



## **Farmers Market Committee Regular Meeting**

*City Hall, 511 Mercer Street*

*Dripping Springs, Texas*

*Thursday, May 15, 2025, at 10:00 AM*

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## **AMENDED AGENDA**

### **CALL TO ORDER AND ROLL CALL**

#### **Committee Members**

Gouri Johannsen, Chair

Marianne Simmons, Vice Chair

Nikki Dahlin

Erika Fritz

Janet Musgrove

Sherrie Parks

Teresa Strube

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. Discuss and consider possible action regarding Farmers Market Vendor Applications.**
- 2. Discuss updated label for Cinnamon Sugar by Maggy.**

### **REPORTS**

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

### **BUSINESS AGENDA**

- 4. Discussion and possible recommendation regarding the Farmers Market Committee's Fiscal Year 2026 Budget.**
- 5. Discuss and consider activities and events to celebrate the retirement of long-time vendor and community paragon, Nong Weitzel, whose last market will be May 28, 2025.**

### **UPCOMING MEETINGS**

#### **Farmers Market Committee Meetings**

June 12, 2025, @ 10:00 a.m.

July 17, 2025, @ 10:00 a.m.  
August 21, 2025, @ 10:00 a.m

**City Council Meetings**

May 20, 2025, @ 6:00 p.m.  
June 3, 2025, @ 6:00 p.m.  
June 17, 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.*

## DSFM Vendor Applications – May 2025

**Notice:** Applications may be viewed using the link below. Contents of applications are confidential, and this link is not to be shared with anyone beyond the FM Committee or city employees.

**Link:** [DSFM Vendor Applications \(review only Green “Accepted” applications listed below\)](#)

**Updated Process:** Review Green “Accepted” Applications listed below.

**Applications to be reviewed and considered for approval this month:**

- a. **Cinnamon Sugar by Maggy**, *Applicant Marguerita Guerrero*
- 

If above link does not work, type or paste the following:

<https://www.jotform.com/inbox/223005215283141?st=T0l2eEs4a3laQXRGdnJnakNweEt3NnVEMTRkT3VLWnlQbUFFTUJIS284R1hYSFhCWXZMMm1MdHpPMVBQM1dSZERYb1lQRit3cmZ3UUlybmttVnBNWGhPaWJ3OVVHcXhEaUxCL1B6UEdpakZ1UkdhUnhxTG5vOTdGRjh2bDJCVFA=>

## CONCHA

This food is made in a home kitchen and is not inspected by the Department of State Health Services or a local health department.

Contains the following allergens: milk, eggs, wheat.

May contain traces of nuts, peanuts, and soy.

**CINNAMON  
SUGAR**



BY MAGGY

137 Cypress Forest Dr, Kyle Tx 78640

# Farmers Market Manager Report for 5/15/2025 Meeting

by Charlie Reed

## Last Month's Market News:

- Averaged **47** vendors/market
- **555** customers/market (highest since March '22)
- Total sales per market: **\$24,110** (highest ever)
- Average per vendor: **\$531** (highest since March '22)

## Social Media:

- Instagram followers: 5,385 (+99)
- Facebook followers: 7,969 (+32)
- Newsletter subscribers: 2,341 (-2; we had fewer than normal unsubscribes and I continue to add 5-10 week-over-week, so it must have been a purge by the email system. Email servers will block/unsubscribe on occasion, especially emails with large distribution lists)

## Market Happenings:

- The Easter egg hunt 4/16 was a lot of fun, even without Johnna there to coordinate it.
- With Johnna entirely focused on Founders Day, the market was aided by Nikki helping guide vendors during set-up and with assistance from PCS staff for sign set-up and market cleanliness. Merchandise sales completely dropped off and would greatly benefit from a volunteer dedicated full time to that.
- Johnna will be out 5/21. Alex Dormont will dedicate the close of his music set that date to play a few of Nong's favorites (see agenda item for details).

## Vendor Issues/Complaints: (Part 1)

Robin with Goatilicious says he would benefit financially by having a drive-up spot, which would allow him to have a bigger cooler of Goat Milk. He does not want to be outside. I asked which Octogenarian rancher he would like me to displace, and he didn't give an answer. We talked about a few other possible approaches (smaller coolers), and hopefully he can go with that.

## Numbers:

<b>April Revenues</b>	
201-403-43005: FARMERSMARKET- Vendor Booths	\$6,706
201-403-43006: FARMERSMARKET- Vendor Application	\$150
201-403-43035: FARMERSMARKET- 2023 Membership Fee	\$20
201-403-44000: FARMERSMARKET- Sponsorships	\$300
<b>Totals for GL Codes</b>	<b>\$7,176</b>
<b>FY 2025 YTD Revenues</b>	
201-403-43005: FARMERSMARKET- Vendor Booths	\$36,042
201-403-43006: FARMERSMARKET- Vendor Application	\$690
201-403-43035: FARMERSMARKET- 2023 Membership Fee	\$1,560
201-403-44000: FARMERSMARKET- Sponsorships	\$700
201-403-46005: FARMERSMARKET- Merchandise	\$233
<b>Totals for GL Codes</b>	<b>\$39,225</b>

