



FARMERS MARKET COMMITTEE REGULAR MEETING

City of Dripping Springs

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

Thursday, January 19, 2023 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
Claudia Oney
Janet Musgrove

Staff, Consultants & Appointed/Elected Officials

Farmers Market Manager Charlie Reed
Community Events Coordinator Johnna Krantz

MINUTES

- 1.** Discuss and consider approval of the December 15, 2022, Farmers Market Committee meeting minutes. *Secretary Teresa Strube.*

VENDOR APPLICATIONS

- 2.** Discuss and consider approval of the Farmers Market Vendor Application for Naturally Nourished Market. *Applicant: Kazmira Pedonesi.*
- 3.** Discuss and consider approval of the Farmers Market Vendor Application for Jeany's Caribbean Elixirs. *Applicant: Naijean Bernard.*

REPORTS

- 4.** Farmers Market December 2022 Budget Report
- 5.** Farmers Market Manager Monthly Report
Charlie Reed, Market Manager

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

February 16, 2023, at 10:00 a.m.

March 16, 2023, at 10:00 a.m.

April 20, 2023, at 10:00 a.m.

City Council Meetings

February 7, 2023, at 6:00 p.m.

February 21, 2023, at 6:00 p.m.

March 7, 2023, at 6:00 p.m.

March 21, 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.



FARMERS MARKET COMMITTEE

REGULAR MEETING

City of Dripping Springs

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

Thursday, December 15, 2022 at 10:00 AM

MINUTES

CALL TO ORDER AND ROLL CALL

Farmers Market 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

Gouri called meeting to order at 10:09.

Marianne and Erika were present by phone.

Janet moved to approve minutes from the 11-17-22 meeting; VOTE: unanimous, 7-0.

OTHER BUSINESS

- 1. Discuss and consider approval of the Farmers Market Vendor Application for Eco97. Applicant: Christian Guy.**

Christian introduced the principles of his doggie treat products. Nikki moved to approve; Marianne seconded; VOTE: unanimous, 7-0.

- 2. Discuss and consider approval of the Farmers Market Vendor Application for Kate Feels Cozy. Applicant: Kate McGuire**

Kate's application was complete, along with all necessary paperwork. Nikki moved to approve; Janet seconded; VOTE: unanimous, 7-0.

3. Discuss and consider approval of the Farmers Market Vendor Application for Mata Family Farm. Applicants: Rachael and Gregory Mata.

Discussion revolved around the food items they produced, and the licenses and labels needed to be up to legal requirements.

Tabled

REPORTS

4. Farmers Market Manager Monthly Report
Charlie Reed, Market Manager

Discussion re: ways to increase and hold on to customers. Some of these ideas are already in use, and some of them are in planning stages, such as signs, HOA marketing programs, featuring vendors on website. A new idea is to increase sponsors program and may be a very effective method of fund-raising. Subcommittee will start meeting in January.

5. Farmers Market Monthly Budget Report

Data noted.

EXECUTIVE SESSION

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UPCOMING MEETINGS

Farmers Market Committee Meetings

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

February 16, 2023, at 10:00 a.m.

March 16, 2023, at 10:00 a.m.

City Council Meetings

December 20, 2022, at 6:00 p.m.

January 3, 2023, at 6:00 p.m.

January 17, 2023, at 6:00 p.m.

ADJOURN

Janet moved to adjourn meeting at 12:10.



