



FARMERS MARKET COMMITTEE REGULAR MEETING

City of Dripping Springs

Ranch Park Event Center, 1042 Event Center Drive, Dripping Springs, TX

Thursday, August 17, 2023 at 3:00 PM

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
Sherrie Parks
Claudia Oney

Staff, Consultants & Appointed/Elected Officials

Farmers Market Manager Charlie Reed
Community Events Coordinator Johnna Krantz

MINUTES

- 1. Discuss and consider approval of the July 13, 2023, Farmers Market Committee meeting minutes.** *Secretary Teresa Strube*

REPORTS

- 2. Farmers Market Manager July 2023 Report**
Charlie Reed, Market Manager
- 3. Farmers Market July 2023 Budget Report.**

OTHER BUSINESS

- 4. Discuss and consider possible action regarding Vendor Inspections.** *Gouri Johannsen, Chair*
- 5. Discuss and consider possible action regarding participation in the 2023 Empty Bowls Project.** *Gouri Johannsen, Chair*

VENDOR APPLICATIONS

6. Discuss and consider possible action regarding Farmers Market Vendor Applications and Application Updates.

New Applications

- a. Flying A Farms, Applicant: Matt Atkins
- b. Evangeline's Gluten Free Bakery, Applicant: Sarah Trotter
- c. Home Grown, Applicant: Jennifer Cabela

Application Updates

- a. Terra Purezza, Applicant: Tina Weldon
- b. Hamilton Pool Vineyard & Farm, Applicant: Sean Kattner

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

September 21, 2023, at 10:00 a.m.
October 19, 2023, at 10:00 a.m.
November 16, 2023, at 10:00 a.m.

City Council Meetings

September 5, 2023, at 6:00 p.m.
September 19, 2023, at 6:00 p.m.
October 3, 2023, at 6:00 p.m.
October 17, 2023, 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.



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City of Dripping Springs

Ranch Park Event Center, 1042 Event Center Drive
Dripping Springs TX

Thursday, July 13, 2023 at 3:00 PM

MINUTES

CALL TO ORDER AND ROLL CALL

Committee Members

- Gouri Johannsen, Chair
- Marianne Simmons, Vice Chair, by phone
- Teresa Strube, Secretary
- Nikki Dahlin
- Erika Fritz
- Janet Musgrove
- Claudia Oney, by phone
- Sherrie Parks

Staff, Consultants & Appointed/Elected Officials

- Farmers Market Manager Charlie Reed
- Community Events Coordinator Johnna Krantz

MINUTES

1. **Discuss and consider approval of the June 15, 2023, Farmers Market Committee regular meeting minutes.** *Committee Secretary Teresa Strube*

Erika motioned to approve; Nikki seconded; VOTE: unanimous, 6-0.

VENDOR APPLICATIONS

2. **Discuss and consider approval of Farmers Market Vendor Applications.**

- a. **ChedoJ, Applicant: JonJerry Jeromes**

Following discussion, Erika moved to approve; Nikki seconded; VOTE:
unanimous, 6-0.

b. Freeze-Dried Candy Shoppe, Applicant: Denise Ellington

Discussion regarding candy products that are certified and uncertified, and do we want to support them. Final decision was to deny packaged candy; fruits, desserts, ice cream that vendor makes are all supported. Agent signatures are missing; food handler and label certificates need updating.

Janet moved to approve with above administrative changes; Erika seconded; Marianne abstained; VOTE: 5-0-1.

c. Mederi Gyrdan Grains, Applicant: Noah Whitaker

Need inspection and documents from commercial kitchen of facility and food manager's certificate.

TABLED

d. SNOasis TX, Applicant: Christian Ornelas

Need certificate for commercial kitchen.

Janet moved to approve; Gouri seconded; Marianne abstained; VOTE: 5-0-1.

e. Sundance Hill Farm, Applicant: Aubrey Williamson

Dryer balls and manure will be offered; other items for sale will need approval.

Janet moved to approve; Erika seconded; VOTE: unanimous, 6-0.

f. Sweet Pea Bakery, Applicant: Brenna Sturdivant

Janet moved to approve; Claudia seconded; VOTE: unanimous, 6-0.

g. Texas Hemp Company, Applicant: Jacob Limon

Need labels.

