



Farmers Market Committee Regular Meeting

City of Dripping Springs City Hall

511 Mercer Street – Dripping Springs, Texas

Thursday, January 15, 2026, at 10:00 AM

AGENDA

CALL TO ORDER AND ROLL CALL

Committee Members

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

Staff, Consultants, & Appointed/Elected Officials

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

VENDOR APPLICATIONS

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

REPORTS

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

UPCOMING MEETINGS

Farmers Market Committee Meetings

February 19, 2026, at 10:00 a.m.
March 19, 2026, at 10:00 a.m.
April 16, 2026, at 10:00 a.m.
May 21, 2026, at 10:00 a.m.
June 18, 2026, at 10:00 a.m.

City Council Meetings

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.
March 17, 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 Manager Report for 1/15/2026 Meeting

by Charlie Reed

Last Month's Market News:

- Averaged **44** vendors/market
- **307** customers/market
- Total sales per market: **\$22,922**
- Average per vendor: **\$525**

Social Media:

- Instagram followers: 6,177 (+119)
- Facebook followers: 8,360 (+23)
- Newsletter subscribers: 2,342 (+4)

Market Happenings:

- Market set new all-time high on 12/17 with \$28,818 in sales. Previous high was 5/28/25 at Nong's final market, and the high before that was also last December before the two-week break.
- The snowball fight on 12/17 was a memorable time. Unfortunately, Alice Langdon, who sold the snowballs, got tendinitis from making too many and will be out until February.
- January 21st market will be held at the Triangle due to Livestock Show at DSRP.

Numbers...

GL Code/Desc	Dec. 2025	FY2026
201-403-43005: FARMERSMARKET- Vendor Booths*	\$4,078.00	\$15,541.00
201-403-43006: FARMERSMARKET- Vendor Application	\$240.00	\$390.00
201-403-44000: FARMERSMARKET- Sponsorships	\$0.00	\$175.00
201-403-46005: FARMERSMARKET- Merchandise	\$140.00	\$175.00
Totals for GL Codes	\$4,458.00	\$16,281.00

Totals and Averages by Month (FY'26)													
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	FY '25
# Markets	5	4	3										12
# Markets Counted	5	4	3										12
Vendors	234	161	132										527
Vendors Reporting	221	155	131										507
Total Sales	\$98,985	\$73,559	\$68,767										\$241,311
Avg. per Market	\$19,797	\$18,390	\$22,922	#DIV/0!	\$20,109								
Average per Vendor	\$447.90	\$474.57	\$524.94	#DIV/0!	\$475.96								
Vendors per Market	47	40	44	#DIV/0!	44								
Customers	1490	1175	920										3,585
Per Market	298	294	307	#DIV/0!	299								
Sales per Customer	\$66.43	\$62.60	\$74.75	#DIV/0!	\$67.31								

DSFM Sales Data								
Market Date	12.03	12.10	12.17	12.24	12.31	Y-Total	Y-Avg	Share
Market	1	1	1			12		
Market Counted	1	1	1			12		
Vendors	39	46	47			527	44	
Vendors Reporting	39	45	47			507	42	100%
Total Sales	18,193.00	21,876.00	28,818.00	0.00	0.00	241,431	20,119	100%
Average per Vendor	466.49	486.13	613.15	#DIV/0!	#DIV/0!	476.20		
Farmers	2,635.00	3,047.00	1,900.00			27,615	2,301	11.44%
#V	4.0	5.0	2.0			53.0	4.4	10.45%
Sales/V	658.75	609.40	950.00	#DIV/0!	#DIV/0!	521		
Ranchers	4,729.00	6,250.00	9,317.00			65,237	5,436	27.02%
#V	6.0	6.0	9.0			81.0	6.8	15.98%
Sales/V	788.17	1,041.67	1,035.22	#DIV/0!	#DIV/0!	805		
Crafts	634.00	1,831.00	3,331.00			17,775	1,481	7.36%
#V	5.0	10.0	10.0			88.0	7.3	17.36%
Sales/V	126.80	183.10	333.10	#DIV/0!	#DIV/0!	202		
Foods - Bake/Bev/VA/Pet	10,195	10,748	14,270	0	0	130,804	10,900	54.18%
#V	24.0	24.0	26.0	0.0	0.0	287.0	23.9	56.61%
Sales/V	424.79	447.83	548.85	#DIV/0!	#DIV/0!	456		
Baker	1,912.00	2,554.00	3,462.00			32,246	2,687	13.36%
#V	5.0	7.0	7.0			81.0	6.8	15.98%
Sales/V	382.40	364.86	494.57	#DIV/0!	#DIV/0!	398		
Beverage	1,691.00	1,800.00	1,770.00			21,381	1,782	8.86%
#V	5	5	4			60	5	11.83%
Sales/V	338.20	360.00	442.50	#DIV/0!	#DIV/0!	356		
Value Add	4,692.00	3,694.00	6,138.00			53,077	4,423	21.98%
#V	13.0	11.0	14.0			134.0	11.2	26.43%
Sales/V	360.92	335.82	438.43	#DIV/0!	#DIV/0!	396		
Pet	1,900.00	2,700.00	2,900.00			24,100	2,008	9.98%
#V	1	1	1			12	1	2.37%
Sales/V	1,900.00	2,700.00	2,900.00	#DIV/0!	#DIV/0!	2,008		
Visitors	270	325	325			3,585	299	
Sales per Capita	\$67.38	\$67.31	\$88.67	#DIV/0!	#DIV/0!	\$67.34		
Temperature	64	74	64			946	78.83	
Skies	Cloudy	Sunny	Misty					