first August above 40
- **341** customers/market
- Total sales per market: **\$22,851**
- Average per vendor: **\$566**

## Social Media:

- Instagram followers: 5,827 (+89)
- Facebook followers: 8,180 (+66)
- Newsletter subscribers: 2,348 (-8; purged inactives)

## Market Happenings:

- Everything is running smoothly. Thank you to everyone who stepped in while Johnna and I were away and enabled us to have a wonderful vacation.
- The market purchased a hand-crafted pen made by Jimmy Tolly for Michael, the intern who was beyond helpful this summer.

## Numbers: Shooting for a Million

Through August 13th, vendors have made \$922.595 in sales. With 6 markets remaining in FY2025, we need to average \$12.901 in sales to break a million.

### Yearly total sales (markets counted) (avg \$ per market):

2025: \$922.595 (44) (\$20,968)  
 2024: \$878,170 (51) (\$17,219)  
 2023: \$806,249 (51) (\$15,809)  
 2022: \$807,908 (44) (\$18,362)  
 2021: \$177,839 (13) (\$13,680) *Only counted July-September*

**Vendor Attendance:** Customers remain happy with the AC situation and afternoon hours, and vendor attendance reflects that, especially in June. A lot of vendors are taking vacations, though we seem to have lost a few of our soap/body product vendors in July.

### Vendor Attendance – June/July/August/September by year:

2025 (p.m.): 46/40/43/**tk**  
 2024 (a.m.): 39/38/39/40  
 2023 (a.m.): 43/39/31/33  
 2022 (p.m. and a.m.): 46/40/35/41

**DSRP Facility Fee:** Vendors have been paying an added fee for use of the DSRP Event Room with a goal of \$5,000 by September 30<sup>th</sup>. The total through August 19<sup>th</sup> is \$4,891.87. The fee will be eliminated in September.

**Numbers...**

<b>July, 2025</b>	
GL Code/ Desc	GL Net
201-403-43005: FARMERSMARKET- Vendor Booths	\$6,021.29
201-403-43006: FARMERSMARKET- Vendor Application	\$90.00
201-403-43035: FARMERSMARKET- 2023 Membership Fee	\$20.00
201-403-46005: FARMERSMARKET- Merchandise	\$20.00
Totals for GL Codes	\$6,151.29

<b>FY2025</b>	
GL Code/ Desc	GL Net
201-403-43005: FARMERSMARKET- Vendor Booths	\$54,044.00
201-403-43006: FARMERSMARKET- Vendor Application	\$900.00
201-403-43035: FARMERSMARKET- 2023 Membership Fee	\$1,580.00
201-403-44000: FARMERSMARKET- Sponsorships	\$825.00
201-403-46005: FARMERSMARKET- Merchandise	\$293.00
Totals for GL Codes	\$57,642.00

<b>Totals and Averages by Month (FY'25)</b>													
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	FY '25
# Markets	5	4	3	4	4	4	5	4	4	5	2		44
# Markets Counted	5	4	3	4	4	4	5	4	4	5	2		44
Vendors	222	174	137	103	140	174	233	177	183	213	83		1839
Vendors Reporting	214	167	134	103	136	168	227	165	175	202	80		1771
Total Sales	\$109,819	\$80,119	\$64,640	\$53,697	\$61,672	\$81,170	\$120,549	\$96,230	\$95,234	\$114,257	\$45,208		\$922,595
Avg. per Market	\$21,964	\$20,030	\$21,547	\$13,424	\$15,418	\$20,293	\$24,110	\$24,058	\$23,809	\$22,851	\$22,604	#DIV/0!	\$20,968
Average per Vendor	\$513.17	\$479.75	\$482.39	\$521.33	\$453.47	\$483.15	\$531.05	\$583.21	\$544.19	\$565.63	\$565.10	#DIV/0!	\$520.95
Vendors per Market	44	44	46	26	35	44	47	44	46	43	42	#DIV/0!	42
Customers	2525	1875	1150	1225	1360	1950	2775	2200	1625	1705	700		19,090
Per Market	505	469	383	306	340	488	555	550	406	341	350	#DIV/0!	434
Sales per Customer	\$43.49	\$42.73	\$56.21	\$43.83	\$45.35	\$41.63	\$43.44	\$43.74	\$58.61	\$67.01	\$64.58	#DIV/0!	\$48.33



		Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
Fund: 201 - Dripping Springs Farmers Market							
Revenue							
Department: 403 - Farmers Market							
<a href="#">201-403-43005</a>	Booth Rental Fees	66,000.00	66,000.00	0.00	45,224.03	-20,775.97	31.48 %
<a href="#">201-403-43006</a>	Application Fees	1,400.00	1,400.00	0.00	810.00	-590.00	42.14 %
<a href="#">201-403-43035</a>	Membership Fee	2,200.00	2,200.00	0.00	1,480.00	-720.00	32.73 %
<a href="#">201-403-43049</a>	Farmers Market Facility Fee	0.00	0.00	0.00	1,740.28	1,740.28	0.00 %
<a href="#">201-403-44000</a>	Sponsorships & Donations	1,000.00	1,000.00	0.00	425.00	-575.00	57.50 %
<a href="#">201-403-46002</a>	Interest	1,800.00	1,800.00	0.00	1,459.87	-340.13	18.90 %
<a href="#">201-403-46004</a>	Grant Revenues	1,000.00	1,000.00	0.00	0.00	-1,000.00	100.00 %
<a href="#">201-403-46005</a>	Market Events/Merchandise	400.00	400.00	0.00	315.80	-84.20	21.05 %
<a href="#">201-403-47007</a>	Transfer from General Fund	16,542.01	16,542.01	0.00	0.00	-16,542.01	100.00 %
Department: 403 - Farmers Market Total:		90,342.01	90,342.01	0.00	51,454.98	-38,887.03	43.04%
Revenue Total:		90,342.01	90,342.01	0.00	51,454.98	-38,887.03	43.04%
Expense							
Department: 403 - Farmers Market							
<a href="#">201-403-60000</a>	Regular Employees	60,468.30	60,468.30	2,288.52	52,926.99	7,541.31	12.47 %
<a href="#">201-403-61000</a>	Health Insurance	7,057.78	7,057.78	255.17	5,868.60	1,189.18	16.85 %
<a href="#">201-403-61001</a>	Dental Insurance	0.00	0.00	16.85	387.55	-387.55	0.00 %
<a href="#">201-403-61002</a>	Medicare	0.00	0.00	33.09	765.29	-765.29	0.00 %
<a href="#">201-403-61003</a>	Social Security	0.00	0.00	141.51	3,272.77	-3,272.77	0.00 %
<a href="#">201-403-61004</a>	Unemployment	0.00	0.00	0.00	144.01	-144.01	0.00 %
<a href="#">201-403-61005</a>	Federal Withholding	4,877.83	4,877.83	0.00	0.00	4,877.83	100.00 %
<a href="#">201-403-61006</a>	TMRS	3,508.67	3,508.67	132.05	3,078.08	430.59	12.27 %
<a href="#">201-403-63004</a>	Dues, Fees & Subscriptions	200.00	200.00	0.00	0.00	200.00	100.00 %
<a href="#">201-403-63005</a>	Training/Continuing Education	100.00	100.00	0.00	185.00	-85.00	-85.00 %
<a href="#">201-403-63023</a>	General Maintenance	2,200.00	2,200.00	0.00	0.00	2,200.00	100.00 %
<a href="#">201-403-64000</a>	Office Supplies	200.00	200.00	0.00	32.48	167.52	83.76 %
<a href="#">201-403-64019</a>	Market Supplies	0.00	0.00	0.00	148.00	-148.00	0.00 %
<a href="#">201-403-65000</a>	Network/Phone	200.00	200.00	0.00	209.40	-9.40	-4.70 %
<a href="#">201-403-66001</a>	Advertising	4,700.00	4,700.00	0.00	685.93	4,014.07	85.41 %
<a href="#">201-403-66010</a>	Events, Entertainment & Activities	5,000.00	5,000.00	100.00	3,520.00	1,480.00	29.60 %
<a href="#">201-403-70002</a>	Contingencies/Emergency Fund	500.00	500.00	0.00	0.00	500.00	100.00 %
Department: 403 - Farmers Market Total:		89,012.58	89,012.58	2,967.19	71,224.10	17,788.48	19.98%
Expense Total:		89,012.58	89,012.58	2,967.19	71,224.10	17,788.48	19.98%
Fund: 201 - Dripping Springs Farmers Market Surplus (Deficit):		1,329.43	1,329.43	-2,967.19	-19,769.12	-21,098.55	1,587.04%
Report Surplus (Deficit):		1,329.43	1,329.43	-2,967.19	-19,769.12	-21,098.55	1,587.04%



Group Summary

Department	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
Fund: 201 - Dripping Springs Farmers Market						
Revenue						
403 - Farmers Market	90,342.01	90,342.01	0.00	51,454.98	-38,887.03	43.04%
Revenue Total:	90,342.01	90,342.01	0.00	51,454.98	-38,887.03	43.04%
Expense						
403 - Farmers Market	89,012.58	89,012.58	2,967.19	71,224.10	17,788.48	19.98%
Expense Total:	89,012.58	89,012.58	2,967.19	71,224.10	17,788.48	19.98%
Fund: 201 - Dripping Springs Farmers Market Surplus (Deficit):	1,329.43	1,329.43	-2,967.19	-19,769.12	-21,098.55	1,587.04%
Report Surplus (Deficit):	1,329.43	1,329.43	-2,967.19	-19,769.12	-21,098.55	1,587.04%

Fund Summary

Fund	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)
201 - Dripping Springs Farmers Market	1,329.43	1,329.43	-2,967.19	-19,769.12	-21,098.55
Report Surplus (Deficit):	1,329.43	1,329.43	-2,967.19	-19,769.12	-21,098.55