DSFM Sales Data									
Market Date	4.02	4.09	4.16	4.23	4.30	5.07	Y-Total	Y-Avg	Share
Market	1	1	1	1	1	1	30		
Market Counted	1	1	1	1	1	1	30		
Vendors	48	46	47	44	47	53	1,235	41	
Vendors Reporting	47	45	45	43	45	51	1,198	40	100%
Total Sales	21,280.00	25,699.00	24,883.00	24,979.00	23,708.00	26,318.00	597,984	19,933	100%
Average per Vendor	452.77	571.09	552.96	580.91	526.84	516.04	499.15		
Farmers	3,248.00	2,780.00	2,870.00	3,387.00	3,339.00	3,987.00	68,301	2,277	
#V	6.0	5.0	4.0	5.0	4.0	4.0	124.0	4.1	10.35%
Sales/V	541.33	556.00	717.50	677.40	834.75	996.75	551		11.42%
Ranchers	6,090.00	8,540.00	6,866.00	8,116.00	6,577.00	6,410.00	167,662	5,589	
#V	9.0	9.0	8.0	8.0	8.0	9.0	227.0	7.6	18.95%
Sales/V	676.67	948.89	858.25	1,014.50	822.13	712.22	739		28.04%
Crafts	1,148.00	1,256.00	1,154.00	1,673.00	2,375.00	1,861.00	32,422	1,081	
#V	7.0	4.0	4.0	7.0	8.0	9.0	148.0	4.9	12.35%
Sales/V	164.00	314.00	288.50	239.00	296.88	206.78	219		5.42%
Foods - Bake/Bew/VA/Pet	10,794	13,123	13,993	11,803	11,417	14,060	329,599	10,987	
#V	25.0	27.0	30.0	23.0	27.0	29.0	702.0	23.4	58.60%
Sales/V	431.76	486.04	466.43	513.17	422.85	484.83	470		55.12%
Baker	2,121.00	2,970.00	2,352.00	1,762.00	1,780.00	2,317.00	60,486	2,016	
#V	7.0	8.0	7.0	5.0	6.0	6.0	147.0	4.9	12.27%
Sales/V	303.00	371.25	336.00	352.40	296.67	386.17	411		10.11%
Beverage	2,675.00	2,825.00	2,531.00	2,473.00	1,967.00	2,226.00	55,209	1,840	
#V	6	6	6	5	5	6	140	5	11.69%
Sales/V	445.83	470.83	421.83	494.60	393.40	371.00	394		9.23%
Value Add	3,998.00	5,528.00	6,510.00	5,102.00	5,870.00	7,216.00	159,744	5,325	
#V	11.0	11.0	16.0	11.0	15.0	15.0	370.0	12.3	30.88%
Sales/V	363.45	502.55	406.88	463.82	391.33	481.07	432		26.71%
Pet	2,000.00	1,800.00	2,600.00	2,466.00	1,800.00	2,301.00	54,160	1,805	
#V	1	2	1	2	1	2	45	2	3.76%
Sales/V	2,000.00	900.00	2,600.00	1,233.00	1,800.00	1,150.50	1,204		9.06%
Visitors	525	525	575	600	550	625	13,485	450	
Sales per Capita	\$40.53	\$48.95	\$43.27	\$41.63	\$43.11	\$42.11	\$44.34		
Temperature	88	86	84	86	88	91	2220	74.00	
Skies	PC	Sunny	PC	Cloudy	Hazy	PC			
Humidity (low=1,med=2,high=3)	3	1	3	3	2	2			
Winds (15 mph+)									
Music	L. Torres	J. Kirk	A. Dormont	S. Bourbonnais	J. Kirk	L. Torres			

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	1					30
# Markets Counted	5	4	3	4	4	4	5	1					30
Vendors	222	174	137	103	140	174	233	53					1236
Vendors Reporting	214	167	134	103	136	168	227	51					1200
Total Sales	\$109,819	\$80,119	\$64,640	\$53,697	\$61,672	\$81,170	\$120,549	\$26,318					\$597,984
Avg. per Market	\$21,964	\$20,030	\$21,547	\$13,424	\$15,418	\$20,293	\$24,110	\$26,318	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$19,933
Average per Vendor	\$513.17	\$479.75	\$482.39	\$521.33	\$453.47	\$483.15	\$531.05	\$516.04	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$498.32
Vendors per Market	44	44	46	26	35	44	47	53	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	41
Customers	2525	1875	1150	1225	1360	1950	2775	625					13,485
Per Market	505	469	383	306	340	488	555	625	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	450
Sales per Customer	\$43.49	\$42.73	\$56.21	\$43.83	\$45.35	\$41.63	\$43.44	\$42.11	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$44.34

**Vendor Issues/Complaints (Part 2):**

Other vendor complaints came from Harin, who was not happy that I could not come to his Easter Dinner, and Kathleen with EIEIO, who is not happy with wind coming through the doors at her booth, which she continues to select, despite having many non-windy options every week.