TABLED

h. The Real Pecos Melon, Applicant: Jamie Mandujano

If vendor attends market, melons must be in the inventory.

Nikki moved to approve all items; Janet seconded; VOTE: unanimous, 6-0.

i. True Vine Bake Shop, Applicant: Nate Cashdan

Nikki moved to approve; Janet seconded; VOTE: unanimous, 6-0.

j. Wild Acres Farm, Applicant: Amanda Bailey

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

REPORTS

3. Farmers Market Manager June 2023 Report

Charlie Reed, Market Manager

Sales good with increased traffic.

4. Farmers Market June 2023 Budget Report

On track for budget numbers to be equal or more than previous numbers.

EXECUTIVE SESSION

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UPCOMING MEETINGS

Farmers Market Committee Meetings

August 17, 2023, at 10:00 a.m.

September 21, 2023, at 10:00 a.m.

October 19, 2023, at 10:00 a.m.

City Council Meetings

August 1, 2023, at 6:00 p.m.

August 15, 2023, at 6:00 p.m.

September 5, 2023, at 6:00 p.m.

ADJOURN

Janet moved to adjourn at 5:24 pm; Claudia seconded; VOTE: unanimous, 6-0.

Farmers Market Manager Report for 08/17/2023 Meeting

by Charlie Reed

Market News:

- Averaged 39 vendors/market (-4 from June) (-1 from July 2022)
- 321 customers/market (-35 from June) (-11 from July 2022)
- Total sales per market: \$14,149 (-2,500 from June) (+1,000 from July 2022)
- Average per vendor: \$385 (-17 from June) (-16 from July 2022)
- Year two of drought has farmers dropping, with expectation of little to no produce for remainder of August.
- Despite slow-but-steady growth through June, July Saturday markets took a sharp drop with the departure of produce vendors, with none showing at last two markets. Average vendor sales per market ended up at: May \$141, June \$197, July \$209.

Vendor Issues:

Following up on last month's report on Hamilton Pool: After warning their vendor (Ryan) at the 7/5 market, he was again tardy at 7/26 market and I informed him he was no longer welcome. Though we talked after market, he had told his dairy customers that HP would not be bringing dairy anymore. Owner Sean Kattner called me and we met the next week to discuss his vendor and to walk through the application update for dairy, which he had not submitted after months of reminders. Sean said he'd released Ryan – though I did see a photo of Ryan at another market a week later. Hamilton Pool's updated application is in this month's packet and will be a point of discussion for their Dairy Farmer (also Terra Purezza's Dairy Farmer).

Social Media:

- Instagram followers up to 3,341 (+82 over last month).
- Facebook followers at 7,058 (+66)
- Newsletter subscribers: 1,933 (+22)

FM Celebration 2023

- Rankings posted July 6th; Currently 1st in Texas/SW and 6th in US. We're giving away stickers at market in exchange for votes (and newsletter sign-ups). Could use some help on that front to keep momentum going!
- Stephanie designed four social posts for Farmers Market Week (8/2-8/9).
- Andrew and Johnna pushed for Farmers Market Week Proclamation from Sherrie Parks, Mayor Foulds, and City Council at their 8/8 meeting.

Market Bag Sales/Merchandise

FY 2022 Final Sales Totals: 70 bags @ \$789

FY 2023 (through 5/10): 44 bags @ \$435

Let's discuss offering other items... Johnna and Stephanie designing stickers as hand-outs at events, and we'll follow with designs for sale.

DSFM Sales Data		Sat		Sat		Sat		Sat
Market Date	7.05	7.08	7.12	7.15	7.19	7.22	7.26	7.29
Vendors	37	12	40	9	39	8	40	7
Vendors Reporting	33	12	38	9	37	8	39	7
Total Sales	13,752.00	2,138.00	15,202.00	1,878.00	14,447.00	1,196.00	13,195.00	971.00
Average per Vendor	416.73	178.17	400.05	208.67	390.46	149.50	338.33	138.71
Farmers	3,975.00	480.00	3,465.00	310.00	3,267.00		3,035.00	0.00
Ranchers	3,485.00	490.00	3,534.00	575.00	2,744.00	326.00	2,626.00	433.00
Crafts	360.00	250.00	605.00		377.00	200.00	350.00	100.00
Foods	5,932.00	918.00	7,598.00	993.00	8,059.00	670.00	7,184.00	438.00
Baker	920.00	320.00	1,455.00	302.00	1,401.00	130.00	1,632.00	155.00
Beverage	1,745.00	290.00	1,685.00	180.00	1,578.00	200.00	1,330.00	0.00
Value Add	2,267.00	308.00	3,185.00	511.00	4,124.00	340.00	3,086.00	273.00
Pet	1,000.00		1,273.00		956.00		1,136.00	
Visitors	350		280		340		315	
Sales per Capita	\$39.29		\$54.29		\$42.49		\$41.89	
Temperature	91	93	94	94	88	95	95	95
Skies	PC		Sunny		Sunny	Sunny	Sunny	Sunny
Humidity (low=1,med=2,high=3)	1		1		1	1	1	1
Winds (15 mph+)			15		12			
Music	B. Slaughter	J.Kirk	A. Dormont	J.Kirk	J. Rivers	J.Kirk	J.Kirk	n/a

July					Totals
Market Date	7.05	7.12	7.19	7.26	4
Vendors	37	40	39	40	156
Vendors Reporting	33	38	37	39	147
Total Sales	13,752.00	15,202.00	14,447.00	13,195.00	\$56,596.00
Average per Vendor	\$416.73	\$400.05	\$390.46	\$338.33	\$385.01
Population	350	280	340	315	1285
Sales per Capita	\$39.29	\$54.29	\$42.49	\$41.89	\$44.04

Totals and Averages by Month (FY'23)													
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	FY '23
# Markets	4	5	4	4	3	5	4	5	4	4	2		44
# Markets Counted	4	5	4	4	3	5	4	5	4	4	2		44
Vendors	192	205	157	153	122	234	179	224	173	156	69		1864
Vendors Reporting	184	194	153	146	118	222	170	212	166	147	69		1781
Total Sales	\$79,587	\$71,620	\$52,763	\$57,501	\$42,118	\$93,287	\$70,193	\$100,572	\$66,767	\$56,596	\$30,841		\$721,845
Avg. per Market	\$19,897	\$14,324	\$13,191	\$14,375	\$14,039	\$18,657	\$17,548	\$20,114	\$16,692	\$14,149	\$15,421	#DIV/0!	\$16,406
Average per Vendor	\$432.54	\$369.18	\$344.86	\$393.84	\$356.93	\$420.21	\$412.90	\$474.40	\$402.21	\$385.01	\$446.97	#DIV/0!	\$405.30
Vendors per Market	48	41	39	38	41	47	45	45	43	39	35	#DIV/0!	42
Customers	2000	1615	1250	1390	915	2265	1735	2310	1425	1285	600		16,790
Per Market	500	323	313	348	305	453	434	462	356	321	300	#DIV/0!	382
Sales per Customer	\$39.79	\$44.35	\$42.21	\$41.37	\$46.03	\$41.19	\$40.46	\$43.54	\$46.85	\$44.04	\$51.40	#DIV/0!	\$42.99



