



FARMERS MARKET COMMITTEE REGULAR MEETING

City of Dripping Springs

DSRP - Ranch House 1042 Event Center Dr. Dripping Springs, TX

Thursday, July 28, 2022 at 10:00 AM

Agenda

CALL TO ORDER AND ROLL CALL

Committee Members

Gouri Johannsen, Chair
Marianne Simmons, Vice Chair
Teresa Strube, Secretary
Nikki Dahlin
Erika Fritz
Janet Musgrove
Claudia Oney

Staff, Consultants & Appointed/Elected Officials

Farmers Market Manager Charlie Reed
Farmers Market Specialist Johnna Krantz

OTHER BUSINESS

1. **Discuss and consider approval of Farmers Market Vendor Application for Raphael Springs.** *Applicant: Sarah Pevehouse*
2. **Discuss and consider approval of Farmers Market Vendor Application Southwest Farms.** *Applicant: Lee Allbee*
3. **Discuss and consider approval of Farmers Market Vendor Application Nut Monkey.** *Applicant: Amy Reynolds*
4. **Discuss and consider approval of Farmers Market Vendor Application Hudson's Table.** *Applicant Stephanie Hudson*
5. **Discuss and consider approval of Farmers Market Vendor Application Hill Country Originals.** *Applicant: Willie Armstrong*
6. **Discuss and consider approval of Farmers Market Vendor Application Cool Breeze BBQ.** *Applicant: Denny Dinsmore*
7. **Discuss and possible reconsideration of partial denial of Farmers Market Vendor Application for 3D Fabrications.** *Applicant: Nicholas and Susan Monsalvatge-Kennedy*
- 8.** **Discussion and possible action regarding the planning and coordination of the Master Gardener Annual Plant Sale.**

MINUTES

- 9. Discuss and consider approval of the June 16, 2022, Farmers Market Committee regular meeting minutes. Secretary: Teresa Strube**

REPORTS

- 10. Farmers Market Manager Monthly Report**
Charlie Reed, Farmers Market Manager

MARKETING AND PUBLIC RELATIONS

- 11. Discuss and consider possible action regarding the purchase of construction materials for Farmers Market Signage to be located at Ranch Road 12 and Founders Park Road, and west-bound US Highway 290 near Rob Shelton Boulevard.**

MARKET VENUE

- 12. Discuss and consider possible action related to Farmers Market hours of operation.**

SPONSORSHIPS AND GRANTS SUBCOMMITTEE

- 13. Discuss and consider approval of proposed Farmers Market Sponsorship Flyer.**

RULES AND REGULATIONS SUBCOMMITTEE

- 14. Discuss and consider possible action regarding the Farmers Market Committee members related to emergency changes at the Market.**

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

August 18, 2022, at 10:00 a.m.

September 15, 2022, at 10:00 a.m.

October 20, 2022, at 10:00 a.m.

City Council Meetings

July 26, 2022, at 5:30 p.m.

August 2, 2022, at 6:00 p.m.

August 9, 2022, at 5:30 p.m.

August 16, 2022, at 6:00 p.m.
August 23, 2022, at 5:30 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.



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

Submitted By: Charlie Reed, Farmers Market Manager

FM Committee Meeting Date: July 28, 2022

Agenda Item Wording: Discuss and consider Master Gardeners annual plant sale.

Agenda Item Requestor: Charlie Reed

Summary/Background: Master Gardeners annual plant sale is their largest fund-raiser of the year, held alongside the DSFM during operating hours.

This year presents a host of new challenges, from the new location, a change in hours, and the coinciding of PumpkinFest moving DSFM outside of the Pound House gates.

Connie Wierman with HCMG will be joining us to discuss coordination and planning.

FM Committee Recommendation:

Staff Recommendation:

Attachments:

Next Steps/Schedule:



FARMERS MARKET COMMITTEE REGULAR MEETING

City of Dripping Springs

DSRP - Ranch House - 1042 Event Center Dr. DSTX 78620

Thursday, June 16, 2022 at 10:00 AM

MINUTES

CALL TO ORDER AND ROLL CALL

Committee Members

Gouri Johannsen, Chair
 Marianne Simmons, Vice Chair (attended by phone)
 Teresa Strube, Secretary
 Nikki Dahlin
 Erika Fritz
 Janet Musgrove
 Claudia Oney

Staff, Consultants & Appointed/Elected Officials

Parks & Community Services Director Andy Binz
 Farmers Market Manager Charlie Reed
 Farmers Market Specialist Johnna Krantz

Gouri called meeting to order at 10:04. Claudia absent.

