



## **Farmers Market Committee Regular Meeting**

*City of Dripping Springs Ranch Park House*

*1042 Event Center Drive – Dripping Springs, Texas*

*Thursday, January 16, 2025, 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  
Claudia Oney  
Sherrie Parks  
Teresa Strube

#### **Staff, Consultants, & Appointed/Elected Officials**

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

### **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 20, 2025, @ 10:00 a.m.  
March 27, 2025, @ 10:00 a.m.  
April 17, 2025, @ 10:00 a.m.

#### **City Council Meetings**

January 21, 2025, @ 6:00 p.m.  
February 4, 2025, @ 6:00 p.m.  
February 18, 2025, @ 6:00 p.m.  
March 4, 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 1/16/2025 Meeting

by Charlie Reed

### Last Month's Market News:

- Two weeks cancelled (12/25 and 1/1)
- Averaged **46** vendors/market
- **383** customers/market
- Total sales per market: **\$21,547**
- Average per vendor: **\$559.59**

### Sales

12/18 set the new high for total market sales in my time here.

### Vendor Issues:

Due to various reasons, three vendors expressed that they would not be returning to market: Tamale Addiction (declining sales); Tapiio Foods (new business model); Song I-cing (no reason given). Additionally, Carb Queen had missed several markets in Nov-Dec due to issues with childcare, and she expressed that she would not be attending regularly anymore. I will chat with her when availability lines up.

### Art Market (Saturdays):

In recap of fall Art Markets, met with DSAL to start planning for spring. Booth fees will be reduced to entice more artists (and more customers). The two markets held in November and December both had enough visitors to make the artists very happy, with the strongest hours being 10am-2pm.

### Social Media:

- Instagram followers: 4,871 (+71)
- Facebook followers: 7,869 (+22)
- Newsletter subscribers: 2,297 (+23)

### Revenues, December 2024

GLCode/Desc	GLNet
201-403-43005: FARMERSMARKET- Vendor Booths	\$4,374
201-403-43006: FARMERSMARKET- Vendor Application	\$30
201-403-44000: FARMERSMARKET- Sponsorships	\$100
201-403-46005: FARMERSMARKET- Merchandise	\$118
Totals for GL Codes	\$4,622

### Revenues, 2024 YTD

GLCode/Desc	GLNet
201-403-43005: FARMERSMARKET- Vendor Booths	\$15,257
201-403-43006: FARMERSMARKET- Vendor Application	\$240
201-403-43035: FARMERSMARKET- 2023 Membership Fee	\$520
201-403-44000: FARMERSMARKET- Sponsorships	\$400
201-403-46005: FARMERSMARKET- Merchandise	\$208
Totals for GL Codes	\$16,625

Market Date	12.04	12.11	12.18
Market	1	1	1
Market Counted	1	1	1
Vendors	39	50	48
Vendors Reporting	39	48	47
Total Sales	18,279.00	20,500.00	25,861.00
Average per Vendor	468.69	427.08	550.23
<b>Farmers</b>	1,740.00	2,765.00	2,347.00
#V	4.0	6.0	5.0
Sales/V	435.00	460.83	469.40
<b>Ranchers</b>	5,099.00	5,533.00	6,749.00
#V	7.0	8.0	8.0
Sales/V	728.43	691.63	843.63
<b>Crafts</b>	1,090.00	788.00	2,734.00
#V	6.0	6.0	5.0
Sales/V	181.67	131.33	546.80
<b>Foods - Ttl Bake/Bev/VA/Pet</b>	10,350	11,414	14,031
#V	22.0	28.0	29.0
Sales/V	470.45	407.64	483.83
<b>Baker</b>	2,212.00	1,005.00	1,391.00
#V	5.0	3.0	4.0
Sales/V	442.40	335.00	347.75
<b>Beverage</b>	1,412.00	2,006.00	2,104.00
#V	5	6	5
Sales/V	282.40	334.33	420.80
<b>Value Add</b>	5,026.00	6,843.00	7,965.00
#V	11.0	17.0	18.0
Sales/V	456.91	402.53	442.50
<b>Pet</b>	1,700.00	1,560.00	2,571.00
#V	1	2	2
Sales/V	1,700.00	780.00	1,285.50
<b>Visitors</b>	<b>375</b>	<b>425</b>	<b>350</b>
Sales per Capita	\$48.74	\$48.24	\$73.89
Temperature	62	65	62
Skies	Misty	Sunny	Sunny
Humidity (low=1,med=2,high=3)	2	1	1
Winds (15 mph+)			
Music	n/a	A. Dormont	S. Bourbonnais

<b>Totals and Averages by Month (FY'25)</b>													
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	FY '25
# Markets	5	4	3	1									13
# Markets Counted	5	4	3	1									13
Vendors	222	174	137	22									555
Vendors Reporting	214	167	134	22									537
Total Sales	\$109,819	\$80,119	\$64,640	\$12,311									\$266,889
Avg. per Market	\$21,964	\$20,030	\$21,547	\$12,311	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$20,530
Average per Vendor	\$513.17	\$479.75	\$482.39	\$559.59	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$497.00
Vendors per Market	44	44	46	22	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	43
Customers	2525	1875	1150	275									5,825
Per Market	505	469	383	275	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	448
Sales per Customer	\$43.49	\$42.73	\$56.21	\$44.77	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$45.82