| | | Original Total Budget | Current Total Budget | Period Activity | Fiscal Activity | Variance Favorable (Unfavorable) | Percent Remaining |
|--|---|--------------------------|-------------------------|--------------------|--------------------|--|----------------------|
| Fund: 201 - Dripping Springs Farmers Market | | | | | | | |
| Revenue | | | | | | | |
| 201-403-43005 | Booth Rental Fees | 54,600.00 | 54,600.00 | 0.00 | 8,605.00 | -45,995.00 | 84.24 % |
| 201-403-43006 | Application Fees | 750.00 | 750.00 | 0.00 | 270.00 | -480.00 | 64.00 % |
| 201-403-43035 | Membership Fee | 2,600.00 | 2,600.00 | 0.00 | 520.00 | -2,080.00 | 80.00 % |
| 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 | 571.83 | 572.75 | 372.75 | 286.38 % |
| 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 | 0.00 | 110.00 | -890.00 | 89.00 % |
| 201-403-47007 | Transfer from General Fund | 15,300.59 | 15,300.59 | 0.00 | 0.00 | -15,300.59 | 100.00 % |
| | Revenue Total: | 80,450.59 | 80,450.59 | 571.83 | 10,107.75 | -70,342.84 | 87.44% |
| Expense | | | | | | | |
| 201-403-60000 | Regular Employees | 52,679.65 | 52,679.65 | 6,368.54 | 14,423.47 | 38,256.18 | 72.62 % |
| 201-403-61000 | Health Insurance | 8,125.04 | 8,125.04 | 885.66 | 2,065.58 | 6,059.46 | 74.58 % |
| 201-403-61001 | Dental Insurance | 0.00 | 0.00 | 52.11 | 121.59 | -121.59 | 0.00 % |
| 201-403-61002 | Medicare | 0.00 | 0.00 | 92.33 | 209.11 | -209.11 | 0.00 % |
| 201-403-61003 | Social Security | 0.00 | 0.00 | 394.84 | 894.24 | -894.24 | 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 | 377.03 | 853.89 | 2,320.06 | 73.10 % |
| 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 | 0.00 | 15.31 | 284.69 | 94.90 % |
| 201-403-64019 | Market Supplies | 4,000.00 | 4,000.00 | 23.49 | 72.63 | 3,927.37 | 98.18 % |
| 201-403-65000 | Network/Phone | 252.00 | 252.00 | 20.66 | 41.32 | 210.68 | 83.60 % |
| 201-403-66001 | Advertising | 3,000.00 | 3,000.00 | 0.00 | 202.76 | 2,797.24 | 93.24 % |
| 201-403-66010 | Events, Entertainment & Activities | 3,000.00 | 3,000.00 | 250.00 | 678.88 | 2,321.12 | 77.37 % |
| 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 | 250.00 | 450.00 | 2,150.00 | 82.69 % |
| 201-403-90000 | Transfer to Reserve Fund | 35,000.00 | 35,000.00 | 0.00 | 0.00 | 35,000.00 | 100.00 % |
| | Expense Total: | 117,812.63 | 117,812.63 | 8,714.66 | 20,050.24 | 97,762.39 | 82.98% |
| | Fund: 201 - Dripping Springs Farmers Market Surplus (Deficit): | -37,362.04 | -37,362.04 | -8,142.83 | -9,942.49 | 27,419.55 | 73.39% |
| | Report Surplus (Deficit): | -37,362.04 | -37,362.04 | -8,142.83 | -9,942.49 | 27,419.55 | 73.39% |

Group Summary

| | Original Total Budget | Current Total Budget | Period Activity | Fiscal Activity | Variance Favorable (Unfavorable) | Percent Remaining |
|---|--------------------------|-------------------------|--------------------|--------------------|--|----------------------|
| Fund: 201 - Dripping Springs Farmers Market | | | | | | |
| Revenue | | | | | | |
| | 80,450.59 | 80,450.59 | 571.83 | 10,107.75 | -70,342.84 | 87.44% |
| Revenue Total: | 80,450.59 | 80,450.59 | 571.83 | 10,107.75 | -70,342.84 | 87.44% |
| Expense | | | | | | |
| | 117,812.63 | 117,812.63 | 8,714.66 | 20,050.24 | 97,762.39 | 82.98% |
| Expense Total: | 117,812.63 | 117,812.63 | 8,714.66 | 20,050.24 | 97,762.39 | 82.98% |
| Fund: 201 - Dripping Springs Farmers Market Surplus (Deficit): | -37,362.04 | -37,362.04 | -8,142.83 | -9,942.49 | 27,419.55 | 73.39% |
| Report Surplus (Deficit): | -37,362.04 | -37,362.04 | -8,142.83 | -9,942.49 | 27,419.55 | 73.39% |

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 | -8,142.83 | -9,942.49 | 27,419.55 |
| Report Surplus (Deficit): | -37,362.04 | -37,362.04 | -8,142.83 | -9,942.49 | 27,419.55 |

Farmers Market Manager Report for 01/19/2023 Meeting

by Charlie Reed

December 2022 Market News:

- Averaged 39 vendors/market, first time under 40 since August '22.
- 313 customers/market (lowest since August)
- Total sales per market: \$13,191 (lowest since July)
- Average per vendor: \$344 (down \$100 over 12/2021; lowest since 07/2021)

Big event this month was giveaways at 12/21 market in which vendors contributed items for market bag giveaways. Three drawings. All customers received one free ticket, while folks who bought market bags received ten more. Event resulted in sales of 7 bags.