- 1. Introduction of Parks & Community Services Director Andy Binz.**

OTHER BUSINESS

- 2. Discuss and consider approval of Market Vendor Application for Mill and Refill.**

Applicant: Maren Maddry

Maren Maddry introduced her freshly milled flours. Vendor participated in market for the first time on 6-15. Marianne moved to approve application; Erika seconded; VOTE: unanimous, 6-0.

- 3. Discuss and consider approval of Market Vendor Application for Corgi *Designs.** *Applicant: Evie Heitman*

Evie presented her inventory to the Committee for inspection. Janet moved to approve application; Erika seconded; VOTE: unanimous, 6-0.

4. Discuss and consider approval of Market Vendor Application for Freshly Made. *Applicant: Anakarina Urbano*

It was noted that vendor needed to submit labels for all her products. Nikki moved to approve vendor; Janet seconded; VOTE: unanimous, 6-0.

5. Discuss and consider approval of Market Vendor Application for Golden Pineapple. *Applicant: Christelle Chalmers*

This vendor was presented by a friend. Application needs a few documents that were left out. App was tabled until documentation is complete.

6. Discuss and consider approval of Market Vendor Application for Milltown Woodworks. *Applicants: Matt and Lisa Burtch*

Marianne moved to approve; Erica seconded; VOTE: unanimous, 6-0

7. Discuss and consider approval of Market Vendor Application for Ranch Brand Wines. *Applicant: Weston Stone*

Weston presented this year's wines and explained their business coop model. Marianne moved to approve; Nikki seconded; Erika abstained; VOTE: split, 5-1.

8. Discuss and consider approval of Market Vendor Application for Rogues Pierogi. *Applicant: Derek Desko*

Marianne moved to approve vendor's app; Erika seconded; VOTE: unanimous, 6-0.

9. Discuss and consider approval of Market Vendor Application for Hill Country Shaved Ice. *Applicants: Michael and Michelle Rios*

Tabled until all required permits, licenses, and documents are complete.

10. Discuss and consider possible action regarding Farmers Market involvement in City's Comprehensive Plan.

Marianne will get in touch with the Plan organizers to ensure that a FM committee member is included in any future revisions of the Comprehensive Plan.

MINUTES

11. Approval of the May 26, 2022, Farmers Market Committee regular meeting minutes.
Committee Secretary, Teresa Strube

Nikki moved to approve the minutes from June 16, 2022; Gouri seconded; VOTE: unanimous, 6-0.

REPORTS

12. May and June 2022 State of the Market Report

Charlie presented numbers of survey results.

13. May 2022 Farmers Market Budget Report

Budget numbers noted

MARKET VENUE

14. Discuss collaboration with Pumpkin Fest and impact on location.

Tabled.

15. Discussion regarding the Hays County Master Gardener's Annual Plant Sale.

Tabled.

SPONSORSHIPS AND GRANTS SUBCOMMITTEE

16. Discuss and consider actions regarding market expansion, sponsorships, and Marketing/Sponsorship Subcommittee needs.

Tabled.

RULES AND REGULATIONS SUBCOMMITTEE

17. Discuss and consider action regarding Farmers Market Rules.

Tabled

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

July 21, 2022, at 10:00 a.m.

August 18, 2022, at 10:00 a.m.

September 15, 2022, at 10:00 a.m.

City Council Meetings

June 21, 2022, at 6:00 p.m.

July 5, 2022, at 6:00 p.m.

July 19, 2022, at 6:00 p.m.

ADJOURN

Nikki moved to adjourn meeting at 12:43 pm; Janet seconded; VOTE: unanimous, 6-0.

Farmers Market Manager Report for 7/28/2022 Meeting

by Charlie Reed

Vendor News:

New Vendors (Approved in June):

- Freshly Made
- Golden Pineapple (very positive)
- Rogue Pierogies (seems satisfied)
- Mill and Refill (2 markets; did not do well; may return)
- Milltown Woodworks (1 market, did not do well)
- Corgi Designs (1 market)
- Ranch Brand Wines (after delay in TABC letters and hours switch, may not come until fall)

Provisional Vendors:

- Orobianco remains provisional – promises to return application.

