



FARMERS MARKET COMMITTEE REGULAR MEETING

City of Dripping Springs

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

Thursday, May 18, 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
Erika Fritz
Janet Musgrove
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 April 27, 2023, Farmers Market Committee meeting minutes.** *Secretary Teresa Strube.*

VENDOR APPLICATIONS

- 2. Discuss and consider approval of the Farmers Market Vendor Applications.**
 - Sheppard's Peppers, *Applicant: David Sheppard*
 - Unsolicited Wicks, *Applicant: SeanTrevithick*
 - Baby Bundts, *Applicant: Jourden Helms*
 - Lobster Dogs ATX, *Applicant: Chris Pollack*
 - Texas Wild Seafood, *Applicant: Ronald Pockrus*
 - Royal Floridian Mobile Massage, *Applicant: Katarah Barge*
 - Chandice Cupcakes, *Applicant: Chandice Karver*
 - Hold Steady Coffee, *Applicant: Anthony Frattolillo*

REPORTS

- 3. Farmers Market Manager May 2023 Report**
Charlie Reed, Market Manager
- 4. Farmers Market April 2023 Budget Report.**

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

June 15, 2023, at 10:00 a.m.
July 20, 2023, at 10:00 a.m.
August 17, 2023, at 10:00 a.m.

City Council Meetings

June 6, 2023, at 6:00 p.m.
June 20, 2023, at 6:00 p.m.
July 5, 2023, at 6:00 p.m.
July 18, 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

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

Thursday, April 27, 2023 at 10:00 AM

MINUTES

CALL TO ORDER AND ROLL CALL

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

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

Gouri opened the meeting at 10:07.

Erika was absent.

Marianne attended by phone.

MINUTES

1. **Discuss and consider approval of the March 30, 2023, Farmers Market Committee meeting minutes.** *Secretary Teresa Strube.*

Nikki moved to approve Minutes from 3-30-23 with the amended Item 2 that Nikki did not abstain but rather approved; Marianne seconded; VOTE: unanimous, 6-0-0.

VENDOR APPLICATIONS

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

a. Baked by Buenz, Applicant: Meggie Buenz

Marianne moved to accept application under condition that Vendor not sell dairy products; Janet seconded; VOTE: unanimous, 6-0. Two other issues included clarifying whether cashew butter/milk is shelf stable, and labels need to be made cottage food compliant.

b. The Funky Flamingo, Applicant: Valerie Cain

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

c. Olive You Homemade, Applicant: Amie Ibarra

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

d. Max Living Chiropractic, Applicant: Dr. Courtney Lampkin

Dr Lampkin is using the Market to promote her business, rather than create sales, so Gouri suggested that sponsorship would be a better fit. She moved to deny application; Claudia seconded; VOTE: 5-0-1 including one abstention.

e. Hold Steady Coffee, Applicant: Anthony Frattolillo

Application pulled by vendor.

REPORTS

3. Farmers Market Manager April 2023 Report

Charlie Reed, Market Manager

Report noted.

4. Farmers Market March 2023 Budget Report

Report noted.

OTHER BUSINESS

5. Discuss and consider approval of the Farmers Market Committee Fiscal Year 2024 Budget recommendations. Chair: Gouri Johannsen

After a thorough review, Janet moved to approve; Nikki seconded; VOTE: unanimous, 6-0.

EXECUTIVE SESSION

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UPCOMING MEETINGS

Farmers Market Committee Meetings

May 18, 2023, at 10:00 a.m.

June 15, 2023, at 10:00 a.m.

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

City Council Meetings

May 2, 2023, at 6:00 p.m.

May 16, 2023, at 6:00 p.m.

June 6, 2023, at 6:00 p.m.

June 20, 2023, at 6:00 p.m.

ADJOURN

Janet moved to adjourn at 11:36; Nikki seconded; VOTE: unanimous, 6-0.