Dripping Spings Farmers Market  
Proposed FY 2025 Budget

GL Account	Description	FY 2024 Adopted	FY 2024 Projected	FY 2024 Actual	FY 2025 Proposed	FY2025 Actual	FY 2025 Projected	FY 2026 Proposed	Notes
Balance Foreward		32,083.65	13,966.83		15,761.29				
Revenues									
	Fees								
201-403-43005	Booth Rental Fees	70,000.00	57,574.29	50,672.00	66,000.00	29,336.00	59,000.00	63,000.00	
201-403-43006	Application Fees	1,800.00	1,337.14	1,100.00	1,400.00	540.00	1,200.00	1,400.00	
201-403-43035	Membership Fee	2,000.00	2,000.00	2,160.00	2,200.00	1,540.00	1,900.00	n/a	
	Total Fees	73,800.00	60,911.43	53,932.00	69,600.00	31,416.00	62,100.00	64,400.00	
	Other								
201-403-44000	Sponsorships & Donations	4,000.00	1,000.00	150.00	1,000.00	400.00	800.00	1,000.00	
201-403-46002	Interest Income	1,300.00	1,836.38	2,183.00	1,800.00	653.00	1,300.00	?	
201-403-46004	Grant Revenues	1,000.00	1,000.00	-	1,000.00	-	-	n/a	
201-403-46005	Market Event/Merch. Sales	1,000.00	200.00	518.00	400.00	233.00	500.00	500.00	
201-403-47007	Transfer from General Fund	16,679.31	16,065.62	14,164.00	16,065.62	-		?	
	Total Other	23,979.31	20,102.00		20,265.62	1,286.00	2,600.00	1,500.00	
Total Revenues		129,862.96	94,980.26		105,626.90	32,702.00	64,700.00	65,900.00	
Expenditures									
	Personnel Costs								
201-403-60000	Regular Employees (Market Manager)	56,968.21	56,968.21	57,117.00	59,816.62	30,042.00	59,816.00		
201-403-61000	Employee Total Benefits (Health + Dental Ins.)	6,676.72	6,676.72	6,691.00	7,010.56	3,536.00	7,072.00		
201-403-61005	Employee Total Taxes	4,610.07	4,610.07	-	4,840.57	2,479.00	4,958.00		
201-403-61006	TMRS (Retirement)	3,363.97	3,363.97	3,376.00	3,532.17	1,888.00	3,776.00		
	Total Personnel	71,618.97	71,618.97	67,184.00	75,199.92	37,945.00	75,622.00	-	



Dripping Spings Farmers Market  
Proposed FY 2025 Budget

GL Account		Description	FY 2024 Adopted	FY 2024 Projected	FY 2024 Actual	FY 2025 Proposed	FY2025 Actual	FY 2025 Projected	FY 2026 Proposed	Notes
		Dues, Fees & Subscriptions	200.00	200.00	133.00	200.00	-	-	200.00	
201-403-63004		Total Dues, Fees & Subscriptions	200.00	200.00	133.00	200.00	-	-	-	
		Advertisements + Marketing								
		Marketing and promotions	3,000.00	2,000.00	460.00	3,000.00	600.00	1,000.00	1,000.00	
#REF!		Market Event	500.00	500.00		5,000.00	2,320.00	4,900.00	1,000.00	FY 2026 splits musician and moves to market costs.
		Merchandise	1,000.00	1,000.00		1,000.00	233.00	500.00	1,000.00	
201-403-66001		Total Advertising & Marketing	1,000.00	1,000.00	-	1,000.00	233.00	500.00	3,000.00	
		Office Costs								
201-403-64000		Office Expense	200.00	200.00	39.00	200.00	-	-	100.00	
201-403-65000		Network/Phone	200.00	200.00	230.00	200.00	120.00	240.00	250.00	
		Total Other	400.00	400.00	269.00	400.00	120.00	240.00	350.00	
		Market Costs								
201-403-66010		Musician Pay	3,000.00	4,000.00		5,000.00			5,200.00	
		Supplies Expense	200.00	200.00		200.00	-	-	500.00	
		General Maintenance	2,200.00	1,200.00	-	2,200.00	-	150.00	1,000.00	
201-403-70003		Other Expense				-	-	-	-	
		Total Market Costs	5,400.00	5,400.00	-	7,400.00	-	150.00	6,700.00	
		Other								
201-403-63004		Training	100.00	100.00		100.00	185.00	185.00	200.00	
201-403-70002		Contingency Fund	500.00	500.00		500.00	-	-	500.00	
201-403-90000		TXF to Reserve Fund	35,000.00	-		-				

Dripping Spings Farmers Market  
Proposed FY 2025 Budget

GL Account	Description	FY 2024 Adopted	FY 2024 Projected	FY 2024 Actual	FY 2025 Proposed	FY2025 Actual	FY 2025 Projected	FY 2026 Proposed	Notes
	Total Other	35,600.00	600.00		600.00	185.00	185.00	700.00	
	Total Expenditures	114,218.97	79,218.97	67,586.00	84,799.92	38,483.00	76,697.00	10,750.00	
	Balance	15,643.99	15,761.29	(67,586.00)	20,826.99	(5,781.00)	(11,997.00)	55,150.00	