Market News:

Obviously the weather is the story. Both customer and vendor counts have dropped due to sustained heat, and even in the tree-shaded areas, temperatures have been high enough to impact products – with cheese samples melting, wood crafts warping, and low customer counts causing one vendor to throw away \$1000 in product after a market. Vendors began warning that they would not be able to attend; customers gave their feedback by not showing up, with the market reaching the lowest (non-rain event) turnout of my time here: 321 at the 7/6 market.

The 105F/112HI forecast for the 7/13 market gave me cause to make a change, explained in the report sent to FMC on 7/14.

Incidents:

Vendor confrontation between Juan with Wow Honey (2nd in two months) and Christelle with Golden Pineapple over non-DSFM incident (she hired his former vendor and a pay dispute occurred). I said this was not our concern and that they'd have to fight over it elsewhere. I had to warn him not to approach her again. He has so far complied in three markets following the incident.

Vendor & Customer Attendance, Total Sales, and Avg Sales (data below):

Average customer attendance has dropped significantly. Last July's sparkling weather averaged 500+. This June/July has seen an average of 347 customers per market (-30%). With the exception of the 7/13 market, we've maintained 40+ vendors/market. Customer spend has varied wildly week-over-week, and prediction remains elusive.

AFT/FMC FM Celebration (Contest)

We briefly took over #1 in Texas on 7/21 until a [Houston Market](#) ran away with it. They discovered the contest on Tuesday and over the next two days earned more votes than we did in a month, getting 400 of their almost 600 votes in a four-hour window. They're clearly entering fake email addresses (see facebook comments on their page).

Social Media:

- Instagram followers up to 2,535 (+109 over last month).
- Facebook Likes up to 5,556 (+124)
- Newsletter subscribers: 1,589 (+68)

Market Bag Sales

Overall sales are \$509. I am working to get a DSFM Venmo account; many potential customers aren't carrying cash. Have not heard back from colleagues in CH on whether this is available or allowable, likely due to COVID outbreak closing their offices.

| DSFM Sales Data | | | | | | |
|-------------------------------|-------------|-------------|--------------------|-----------------|-------------|-------------|
| Market Date | 6.15 | 6.22 | 6.29 | 7.06 | 7.13 | 7.20 |
| Vendors | 43 | 46 | 46 | 47 | 36 | 43 |
| Vendors Reporting | 43 | 46 | 46 | 25 | 30 | 35 |
| Total Sales | 21,249.00 | 20,318.00 | 22,141.00 | 9,215.00 | 11,572.00 | 14,803.00 |
| Average per Vendor | 494.16 | 441.70 | 481.33 | 368.60 | 385.73 | 422.94 |
| Farmers | 3,895.00 | 2,720.00 | 2,784.00 | 1,030.00 | 665.00 | 2,195.00 |
| Ranchers | 5,712.00 | 4,825.00 | 5,214.00 | 3,204.00 | 4,476.00 | 3,566.00 |
| Crafts | 925.00 | 2,025.00 | 1,510.00 | 718.00 | 750.00 | 577.00 |
| Foods | 10,717.00 | 10,748.00 | 12,633.00 | 4,263.00 | 5,681.00 | 8,465.00 |
| Baker | 1,874.00 | 2,109.00 | 1,870.00 | 1,290.00 | 550.00 | 1,475.00 |
| Beverage | 2,501.00 | 2,379.00 | 3,388.00 | 840.00 | 666.00 | 1,710.00 |
| Value Add | 5,492.00 | 5,560.00 | 6,525.00 | 1,333.00 | 4,115.00 | 4,780.00 |
| Pet | 850.00 | 700.00 | 850.00 | 800.00 | 350.00 | 500.00 |
| Visitors | 535 | 360 | 435 | 321 | 286 | 335 |
| Sales per Capita | \$39.72 | \$56.44 | \$50.90 | \$28.71 | \$40.46 | \$44.19 |
| Temperature | 90 | 99 | 94 | 100 | 85-105 | 90-101 |
| Skies | Cloudy | Sunny | PC | Sunny | Sunny | Sunny |
| Humidity (low=1,med=2,high=3) | 2 | 2 | 1 | 1 | 2 | 1 |
| Winds (15 mph+) | | | | | | |
| Music | J. Rivers | J. Kirk | S. Bourbonnaise | B. Slaughter | A. Dormont | J. Rivers |
| Income | | | | | | |
| Market Date | 6.15 | 6.22 | 6.29 | 7.06 | 7.13 | 7.20 |
| Market Bags Sold | 1 | 1 | 5 | 3 | 3 | 1 |
| Market Bags Cost | 10 | 10 | 10 | 10 | 10 | 10 |
| Market Bags Sales | 10 | 10 | 50 | 30 | 30 | 30 |