Competitive Markets

A new FM has popped up in Circle C on Friday afternoons, run by the same owner of a Lago Vista FM. This is not Savory market, which had withdrawn from Headwaters and Belterra, but which has just restarted in Belterra on Fridays. Circle C market is smaller and limited in size, but many of our vendors are present, including a few who've withdrawn or reduced attendance at DSFM (Crescent City Flavor, notably). Customer attendance on the day I visited (January 6) was heavy.

Saturday Market:

Getting sporadic calls from customers and prospective vendors about Saturdays.

Marketing:

CODS has added to their communications/marketing team. Meeting 1/13 and will follow up with a plan for developing content discussed by FMC Marketing Subcommittee 1/4.

Sponsors:

Dana and Dee (Mihaly & Marsh Marketing) have once again inquired about sponsorships, responding to our newsletter call for musician sponsors. Trying to make a connection, but schedules are difficult to sync.

Social Media:

- Instagram followers up to 2,858 (+40 over last month).
- Facebook followers at 6,686 (+22)
- Newsletter subscribers: 1,779 (+27)

Market Bag Sales

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

FY 2023: 26 bags @ \$260

Let's discuss offering other items.

| DSFM Sales Data | | | | |
|-------------------------------|----------------|----------------|----------------|----------------|
| Market Date | 12.07 | 12.14 | 12.21 | 12.28 |
| Vendors | 43 | 46 | 38 | 30 |
| Vendors Reporting | 42 | 46 | 36 | 29 |
| Total Sales | 15,242.00 | 14,488.00 | 12,781.00 | 10,252.00 |
| Average per Vendor | 362.90 | 314.96 | 355.03 | 353.52 |
| Farmers | 977.00 | 1,686.00 | 1,776.00 | 240.00 |
| Ranchers | 3,236.00 | 2,494.00 | 1,799.00 | 2,042.00 |
| Crafts | 1,395.00 | 1,225.00 | 840.00 | 110.00 |
| Foods | 9,634.00 | 9,083.00 | 8,366.00 | 7,860.00 |
| Baker | 1,920.00 | 1,855.00 | 2,240.00 | 1,460.00 |
| Beverage | 1,847.00 | 1,557.00 | 2,092.00 | 1,820.00 |
| Value Add | 5,067.00 | 4,671.00 | 3,334.00 | 3,680.00 |
| Pet | 800.00 | 1,000.00 | 700.00 | 900.00 |
| Visitors | 325 | 350 | 300 | 275 |
| Sales per Capita | \$46.90 | \$41.39 | \$42.60 | \$37.28 |
| Temperature | 80 | 65 | 48 | 70 |
| Skies | PC | Clear | Cloudy | Cloudy |
| Humidity (low=1,med=2,high=3) | 2 | 1 | 2 | 2 |
| Winds (15 mph+) | | 20 | | 15 |
| Music | B. Slaughter | A. Dormont | J. Rivers | J. Kirk |
| Time/Venue Note | Closed at 5:30 | Closed at 5:30 | Closed at 5:30 | Closed at 5:30 |
| Income | | | | |
| Market Date | 12.07 | 12.14 | 12.21 | 12.28 |
| Market Bags Sold | 0 | 0 | 7 | 3 |
| Market Bags Cost | 10 | 10 | 10 | 10 |
| Market Bags Sales | 0 | 0 | 70 | 30 |

| 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 | 2 | | | | | | | | | 15 |
| # Markets Counted | 4 | 5 | 4 | 2 | | | | | | | | | 15 |
| Vendors | 192 | 205 | 157 | 73 | | | | | | | | | 627 |
| Vendors Reporting | 184 | 194 | 153 | 70 | | | | | | | | | 601 |
| Total Sales | \$79,587 | \$71,620 | \$52,763 | \$27,875 | | | | | | | | | \$231,845 |
| Avg. per Market | \$19,897 | \$14,324 | \$13,191 | \$13,938 | #DIV/0! | \$15,456 |
| Average per Vendor | \$432.54 | \$369.18 | \$344.86 | \$398.21 | #DIV/0! | \$385.77 |
| Vendors per Market | 48 | 41 | 39 | 37 | #DIV/0! | 42 |
| Customers | 2000 | 1615 | 1250 | 690 | | | | | | | | | 5,555 |
| Per Market | 500 | 323 | 313 | 345 | #DIV/0! | 370 |
| Sales per Customer | \$39.79 | \$44.35 | \$42.21 | \$40.40 | #DIV/0! | n/a |