



Farmers Market Committee Regular Meeting

Dripping Springs City Hall

511 Mercer Street – Dripping Springs, Texas

Thursday, July 17, 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

OATHS OF OFFICE

1. **Cathy Gieselman will be swearing in reappointed Committee Members, Gouri Johannsen, Claudia Oney, and Erika Fritz.**

VENDOR APPLICATIONS

2. **Discuss and consider possible action regarding Farmers Market Vendor Applications.**

REPORTS

3. **Farmers Market Manager's Monthly Report**
Charlie Reed, Farmers Market Manager

BUSINESS AGENDA

4. **Discuss and consider removal of yearly vendor membership fee and replacement with \$2 weekly booth fee increase.**

UPCOMING MEETINGS

Farmers Market Committee Meetings

August 21, 2025, @ 10:00 a.m.

September 18, 2025, @ 10:00 a.m.

October 16, 2025, @ 10:00 a.m.

City Council Meetings

August 5, 2025, @ 6:00 p.m.

August 19, 2025, @ 6:00 p.m.

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

September 16, 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.

Farmers Market Manager Report for 7/17/2025 Meeting

by Charlie Reed

Last Month's Market News:

- Averaged **46** vendors/market (highest since June 2022)
- **406** customers/market (see note below)
- Total sales per market: **\$23,809** (third-highest ever, after April and May 2025)
- Average per vendor: **\$544** (second-highest ever, after May 2025)

Social Media:

- Instagram followers: 5,738 (+205)
- Facebook followers: 8,114 (+48)
- Newsletter subscribers: 2,356 (+10)

Market Happenings:

- Seeing a seasonal dip in both vendors and customers, though June's total market sales were historically high, continuing the trend since April.

Customer Counts:

With only one entrance and help from Michael (summer intern), we've been taking customer counts every week since June 11. For the last two years, I'd been using a formula based on average customer spend. The last time we were able to do counts was at the Triangle (and occasionally at Founders), which showed an incredibly consistent average customer spend of \$40. Dividing total market sales by \$40 gave us our customer count, but with renewed clicker counts, that number appears to have been inflated for some time.

Updated customer counts (avg spend):

June 11: 400 (\$60)
 June 18: 325 (\$68)
 June 25: 350 (\$74)
 July 1: 390 (\$62)
 July 8: 290 (\$69)

Learning: While customer counts are significantly lower than estimated, the average spend has increased significantly and is more variable week-over-week than in the past. This may be a seasonal dip in customers or a trend since moving to Ranch Park, but with the spend so much higher, the market has seen 6 of its highest 7 markets all time since April. Additionally, Pam King at the Visitors Bureau has advocated heavily for the market and has gotten a good number of out-of-town visitors to market.

Numbers: Shooting for a Million

Through July 9th, vendors have made \$807,173 in sales. With 11 markets remaining in FY2025, we need to average \$17,530 in sales to break a million.

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

2025: \$807,173 (39) (\$20,697)
 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/**tk/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 a \$10 added fee for use of the DSRP Event Room with a goal of \$5,000 by September 30th. June markets totaled \$2,030, bringing us to 40% of the goal. The fee remains \$10 for now, but we're at 50% by mid-July and looking at a sharp reduction for August and September.

Johnna & Charlie Vacation

We'll be out for the August 6th market. Melanie will run point.

Numbers...

June	
GL Code/Desc	GL Net
201-403-43005: FARMERSMARKET- Vendor Booths	\$6,489.70
201-403-43006: FARMERSMARKET- Vendor Application	\$0.00
201-403-43049: Farmers Market - Facility Fee	\$2,030.30
201-403-46005: FARMERSMARKET- Merchandise	\$40.00
Totals for GL Codes	\$8,560.00
FY2025	
201-403-43005: FARMERSMARKET- Vendor Booths	\$48,022.70
201-403-43006: FARMERSMARKET- Vendor Application	\$810.00
201-403-43035: FARMERSMARKET- 2023 Membership Fee	\$1,560.00
201-403-43049: Farmers Market - Facility Fee	\$2,060.30
201-403-44000: FARMERSMARKET- Sponsorships	\$825.00
201-403-46005: FARMERSMARKET- Merchandise	\$273.00
Totals for GL Codes	\$53,551.00