| Totals and Averages by Month (FY'22) | | | | | | | | | | | |
|---|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | FY 2022 |
| # Markets | 4 | 4 (3) | 5 (4) | 4 (3) | 4 (3) | 5 (4) | 4 | 4 (2) | 5 | 3 | 42 (35) |
| Vendors | 165 | 134 | 183 | 154 | 113 | 220 | 182 | 185 | 230 | 122 | 1688 |
| Vendors Reporting | 165 | 124 | 179 | 117 | 92 | 172 | 178 | 93 | 227 | 90 | 1437 |
| Total Sales | \$76,769 | \$59,596 | \$78,920 | \$47,366 | \$41,824 | \$92,611 | \$88,941 | \$39,354 | \$103,695 | \$36,390 | \$665,466 |
| Avg. per Market | \$19,192 | \$19,865 | \$19,730 | \$15,789 | \$13,941 | \$23,153 | \$22,235 | \$19,677 | \$20,739 | \$12,130 | \$19,013 |
| Average per Vendor | \$465.27 | \$480.61 | \$440.89 | \$404.84 | \$454.61 | \$538.44 | \$499.67 | \$423.16 | \$456.81 | \$404.33 | \$463.09 |
| Customers | 2250 | 1425 | 1750 | 1375 | 970 | 2257 | 1987 | 1848 | 2153 | 942 | 16957 |
| Per Market | 563 | 475 | 438 | 344 | 323 | 564 | 497 | 462 | 431 | 314 | 484 |
| Sales per Customer | \$34.12 | \$41.82 | \$45.10 | \$43.06 | \$43.06 | \$41.03 | \$44.76 | \$43.62 | \$48.16 | \$38.63 | \$39.24 |



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

Submitted By: Charlie Reed, Farmers Market Manager

FM Committee Meeting Date: July 28, 2022

Agenda Item Wording: Review and consider purchase of materials for construction of new signs.

Agenda Item Requestor: Charlie Reed

Summary/Background: Customer visitation is down an estimated 30% from this time last year. Charlie and Johnna have drawn up a proposed design for two new signs to be placed at 12/Founders Park and WB 290 before Robb Shelton. These locations have been approved by Shane Pevehouse, code enforcer with CODS. Signs need to be highly visible to high-speed traffic. Existing signs are not highly visible, nor is proposed banner on RBFCU fence.

The cost of these signs is similar to a banner and far more durable, and can be constructed to allow flexibility.

FM Committee Recommendation:

Staff Recommendation:

Attachments: Highway Sign (powerpoint)

Next Steps/Schedule:



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

Submitted By: Charlie Reed, Farmers Market Manager

FM Committee Meeting Date: July 28, 2022

Agenda Item Wording: Discuss and consider market’s operating hours – in unsafe/uncomfortable temperatures – and what returning to normal looks like.

Agenda Item Requestor: Charlie Reed

Summary/Background:

1. After the emergency move to morning hours, we’ve had two weeks to gather feedback – and the feedback goes in all directions at once.
2. Feedback has included comments in person and across social media with the question: When are you going to open a Saturday market? I believe serious consideration needs to be given to this possibility.

FM Committee Recommendation:

Staff Recommendation:

Attachments:

Next Steps/Schedule:



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

Submitted By: Charlie Reed, Farmers Market Manager

FM Committee Meeting Date: July 28, 2022

Agenda Item Wording: Review and consider for approval Sponsorship Flyer

Agenda Item Requestor: Charlie Reed

Summary/Background: The flyer for the proposed sponsorship program was developed by Lisa Sullivan, with content provided by Gouri and the Marketing/Sponsorships subcommittee. It will need to be approved for the supporting web page to be published, effectively rolling out the program.

