



## **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*

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### **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 21<sup>st</sup> 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!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$20,109
Average per Vendor	\$447.90	\$474.57	\$524.94	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$475.96
Vendors per Market	47	40	44	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	44
Customers	1490	1175	920										3,585
Per Market	298	294	307	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	299
Sales per Customer	\$66.43	\$62.60	\$74.75	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#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		
<b>Farmers</b>	2,635.00	3,047.00	1,900.00			27,615	2,301	<b>11.44%</b>
#V	4.0	5.0	2.0			53.0	4.4	<b>10.45%</b>
Sales/V	658.75	609.40	950.00	#DIV/0!	#DIV/0!	521		
<b>Ranchers</b>	4,729.00	6,250.00	9,317.00			65,237	5,436	<b>27.02%</b>
#V	6.0	6.0	9.0			81.0	6.8	<b>15.98%</b>
Sales/V	788.17	1,041.67	1,035.22	#DIV/0!	#DIV/0!	805		
<b>Crafts</b>	634.00	1,831.00	3,331.00			17,775	1,481	<b>7.36%</b>
#V	5.0	10.0	10.0			88.0	7.3	<b>17.36%</b>
Sales/V	126.80	183.10	333.10	#DIV/0!	#DIV/0!	202		
<b>Foods - Bake/Bev/VA/Pet</b>	10,195	10,748	14,270	0	0	130,804	10,900	<b>54.18%</b>
#V	24.0	24.0	26.0	0.0	0.0	287.0	23.9	<b>56.61%</b>
Sales/V	424.79	447.83	548.85	#DIV/0!	#DIV/0!	456		
<b>Baker</b>	1,912.00	2,554.00	3,462.00			32,246	2,687	<b>13.36%</b>
#V	5.0	7.0	7.0			81.0	6.8	<b>15.98%</b>
Sales/V	382.40	364.86	494.57	#DIV/0!	#DIV/0!	398		
<b>Beverage</b>	1,691.00	1,800.00	1,770.00			21,381	1,782	<b>8.86%</b>
#V	5	5	4			60	5	<b>11.83%</b>
Sales/V	338.20	360.00	442.50	#DIV/0!	#DIV/0!	356		
<b>Value Add</b>	4,692.00	3,694.00	6,138.00			53,077	4,423	<b>21.98%</b>
#V	13.0	11.0	14.0			134.0	11.2	<b>26.43%</b>
Sales/V	360.92	335.82	438.43	#DIV/0!	#DIV/0!	396		
<b>Pet</b>	1,900.00	2,700.00	2,900.00			24,100	2,008	<b>9.98%</b>
#V	1	1	1			12	1	<b>2.37%</b>
Sales/V	1,900.00	2,700.00	2,900.00	#DIV/0!	#DIV/0!	2,008		
<b>Visitors</b>	<b>270</b>	<b>325</b>	<b>325</b>			<b>3,585</b>	<b>299</b>	
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					