Market Date	6.04	6.11	6.18	6.25	7.02	7.09	Y-Total	Y-Avg	Share
Market	1	1	1	1	1	1	39		
Market Counted	1	1	1	1	1	1	39		
Vendors	46	49	45	42	40	40	1,621	42	
Vendors Reporting	45	47	42	41	38	37	1,562	40	100%
Total Sales	23,352.00	23,901.00	22,165.00	25,816.00	24,115.00	19,928.00	807,173	20,697	100%
Average per Vendor	518.93	508.53	527.74	629.66	634.61	538.59	516.76		
Farmers	3,292.00	3,192.00	3,010.00	4,115.00	4,208.00	2,986.00	100,836	2,586	12.49%
#V	4.0	4.0	6.0	5.0	5.0	5.0	167.0	4.3	10.69%
Sales/V	823.00	798.00	501.67	823.00	841.60	597.20	604		
Ranchers	6,396.00	6,156.00	6,679.00	8,166.00	5,684.00	5,344.00	224,990	5,769	27.87%
#V	8.0	9.0	8.0	10.0	8.0	8.0	300.0	7.7	19.21%
Sales/V	799.50	684.00	834.88	816.60	710.50	668.00	750		
Crafts	1,424.00	1,662.00	1,220.00	1,166.00	2,312.00	936.00	44,646	1,145	5.53%
#V	7.0	6.0	4.0	4.0	4.0	3.0	187.0	4.8	11.97%
Sales/V	203.43	277.00	305.00	291.50	578.00	312.00	239		
Foods - Bake/Bev/VA/Pet	12,240	12,891	11,256	12,369	11,911	10,662	436,701	11,197	54.10%
#V	26.0	28.0	24.0	23.0	21.0	21.0	910.0	23.3	58.26%
Sales/V	470.77	460.39	469.00	537.78	567.19	507.71	480		
Baker	2,500.00	2,827.00	2,458.00	2,626.00	2,662.00	2,689.00	81,415	2,088	10.09%
#V	6.0	8.0	7.0	6.0	5.0	7.0	198.0	5.1	12.68%
Sales/V	416.67	353.38	351.14	437.67	532.40	384.14	411		
Beverage	2,212.00	1,777.00	1,845.00	1,500.00	943.00	1,319.00	70,854	1,817	8.78%
#V	6	5	4	4	3	4	180	5	11.52%
Sales/V	368.67	355.40	461.25	375.00	314.33	329.75	394		
Value Add	5,408.00	6,012.00	4,753.00	5,843.00	5,233.00	3,978.00	207,628	5,324	25.72%
#V	12.0	14.0	12.0	12.0	11.0	8.0	475.0	12.2	30.41%
Sales/V	450.67	429.43	396.08	486.92	475.73	497.25	437		
Pet	2,120.00	2,275.00	2,200.00	2,400.00	3,073.00	2,676.00	76,804	1,969	9.52%
#V	2	1	1	1	2	2	57	1	3.65%
Sales/V	1,060.00	2,275.00	2,200.00	2,400.00	1,536.50	1,338.00	1,347		
Visitors	550	400	325	350	390	290	17,365	445	
Sales per Capita	\$42.46	\$59.75	\$68.20	\$73.76	\$61.83	\$68.72	\$46.48		

Totals and Averages by Month (FY'25)													
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	FY '25
# Markets	5	4	3	4	4	4	5	4	4	2			39
# Markets Counted	5	4	3	4	4	4	5	4	4	2			39
Vendors	222	174	137	103	140	174	233	177	183	80			1623
Vendors Reporting	214	167	134	103	136	168	227	165	175	75			1564
Total Sales	\$109,819	\$80,119	\$64,640	\$53,697	\$61,672	\$81,170	\$120,549	\$96,230	\$95,234	\$44,043			\$807,173
Avg. per Market	\$21,964	\$20,030	\$21,547	\$13,424	\$15,418	\$20,293	\$24,110	\$24,058	\$23,809	\$22,022	#DIV/0!	#DIV/0!	\$20,697
Average per Vendor	\$513.17	\$479.75	\$482.39	\$521.33	\$453.47	\$483.15	\$531.05	\$583.21	\$544.19	\$587.24	#DIV/0!	#DIV/0!	\$516.10
Vendors per Market	44	44	46	26	35	44	47	44	46	40	#DIV/0!	#DIV/0!	42
Customers	2525	1875	1150	1225	1360	1950	2775	2200	1625	390			17,075
Per Market	505	469	383	306	340	488	555	550	406	195	#DIV/0!	#DIV/0!	438
Sales per Customer	\$43.49	\$42.73	\$56.21	\$43.83	\$45.35	\$41.63	\$43.44	\$43.74	\$58.61	\$112.93	#DIV/0!	#DIV/0!	\$47.27