FM Committee Recommendation:

Staff Recommendation:

Attachments: Sponsorship Flyer v2

Next Steps/Schedule:



Dripping Springs FARMERS MARKET Sponsorship Opportunities

We invite you to become a sponsor of the Market! As a community centerpiece, the Market is a great way to promote your business in Dripping Springs and surrounding areas. Plus you will be supporting a community activity that brings fresh, healthy, farm-grown produce, hand-made products, and entertainment. Opportunities include three levels of Annual Sponsorships and three Focus Sponsorships. One is perfect for your business or organization!



Market Facts

- Founded in 2009
- Voted #1 in Texas by shoppers in the American Farmland Trust's Farmers Market Celebration in 3 of the last 4 years!
- Sponsored by the City of Dripping Springs and run by a volunteer committee
- Texas Dept of Agriculture Certified Farmers Market
- National Farmers Market Coalition member
- Go Texas member
- Track record of steady growth in both consumers and vendors

Our Reach (FY 2022)

- Average of 506 customers per market
- Weekly e-newsletter reaches 1,500+ subscribers and growing
- Facebook page has 5,475+ "Likes" and growing (need current "likes" number)
- Instagram has 2,500+ followers and growing
- Recurring ads in the local publications
- Frequent mention in local Facebook groups and community pages
- Strategic outreach to local neighborhoods and HOAs



Sponsorship opportunities...



| Annual Sponsorships | Level 1 | Level 2 | Level 3 |
|--|-------------------------------------|-------------------------------------|-------------------------------------|
| Name/logo on social media with link | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Name/logo on newsletter with link | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Name/logo on A-frame at information booth | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Booth at market + public announcement/recognition by musician/market manager at market | 4 Markets | 2 Markets | |
| Marketing materials at information booth | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | |
| Name/logo on DSFM website with link | <input checked="" type="checkbox"/> | | |
| Name/logo on main market banner | <input checked="" type="checkbox"/> | | |
| Social media feature | <input checked="" type="checkbox"/> | | |
| Newsletter feature | <input checked="" type="checkbox"/> | | |
| | \$2,000 | \$1,000 | \$500 |

| Focus Sponsorships | Sponsor Our Musicians | Host Your Own Booth at the Market | Value/In-kind* Cost on a Case-By-Case Basis |
|--|-------------------------------------|-------------------------------------|--|
| Name/logo on social media with link | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Name/logo on newsletter with link | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Name/logo on music banner + public announcement/recognition by musician/market manager at market | <input checked="" type="checkbox"/> | | |
| Name/logo on value/in-kind item | | | <input checked="" type="checkbox"/> |
| Name/logo on A-frame at information booth | <input checked="" type="checkbox"/> | | <input checked="" type="checkbox"/> |
| | \$200/Month | \$200/Market | \$TBD |

* Examples: Market Bags, Water Bottles, Utility Carts, Picnic Tables

Becoming a sponsor is easy! Just go to cityofdrippingsprings.com/farmersmarket and fill out our form!

Questions? Contact the Farmers Market at farmersmarket@cityofdrippingsprings.com.



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

Submitted By: Charlie Reed, Farmers Market Manager

FM Committee Meeting Date: July 28, 2022

Agenda Item Wording: Discuss and consider options for the FMC to be involved in emergency changes to market operations.

Agenda Item Requestor: Nikki Dahlin

Summary/Background: In the last year, Market Manager Charlie Reed has made emergency adjustments to market hours without first consulting the FMC.

1. At Daylight Savings last fall, Kelly Schmidt was instructed to either close the market early or provide parking lot lights after unsafe conditions were observed in the Triangle's parking lot in the early onset of darkness.
2. When a market day temperature forecast spiked to 105 on Sunday July 10, Charlie switched July 13 market to morning hours.

Committee Member Dahlin would like the FMC to be more involved in these decisions.

FM Committee Recommendation: Options and processes to be discussed, ID'd, and implemented.

Staff Recommendation:

Attachments:

Next Steps/Schedule: