



## Farmers Market Committee Regular Meeting

City of Dripping Springs City Hall

511 Mercer Street - Dripping Springs, Texas

Thursday, February 19, 2026, 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  
Sherrie Parks  
Frankie Bayne  
Claudia Oney

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

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

## VENDOR APPLICATIONS

1. Discussion and possible action regarding Farmers Market Vendor Applications.

## REPORTS

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

## BUSINESS AGENDA

3. Discussion and possible action on the scheduling of a meeting with Angie Hendricks, publisher of Dripping Springs Neighbors Magazine, regarding an increased presence of the Dripping Springs Farmers Market in the Dripping Springs Neighbors Magazine.
4. Update from Permit Subcommittee

## UPCOMING MEETINGS

### *Farmers Market Committee Meetings*

March 19, 2026, at 10:00 a.m.

April 16, 2026, at 10:00 a.m.

May 21, 2026, at 10:00 a.m.

June 18, 2026, at 10:00 a.m.

July 16, 2026, at 10:00 a.m.

### *City Council Meetings*

March 3, 2026, at 6:00 p.m.

March 17, 2026, at 6:00 p.m.

April 7, 2026, at 6:00 p.m.

April 21, 2026, at 6:00 p.m.

May 5, 2026, 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 Manager Report for 2/19/2026 Meeting

by Charlie Reed

**Last Month's Market News:**

- Averaged **33** vendors/market
- **248** customers/market
- Total sales per market: **\$17,301**
- Average per vendor: **\$520**

**Social Media:**

- Instagram followers: 6,220 (+43)
- Facebook followers: 8,412 (+54)
- Newsletter subscribers: 2,335 (-281 – back-end purge of inactives)

**Market Happenings:**

- Up/down week-over-week, but averaged higher much sales than any other January in my records despite having fewer vendors than the last year or two. 2021-2025 saw averages of \$13-15k/market, while 2026 was \$17k.
- 1/21 market at Triangle (due to HCLS) had an amazing feel, and with 70-degree temps had a great turnout with a lot of energy. Several vendors are pushing for a full-time return to the Triangle, but the numbers show that's mostly atavistic fantasizing... they're remembering the glory days. I've been crunching numbers for a fuller 5-year report (at bottom of this report) and am waiting for feedback from vendors on their prices over the years, which will help us understand how inflation relates to our data. I hope to have that done by 2/19.

**Numbers...**

GLCode/Desc	January	FY2026
Vendor Booths	\$4,548	\$20,089
Vendor Application	\$160	\$550
Sponsorships	\$50	\$225
Merchandise	\$0	\$175
Totals for GL Codes	\$4,758	\$21,039

Totals and Averages by Month (FY'26)													
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	FY '25
# Markets	5	4	3	4	1								17
# Markets Counted	5	4	3	4	1								17
Vendors	234	161	132	133	41								701
Vendors Reporting	221	155	131	133	38								678
Total Sales	\$98,985	\$73,559	\$68,767	\$69,204	\$19,763								\$330,278
Avg. per Market	\$19,797	\$18,390	\$22,922	\$17,301	\$19,763	#DIV/0!	\$19,428						
Average per Vendor	\$447.90	\$474.57	\$524.94	\$520.33	\$520.08	#DIV/0!	\$487.14						
Vendors per Market	47	40	44	33	41	#DIV/0!	41						
Customers	1490	1175	920	990	325								4,900
Per Market	298	294	307	248	325	#DIV/0!	288						
Sales per Customer	\$66.43	\$62.60	\$74.75	\$69.90	\$60.81	#DIV/0!	\$67.40						

