



## **Farmers Market Committee Regular Meeting**

*Dripping Springs City Hall*

*511 Mercer Street – Dripping Springs, Texas*

*Thursday, December 18, 2025, at 10:00 AM*

---

### **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. Discussion and possible action regarding Farmers Market Vendor Applications.**

#### **REPORTS**

- 2. Review, discussion, and possible action on the minutes of the November 20, 2025 Farmers Market Committee meeting.**
- 3. Farmers Market Manager's Monthly Report**  
*Charlie Reed, Farmers Market Manager*

#### **BUSINESS AGENDA**

- 4. Discussion and possible action to approve changing the January 2026 meeting date from January 15th to January 22nd.**

## UPCOMING MEETINGS

### **Farmers Market Committee Meetings**

January 15, 2026, at 10:00 a.m.

February 19, 2026, at 10:00 a.m.

March 19, 2026, at 10:00 a.m.

April 16, 2026, at 10:00 a.m.

### **City Council Meetings**

January 6, 2026, at 6:00 p.m.

January 20, 2026, at 6:00 p.m.

February 3, 2026, at 6:00 p.m.

February 17, 2026, at 6:00 p.m.

March 3, 2026, at 6:00 p.m.

## ADJOURN

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



# FARMERS MARKET COMMITTEE

## REGULAR MEETING

City of Dripping Springs

Dripping Springs City Hall

511 Mercer St., Dripping Springs, TX

Thursday, November 20, 2025, at 10:00 AM

## MINUTES

**CALL TO ORDER AND ROLL CALL - Called to order at 10:04 AM**

**Committee Members**

Gouri Johannsen, Chair

Marianne Simmons, Vice Chair

Frankie Bayne (**Arrived at 10:09am**)

Nikki Dahlin

Erika Fritz

Janet Musgrove

Sherrie Parks (**absent**)

Taline Manassian (**absent**)

Claudia Oney

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

Parks & Community Services Director Andy Binz (**absent**)

Farmers Market Manager Charlie Reed

Community Events Coordinator Johnna Krantz (**absent**)

Deputy City Attorney Aniz Alani (**absent**)

## VENDOR APPLICATIONS

- 1. Discuss and consider possible action regarding Farmers Market Vendor Texan Grandma, Applicant Diane Thompson.**

*Erika motioned to approve; Claudia seconded; VOTE: unanimous*

- 2. Discuss and consider possible action regarding Farmers Market Vendor Maker's Memory, Applicant Durga Halaharvi.**

*Marianne motioned to approve; Nikki seconded; VOTE: unanimous*

## REPORTS

### 3. Farmers Market Manager's Monthly Report

*Charlie Reed, Farmers Market Manager*

- *Need another beef vendor*
- *Need a pork vendor - Maybe Elder Hill Farms?*
- *Maybe use Sustainable Food center rules?*
- 
- *Market was trending down now trending up - maybe out of the dip?*
- 

### BUSINESS AGENDA

### 3. Discuss and consider approval of the 2026 Farmers Market Committee meeting

#### Calendar.

*Erika motioned to approve; Janet seconded; VOTE: unanimous*

- - -

- *Need to get ahold of the contact info for the community directors for:*
  - *Headwaters*
  - *Caliterra*
  - *Belterra*
  - *Founders Ridge*
  - *The Local*
  - *High Point*
  - *Talked to Stephanie = boosted post on Instagram and Facebook*
- *Magazines = PEC, Wimberly/Driftwood/Dripping Springs, etc.*
- *Triangle Banners - seasonal banners?*
- *Lauren with the Wimberley View and Dripping Springs Century at Texas Local Media = [sales@wimberleyview.com](mailto:sales@wimberleyview.com)*
- *Wimberley Radio station?*
- *TXST San Marcos Student radio?*

### 4. Discuss and consider approval of a Farmers Market display for the Trail of Lights

#### at Dripping Springs Ranch Park.

- *Not doing it - next year*

### EXECUTIVE SESSION

*The Farmers Market Association Board for the City of Dripping Springs has the right to adjourn into executive session at any time during the course of this meeting to discuss any matter as authorized by Texas Government Code Sections 551.071 (Consultation with Attorney), 551.072*

*(Deliberations about Real Property), 551.073 (Deliberations about Gifts and Donations), 551.074 (Personnel Matters), 551.076 (Deliberations about Security Devices), and 551.086 (Economic Development). The Farmers Market Association Board for the City of Drippings Springs may act upon any item listed in Executive Session in Open Session or move any item from Executive Session to Open Session for action.*

## **UPCOMING MEETINGS**

### **Farmers Market Committee Meetings**

*November 20, 2025, at 10:00 a.m.*

*December 18, 2025, at 10:00 a.m.*

### **City Council Meetings**

*October 21, 2025, at 6:00 p.m.*

*November 4, 2025, at 6:00 p.m.*

*November 18, 2025, at 6:00 p.m.*

*December 2, 2025, at 6:00 p.m.*

*December 16, 2025, at 6:00 p.m.*

## **ADJOURN - 11:42 AM**

*Claudia moved to adjourn; Janet seconded; VOTE: unanimous.*

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

# Farmers Market Manager Report for 12/18/2025 Meeting

by Charlie Reed

## Last Month's Market News:

- Averaged **40** vendors/market (down 4 from October, down 4 from November 2024)
- **294** customers/market
- Total sales per market: **\$18,390** (-\$2,000 from 2024)
- Average per vendor: **\$475** (+27 from October, -\$5 from Nov. 2024)

## Social Media:

- Instagram followers: 6,058 (+44)
- Facebook followers: 8,337 (+20)
- Newsletter subscribers: 2,338 (-2)
  - Only 2 unsubscribes the last month with 20 or so adds, so I'm not sure why this is down.

