



## **Farmers Market Committee Regular Meeting**

*City of Dripping City Hall*

*511 Mercer Street – Dripping Springs, Texas*

*Thursday, November 20, 2025, at 10:00 AM*

---

# **AGENDA**

## **CALL TO ORDER AND ROLL CALL**

### **Committee Members**

Gouri Johannsen, Chair  
Marianne Simmons, Vice Chair  
Frankie Bayne  
Nikki Dahlin  
Erika Fritz  
Janet Musgrove  
Sherrie Parks  
Taline Manassian  
Claudia Oney

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

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

## **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*

## **BUSINESS AGENDA**

- 3. Discuss and consider approval of the 2026 Farmers Market Committee meeting calendar.**
- 4. Discuss and consider approval of a Farmers Market display for the Trail of Lights at Dripping Springs Ranch Park.**

## **UPCOMING MEETINGS**

### **Farmers Market Committee Meetings**

December 18, 2025, at 10:00 a.m.

**City Council Meetings**

December 2, 2025, at 6:00 p.m.

December 16, 2025, at 6:00 p.m.

January 6, 2025, at 6:00 p.m.

January 20, 2025, 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 11/20/2025 Meeting

by Charlie Reed

## Last Month's Market News:

- Averaged **47** vendors/market (down 3 from September, up 3 from October 2024)
- **298** customers/market
- Total sales per market: **\$19,797** (-\$2,000 from 2024; +6,000 from 2023; even with 2023)
- Average per vendor: **\$448**

## Social Media:

- Instagram followers: 6,014 (+73)
- Facebook followers: 8,317 (+23)
- Newsletter subscribers: 2,340 (+5)

## Market Happenings:

- With market sales down, certain vendors are getting antsy. Some are amplifying complaining, others are looking for edges over competitors (including snitching). This week there's a minor movement to open market an hour earlier in an attempt to get the elementary school pick-up crowd. I'll send a survey to vendors next Monday and report on it at the meeting.
- Applications and calls for information on becoming a vendor are also much slower.
- Southwest Farms suspended again due to sale of unapproved items and failure to pay electricity fee at checkout. See attached email notifying SWF of suspension.

## Numbers...

GLCode/Desc - October, 2025	GLNet
201-403-43005: FARMERSMARKET - Vendor Booths*	\$5,859.50
201-403-43006: FARMERSMARKET - Vendor Application	\$30.00
201-403-44000: FARMERSMARKET - Sponsorships	\$75.00
201-403-46005: FARMERSMARKET - Merchandise	\$10.00
Totals for GL Codes	\$5,974.50
* DSAL Art Market on 11/8 was \$410 of Vendor Booths total. They get a 70/30 split, which subtracts \$287 from GL Net.	\$5,687.00

Totals and Averages by Month (FY'26)													
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	FY '25
# Markets	5	1											6
# Markets Counted	5	1											6
Vendors	234	44											278
Vendors Reporting	221	42											263
Total Sales	\$98,985	\$16,759											\$115,744
Avg. per Market	\$19,797	\$16,759	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$19,291
Average per Vendor	\$447.90	\$399.02	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$440.09
Vendors per Market	47	44	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	46
Customers	1490	250											1,740
Per Market	298	250	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	290
Sales per Customer	\$66.43	\$67.04	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$66.52