Farmers Market Manager Report for 05/18/2023 Meeting

by Charlie Reed

Market News:

- Averaged 45 vendors/market (-2 from March) (-1 from April 2022)
- 434 customers/market (-20 from Mar.) (-60 from Apr. 2022)
- Total sales per market: \$17,548 (-1,100 from Mar.) (-\$5,000 from Apr. 2022)
- Average per vendor: \$413 (-7 from Mar.) (-\$87 from Apr. 2022)

Some of these numbers are down due to a vendor wi-fi outage 4/12, which prevented them from taking Square payments for last hour of market. Move to DSRP for expected heavy storms 4/26 also saw decrease in customers. After initial complaints, as well as a very energetic indoor market, several vendors asked why we don't have the market at DSRP full-time – which was very encouraging.

Vendor Issues:

At 4/26 market at DSRP, Jesse (NumNums) took video of a long snake moving from his vehicle to Justin's (Brenham Kitchens) at the end of market. The snake was likely a rat snake, 3-4 feet in length, which crawled into Justin's car's engine block. As it turns out, Justin has a paralyzing fear of snakes, so we had to thoroughly search his vehicle. I told him that it certainly could not get into the interior, but he should keep his eyes out for a little tongue flickering out of the AC vents. He was not appreciative of this, and we should take every opportunity to remind him that he never saw the snake exit his vehicle and that it is probably still in there.

Social Media:

- Instagram followers up to 3,134 (+35 over last month).
- Facebook followers at 6,881 (+33)
- Newsletter subscribers: 1,853 (+12)

Marketing/Community Outreach

Committee ok'd Community Impact spend of \$700. Johnna and Charlie to produce ad for May (June) issue.

Market Bag Sales/Merchandise

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

FY 2023 (through 5/10): 35 bags @ \$350

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

Bill to Update Cottage Law

The Texas House Committee on Public Health will hear SB 829 on Monday, May 15 at 10:00 a.m.

DSFM Sales Data				
Market Date	4.05	4.12	4.19	4.26
Vendors	48	51	44	36
Vendors Reporting	46	48	41	35
Total Sales	18,633.00	18,160.00	18,053.00	15,347.00
Average per Vendor	405.07	378.33	440.32	438.49
Farmers	1,656.00	2,827.00	2,611.00	1,662.00
Ranchers	3,219.00	3,510.00	3,537.00	3,305.00
Crafts	1,050.00	700.00	680.00	243.00
Foods	12,708.00	11,123.00	11,225.00	10,137.00
Baker	1,731.00	1,246.00	1,150.00	552.00
Beverage	2,536.00	2,212.00	2,024.00	2,188.00
Value Add	7,270.00	5,723.00	6,643.00	6,050.00
Pet	1,171.00	1,942.00	1,408.00	1,347.00
Visitors	425	500	435	375
Sales per Capita	\$43.84	\$36.32	\$41.50	\$40.93
Temperature	65	80	80	80
Skies	Cloudy	Sunny	Cloudy	Cloudy
Humidity (low=1,med=2,high=3)	1	1	2	3
Winds (15 mph+)	15		15	
Music	J. Rivers	A. Dormont	B. Slaughter	J. Kirk
Time/Venue Note		Vendors lost cell data and couldn't work Square.		DSRP

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	2					31
# Markets Counted	4	5	4	4	3	5	4	2					31
Vendors	192	205	157	153	122	234	179	91					1333
Vendors Reporting	184	194	153	146	118	222	170	88					1275
Total Sales	\$79,587	\$71,620	\$52,763	\$57,501	\$42,118	\$93,287	\$70,193	\$40,201					\$507,270
Avg. per Market	\$19,897	\$14,324	\$13,191	\$14,375	\$14,039	\$18,657	\$17,548	\$20,101	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$16,364
Average per Vendor	\$432.54	\$369.18	\$344.86	\$393.84	\$356.93	\$420.21	\$412.90	\$456.83	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$397.86
Vendors per Market	48	41	39	38	41	47	45	46	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	43
Customers	2000	1615	1250	1390	915	2265	1735	1025					12,195
Per Market	500	323	313	348	305	453	434	513	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	393
Sales per Customer	\$39.79	\$44.35	\$42.21	\$41.37	\$46.03	\$41.19	\$40.46	\$39.22	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	n/a