DSFM Sales Data								
Market Date	1.07	1.14	1.21	1.28	2.04	Y-Total	Y-Avg	Share
Market	1	1	1	1	1	17		
Market Counted	1	1	1	1	1	17		
Vendors	38	36	26	33	38	698	41	
Vendors Reporting	38	36	26	33	37	677	40	100%
Total Sales	19,785.00	15,607.00	18,585.00	15,227.00	19,763.00	330,398	19,435	100%
Average per Vendor	520.66	433.53	714.81	461.42	534.14	488.03		
<b>Farmers</b>	700.00	1,676.00	250.00	0.00	0.00	30,241	1,779	9.15%
#V	1.0	2.0	1.0	0.0	0.0	57.0	3.4	8.42%
Sales/V	700.00	838.00	250.00	#DIV/0!	#DIV/0!	531		
<b>Ranchers</b>	4,838.00	4,810.00	6,699.00	5,812.00	6,219.00	93,615	5,507	28.33%
#V	8.0	6.0	4.0	6.0	7.0	112.0	6.6	16.54%
Sales/V	604.75	801.67	1,674.75	968.67	888.43	836		
<b>Crafts</b>	1,496.00	1,490.00	900.00	815.00	1,082.00	23,558	1,386	7.13%
#V	3.0	5.0	2.0	3.0	6.0	107.0	6.3	15.81%
Sales/V	498.67	298.00	450.00	271.67	180.33	220		
<b>Foods - Bake/Bev/VA/Pet</b>	12,751	7,631	10,736	8,600	12,462	182,984	10,764	55.38%
#V	26.0	23.0	19.0	24.0	25.0	404.0	23.8	59.68%
Sales/V	490.42	331.78	565.05	358.33	498.48	453		
<b>Baker</b>	3,851.00	2,094.00	2,654.00	2,643.00	3,419.00	46,907	2,759	14.20%
#V	10.0	6.0	5.0	7.0	8.0	117.0	6.9	17.28%
Sales/V	385.10	349.00	530.80	377.57	427.38	401		
<b>Beverage</b>	1,375.00	1,079.00	688.00	770.00	1,344.00	26,637	1,567	8.06%
#V	4	4	2	3	3	76	4	11.23%
Sales/V	343.75	269.75	344.00	256.67	448.00	350		
<b>Value Add</b>	4,525.00	3,758.00	5,094.00	4,337.00	4,699.00	75,490	4,441	22.85%
#V	11.0	12.0	11.0	13.0	13.0	194.0	11.4	28.66%
Sales/V	411.36	313.17	463.09	333.62	361.46	389		
<b>Pet</b>	3,000.00	700.00	2,300.00	850.00	3,000.00	33,950	1,997	10.28%
#V	1	1	1	1	1	17	1	2.51%
Sales/V	3,000.00	700.00	2,300.00	850.00	3,000.00	1,997		
<b>Visitors</b>	<b>265</b>	<b>225</b>	<b>275</b>	<b>225</b>	<b>325</b>	<b>4,900</b>	<b>288</b>	
Sales per Capita	\$74.66	\$69.36	\$67.58	\$67.68	\$60.81	<b>\$67.43</b>		
Temperature	80	68	70	56	65	1285	75.59	
Skies	PC	Sunny	Sunny	Sunny	Sunny			

**FIVE YEAR SALES by Location, Time, Temperature, Year**

LOCATIONS	# Mkts	Year	Total Sales per Mkt	Average per Vendor
Triangle	34	2021-2022, 2026	\$17,308	\$437
Pound House	19	2022	\$18,705	\$445
Founders Park	78	2022-2024	\$15,906	\$411
DSRP	97	2022-2026	\$19,807	\$495

<b>TIMES</b>	<b># Mkts</b>		<b>Total Sales per Mkt</b>	<b>Average per Vendor</b>
9:00 AM	40		\$15,882	\$446
3 PM (no AC)	170		\$17,922	\$445
3 PM (w/AC)	18		\$23,030	\$545

<b>TEMPERATURES</b>	<b># Mkts</b>		<b>Total Sales per Mkt</b>	<b>Average per Vendor</b>
94+	18		\$16,508	\$409
86-93	36		\$19,837	\$465
76-85	46		\$19,290	\$457
66-75	34		\$18,301	\$457
56-65	21		\$16,598	\$434
<55	15		\$11,825	\$397

<b>FISCAL YEAR</b>	<b># Mkts</b>		<b>Total Sales per Mkt</b>	<b>Average per Vendor</b>
2021	15		\$14,830	\$392
2022	44		\$18,120	\$448
2023	51		\$15,809	\$405
2024	51		\$17,219	\$447
2025	50		\$21,241	\$520
2026	18		\$19,455	\$485



**STAFF REPORT**  
**City of Dripping Springs**  
**PO Box 384**  
**511 Mercer Street**  
**Dripping Springs, TX 78620**

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**Submitted By:** Charlie Reed, Farmers Market Manager

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**FMC Meeting Date:** February 19, 2026

**Agenda Item Wording:** Update from Labeling Subcommittee

**Agenda Item Requestor:** Charlie Reed

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**Summary/Background:** The Permit Subcommittee was created in January to review updated Cottage Law label and discover updated permitting requirements. They met February 2<sup>nd</sup> to discuss needs and process..

**Staff Recommendations:**

**Recommended  
Council Actions:**

**Attachments:** No attachment.

**Next Steps/Schedule:**