DRIPPING SPRINGS
Texas

	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
Fund: 201 - Dripping Springs Farmers Market						
Revenue						
Department: 403 - Farmers Market						
201-403-43005	Booth Rental Fees	54,600.00	54,600.00	10,321.00	41,682.00	-12,918.00 23.66 %
201-403-43006	Application Fees	750.00	750.00	420.00	1,170.00	420.00 156.00 %
201-403-43035	Membership Fee	2,600.00	2,600.00	40.00	1,698.00	-902.00 34.69 %
201-403-44000	Sponsorships & Donations	5,000.00	5,000.00	0.00	0.00	-5,000.00 100.00 %
201-403-46001	Other Revenues	0.00	0.00	0.00	30.00	30.00 0.00 %
201-403-46002	Interest	200.00	200.00	93.54	1,110.84	910.84 555.42 %
201-403-46004	Grant Revenues	1,000.00	1,000.00	0.00	0.00	-1,000.00 100.00 %
201-403-46005	Market Events/Merchandise	1,000.00	1,000.00	40.00	376.03	-623.97 62.40 %
201-403-47007	Transfer from General Fund	15,300.59	15,300.59	0.00	0.00	-15,300.59 100.00 %
	Department: 403 - Farmers Market Total:	80,450.59	80,450.59	10,914.54	46,066.87	-34,383.72 42.74%
	Revenue Total:	80,450.59	80,450.59	10,914.54	46,066.87	-34,383.72 42.74%
Expense						
Department: 403 - Farmers Market						
201-403-60000	Regular Employees	52,679.65	52,679.65	4,112.36	45,266.16	7,413.49 14.07 %
201-403-61000	Health Insurance	8,125.04	8,125.04	590.44	6,493.88	1,631.16 20.08 %
201-403-61001	Dental Insurance	0.00	0.00	34.74	382.14	-382.14 0.00 %
201-403-61002	Medicare	0.00	0.00	59.62	656.26	-656.26 0.00 %
201-403-61003	Social Security	0.00	0.00	254.96	2,806.44	-2,806.44 0.00 %
201-403-61004	Unemployment	0.00	0.00	0.00	144.00	-144.00 0.00 %
201-403-61005	Federal Withholding	4,281.99	4,281.99	0.00	0.00	4,281.99 100.00 %
201-403-61006	TMRS	3,173.95	3,173.95	249.20	2,720.02	453.93 14.30 %
201-403-63004	Dues, Fees & Subscriptions	200.00	200.00	0.00	21.46	178.54 89.27 %
201-403-63005	Training/Continuing Education	200.00	200.00	0.00	0.00	200.00 100.00 %
201-403-64000	Office Supplies	300.00	300.00	16.99	367.28	-67.28 -22.43 %
201-403-64019	Market Supplies	4,000.00	4,000.00	0.00	72.63	3,927.37 98.18 %
201-403-65000	Network/Phone	252.00	252.00	0.00	124.82	127.18 50.47 %
201-403-66001	Advertising	3,000.00	3,000.00	71.60	1,518.47	1,481.53 49.38 %
201-403-66010	Events, Entertainment & Activities	3,000.00	3,000.00	100.00	2,183.88	816.12 27.20 %
201-403-66011	Market Event	500.00	500.00	0.00	0.00	500.00 100.00 %
201-403-70002	Contingencies/Emergency Fund	500.00	500.00	0.00	0.00	500.00 100.00 %
201-403-70003	Other Expenses	2,600.00	2,600.00	0.00	1,300.00	1,300.00 50.00 %
201-403-90000	Transfer to Reserve Fund	35,000.00	35,000.00	0.00	0.00	35,000.00 100.00 %
	Department: 403 - Farmers Market Total:	117,812.63	117,812.63	5,489.91	64,057.44	53,755.19 45.63%
	Expense Total:	117,812.63	117,812.63	5,489.91	64,057.44	53,755.19 45.63%
	Fund: 201 - Dripping Springs Farmers Market Surplus (Deficit):	-37,362.04	-37,362.04	5,424.63	-17,990.57	19,371.47 51.85%
	Report Surplus (Deficit):	-37,362.04	-37,362.04	5,424.63	-17,990.57	19,371.47 51.85%

Budget Report

For Fiscal: FY 2022-2023 Period Ending: Item 3. 3

Group Summary

Department	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
Fund: 201 - Dripping Springs Farmers Market						
Revenue						
403 - Farmers Market	80,450.59	80,450.59	10,914.54	46,066.87	-34,383.72	42.74%
Revenue Total:	80,450.59	80,450.59	10,914.54	46,066.87	-34,383.72	42.74%
Expense						
403 - Farmers Market	117,812.63	117,812.63	5,489.91	64,057.44	53,755.19	45.63%
Expense Total:	117,812.63	117,812.63	5,489.91	64,057.44	53,755.19	45.63%
Fund: 201 - Dripping Springs Farmers Market Surplus (Deficit):	-37,362.04	-37,362.04	5,424.63	-17,990.57	19,371.47	51.85%
Report Surplus (Deficit):	-37,362.04	-37,362.04	5,424.63	-17,990.57	19,371.47	51.85%

Fund Summary

Fund	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)
201 - Dripping Springs Farmers M	-37,362.04	-37,362.04	5,424.63	-17,990.57	19,371.47
Report Surplus (Deficit):	-37,362.04	-37,362.04	5,424.63	-17,990.57	19,371.47