	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	0.00	17,812.00	-36,788.00 67.38 %
201-403-43006	Application Fees	750.00	750.00	0.00	330.00	-420.00 56.00 %
201-403-43035	Membership Fee	2,600.00	2,600.00	0.00	1,078.00	-1,522.00 58.54 %
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	72.30	845.54	645.54 422.77 %
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	251.03	-748.97 74.90 %
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	72.30	20,346.57	-60,104.02 74.71%
	Revenue Total:	80,450.59	80,450.59	72.30	20,346.57	-60,104.02 74.71%
Expense						
Department: 403 - Farmers Market						
201-403-60000	Regular Employees	52,679.65	52,679.65	4,112.36	30,872.91	21,806.74 41.39 %
201-403-61000	Health Insurance	8,125.04	8,125.04	590.44	4,427.34	3,697.70 45.51 %
201-403-61001	Dental Insurance	0.00	0.00	34.74	260.55	-260.55 0.00 %
201-403-61002	Medicare	0.00	0.00	59.62	447.59	-447.59 0.00 %
201-403-61003	Social Security	0.00	0.00	254.96	1,914.08	-1,914.08 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	1,847.82	1,326.13 41.78 %
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	350.29	-50.29 -16.76 %
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	21.76	124.82	127.18 50.47 %
201-403-66001	Advertising	3,000.00	3,000.00	0.00	222.76	2,777.24 92.57 %
201-403-66010	Events, Entertainment & Activities	3,000.00	3,000.00	350.00	1,658.88	1,341.12 44.70 %
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	200.00	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	5,873.08	43,665.13	74,147.50 62.94%
	Expense Total:	117,812.63	117,812.63	5,873.08	43,665.13	74,147.50 62.94%
	Fund: 201 - Dripping Springs Farmers Market Surplus (Deficit):	-37,362.04	-37,362.04	-5,800.78	-23,318.56	14,043.48 37.59%
	Report Surplus (Deficit):	-37,362.04	-37,362.04	-5,800.78	-23,318.56	14,043.48 37.59%

Budget Report

For Fiscal: FY 2022-2023 Period Ending: Item 4. 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	72.30	20,346.57	-60,104.02	74.71%
Revenue Total:	80,450.59	80,450.59	72.30	20,346.57	-60,104.02	74.71%
Expense						
403 - Farmers Market	117,812.63	117,812.63	5,873.08	43,665.13	74,147.50	62.94%
Expense Total:	117,812.63	117,812.63	5,873.08	43,665.13	74,147.50	62.94%
Fund: 201 - Dripping Springs Farmers Market Surplus (Deficit):	-37,362.04	-37,362.04	-5,800.78	-23,318.56	14,043.48	37.59%
Report Surplus (Deficit):	-37,362.04	-37,362.04	-5,800.78	-23,318.56	14,043.48	37.59%

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	-5,800.78	-23,318.56	14,043.48
Report Surplus (Deficit):	-37,362.04	-37,362.04	-5,800.78	-23,318.56	14,043.48

GL Codes				
GL Type	GL Code/Desc	GL Debit	GL Credit	GL Net
Revenue	201-403-43005: FARMERS MARKET - Vendor Booths	-3646	40637	36991
Revenue	201-403-43006: FARMERS MARKET - Vendor Application	-210	1230	1020
Revenue	201-403-43035: FARMERS MARKET - 2023 Membership Fee	-180	1960	1780
Totals for GL Codes		-4036	43827	39791