## Market Happenings:

- Mostly smooth sailing the last month.
- Art market on 11/8 was successful, with 21 vendors and consistent customer flow.
- 12/3 market held outdoors due to several events at Ranch Park.

## Numbers...

GL Code/ Desc	Nov.	FY2026
201-403-43005: FARMERSMARKET- Vendor Booths	\$5,507	\$11,366
201-403-43006: FARMERSMARKET- Vendor Application	\$120	\$150
201-403-44000: FARMERSMARKET- Sponsorships	\$100	\$175
201-403-46005: FARMERSMARKET- Merchandise	\$25	\$35
Totals for GL Codes	\$5,752	\$11,726

Totals and Averages by Month (FY'26)													
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	FY '25
# Markets	5	4											9
# Markets Counted	5	4											9
Vendors	234	161											395
Vendors Reporting	221	155											376
Total Sales	\$98,985	\$73,559											\$172,544
Avg. per Market	\$19,797	\$18,390	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$19,172
Average per Vendor	\$447.90	\$474.57	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$458.89
Vendors per Market	47	40	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	44
Customers	1490	1175											2,665
Per Market	298	294	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	296
Sales per Customer	\$66.43	\$62.60	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$64.74

DSFM Sales Data							
Market Date	11.05	11.12	11.19	11.26	Y-Total	Y-Avg	Share
Market	1	1	1	1	9		
Market Counted	1	1	1	1	9		
Vendors	44	42	46	29	395	44	
Vendors Reporting	42	41	43	29	376	42	101%
Total Sales	16,759.00	23,096.00	22,995.00	10,709.00	172,544	19,172	100%
Average per Vendor	399.02	563.32	534.77	369.28	458.89		
<b>Farmers</b>	1,809.00	2,869.00	2,417.00	1,760.00	20,033	2,226	<b>11.61%</b>
#V	3.0	6.0	6.0	3.0	42.0	4.7	<b>11.17%</b>
Sales/V	603.00	478.17	402.83	586.67	477		
<b>Ranchers</b>	5,233.00	5,296.00	6,918.00	667.00	44,941	4,993	<b>26.05%</b>
#V	8.0	5.0	6.0	3.0	60.0	6.7	<b>15.96%</b>
Sales/V	654.13	1,059.20	1,153.00	222.33	749		
<b>Crafts</b>	544.00	1,920.00	1,495.00	637.00	11,979	1,331	<b>6.94%</b>
#V	5.0	6.0	7.0	6.0	63.0	7.0	<b>16.76%</b>
Sales/V	108.80	320.00	213.57	106.17	190		
<b>Foods - Bake/Bev/VA/Pet</b>	9,173	13,011	12,165	7,645	95,591	10,621	<b>55.40%</b>
#V	26.0	24.0	24.0	17.0	213.0	23.7	<b>56.65%</b>
Sales/V	352.81	542.13	506.88	449.71	449		
<b>Baker</b>	2,489.00	2,997.00	2,505.00	2,190.00	24,318	2,702	<b>14.09%</b>
#V	7.0	7.0	7.0	5.0	62.0	6.9	<b>16.49%</b>
Sales/V	355.57	428.14	357.86	438.00	392		
<b>Beverage</b>	1,431.00	2,428.00	1,895.00	743.00	16,120	1,791	<b>9.34%</b>
#V	5	5	5	3	46	5	<b>12.23%</b>
Sales/V	286.20	485.60	379.00	247.67	350		
<b>Value Add</b>	3,653.00	5,286.00	5,365.00	2,812.00	38,553	4,284	<b>22.34%</b>
#V	13.0	11.0	11.0	8.0	96.0	10.7	<b>25.53%</b>
Sales/V	281.00	480.55	487.73	351.50	402		
<b>Pet</b>	1,600.00	2,300.00	2,400.00	1,900.00	16,600	1,844	<b>9.62%</b>
#V	1	1	1	1	9	1	<b>2.39%</b>
Sales/V	1,600.00	2,300.00	2,400.00	1,900.00	1,844		
<b>Visitors</b>	<b>250</b>	<b>375</b>	<b>350</b>	<b>200</b>	<b>2,665</b>	<b>296</b>	
Sales per Capita	\$67.04	\$61.59	\$65.70	\$53.55	<b>\$64.74</b>		
Temperature	82	82	82	62	<b>744</b>	<b>82.67</b>	
Skies	Sunny	Sunny	Cloudy	Sunny			
Humidity (low=1,med=2,high=3)	1	1	2	1			