DSFM Sales Data									
Market Date	10.01	10.08	10.15	10.22	10.29	11.05	Y-Total	Y-Avg	Share
Market	1	1	1	1	1	1	6		
Market Counted	1	1	1	1	1	1	6		
Vendors	46	50	48	50	40	44	278	46	
Vendors Reporting	45	45	45	49	37	42	263	44	101%
Total Sales	20,471	22,330.00	16,053.00	22,414.00	17,717.00	16,759.00	115,744	19,291	100%
Average per Vendor	454.91	496.22	356.73	457.43	478.84	399.02	440.09		
<b>Farmers</b>	2,025	2,588.00	2,334.00	2,416.00	1,815.00	1,809.00	12,987	2,165	11.22%
#V	4.0	7.0	6.0	4.0	3.0	3.0	27.0	4.5	10.27%
Sales/V	506.25	369.71	389.00	604.00	605.00	603.00	481		
<b>Ranchers</b>	5,344	5,291.00	3,987.00	6,459.00	5,746.00	5,233.00	32,060	5,343	27.70%
#V	8.0	8.0	7.0	9.0	6.0	8.0	46.0	7.7	17.49%
Sales/V	668.00	661.38	569.57	717.67	957.67	654.13	697		
<b>Crafts</b>	1,138	1,923.00	1,022.00	2,213.00	1,087.00	544.00	7,927	1,321	6.85%
#V	9.0	8.0	8.0	8.0	6.0	5.0	44.0	7.3	16.73%
Sales/V	126.44	240.38	127.75	276.63	181.17	108.80	180		
<b>Foods - Bake/Bev/VA/Pet</b>	11,964	12,528	8,710	11,326	9,069	9,173	62,770	10,462	54.23%
#V	24.0	23.0	25.0	28.0	22.0	26.0	148.0	24.7	56.27%
Sales/V	498.50	544.70	348.40	404.50	412.23	352.81	424		
<b>Baker</b>	2,989	3,241.00	2,657.00	2,931.00	2,319.00	2,489.00	16,626	2,771	14.36%
#V	7.0	7.0	8.0	9.0	5.0	7.0	43.0	7.2	16.35%
Sales/V	427.00	463.00	332.13	325.67	463.80	355.57	387		
<b>Beverage</b>	2,038	2,235.00	1,751.00	1,896.00	1,703.00	1,431.00	11,054	1,842	9.55%
#V	5	5	6	6	6	5	33	6	12.55%
Sales/V	407.60	447.00	291.83	316.00	283.83	286.20	335		
<b>Value Add</b>	5,337	4,952.00	2,402.00	5,299.00	3,447.00	3,653.00	25,090	4,182	21.68%
#V	11.0	10.0	10.0	12.0	10.0	13.0	66.0	11.0	25.10%
Sales/V	485.18	495.20	240.20	441.58	344.70	281.00	380		
<b>Pet</b>	1,600	2,100.00	1,900.00	1,200.00	1,600.00	1,600.00	10,000	1,667	8.64%
#V	1	1	1	1	1	1	6	1	2.28%
Sales/V	1,600.00	2,100.00	1,900.00	1,200.00	1,600.00	1,600.00	1,667		
<b>Visitors</b>	325	350	250	315	250	250	1,740	290	
Sales per Capita	\$62.99	\$63.80	\$64.21	\$71.16	\$70.87	\$67.04	\$66.52		
Temperature	95	91	92	90	68	82	518	86.33	
Skies	Sunny	Sunny	Sunny	Sunny	Sunny	Sunny			
Humidity (low=1,med=2,high=3)	1	1	1	2	1	1			
Winds (15 mph+)					20				
Music	L. Torres	A. Dormont	S.Boubonnais	J. Kirk	n/a	L. Torres			



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

**Submitted By:** Maverick Coleman, Deputy City Secretary

**Commission Meeting Date:** November 20, 2025

**Agenda Item Wording:** **Discuss and consider approval of the 2026 Farmers Market Committee meeting calendar.**

**Agenda Item Requestor:** Charlie Reed, Farmers Market Manager

**Summary/Background:** Each year the City Secretary prepares the next year's meeting calendar for approval by the committee. Meeting dates are scheduled using the frequency as stated in the committee ordinance. The Farmers Market Committee ordinance calls for monthly meetings which are currently scheduled for 10:00 a.m., the 3rd Thursday of each month.

Attached for review is the proposed 2026 meeting calendar with approved city holidays; FMC meetings are highlighted in green. There is a conflict with DSISD calendar in March. The March 19<sup>th</sup> FMC meeting falls during the week of the DSISD Spring Break. **It is up to the committee's discretion if they would like to keep this meeting date or propose a different date.** Meetings may be rescheduled throughout the year as the Committee sees fit.

**Commission Recommendations:** Approve the 2026 meeting calendar

**Attachments:** FMC 2026 Proposed Calendar & CODS Holiday Calendar

**Next Steps/Schedule:**

- Add meetings to Outlook calendars.
- Add meeting to City website calendar
- Create meeting on Municode

# 2026 Farmers Market Committee Meeting Calendar

## JANUARY

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	13	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

## FEBRUARY

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

## MARCH

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

## APRIL

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	7	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

## MAY

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

## JUNE

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	5	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	25	25	26	27
28	29	30				

## JULY

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

## AUGUST

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

## SEPTEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

## OCTOBER

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

## NOVEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

## DECEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		



**DRIPPING SPRINGS**  
Texas

### CODS HOLIDAY

Farmers Market Committee Meeting Date

### MEETING DATES:

01/15/26 FMC Meeting

02/19/26 FMC Meeting

03/19/26 FMC Meeting

04/16/26 FMC Meeting

05/21/26 FMC Meeting

06/18/26 FMC Meeting

07/16/26 FMC Meeting

08/20/26 FMC Meeting

09/17/26 FMC Meeting

10/15/26 FMC Meeting

11/19/26 FMC Meeting

12/17/26 FMC Meeting