



Farmers Market Committee Regular Meeting

City of Dripping Springs Ranch Park House

1042 Event Center Dr.

Thursday, March 19, 2026, at 10:00 AM

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

Deputy City Administrator Shawn Cox

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. Public hearing, discussion, and possible action regarding the Farmers Market Committee's Fiscal Year 2027 budget recommendation, and budget committee appointments.

UPCOMING MEETINGS

Farmers Market Committee Meetings

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.

August 20, 2026, at 10:00 a.m.

City Council Meetings

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

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

May 5, 2026, at 6:00 p.m.

May 19, 2026, at 6:00 p.m.

June 2, 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 3/19/2026 Meeting

by Charlie Reed

Last Month's Market News:

- Averaged **41** vendors/market
- **300** customers/market
- Total sales per market: **\$19,897**
- Average per vendor: **\$517**

Social Media:

- Instagram followers: 6,291 (+71)
- Facebook followers: 8,429 (+17)
- Newsletter subscribers: 2,341 (+6)

Market Happenings:

- 2/25 market had incident with vendor experiencing unknown health issue at close of market. After light first aid and questioning, EMS was called at request of vendor. Vendor was tested but not treated for any ailment. Vendor was showing extreme confusion and EMS strongly advised he not drive home. Two other vendors drove him home and he was fine the next day.

Numbers (not March, Feb)...

GL Code/Desc	Mar-26	FY2026
201-403-43005: FARMERSMARKET- Vendor Booths	\$5,837	\$25,926
201-403-43006: FARMERSMARKET- Vendor Application	\$200	\$750
201-403-44000: FARMERSMARKET- Sponsorships	\$50	\$275
201-403-46005: FARMERSMARKET- Merchandise	\$20	\$195
Totals for GL Codes	\$6,107	\$27,146

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	4	1							21
# Markets Counted	5	4	3	4	4	1							21
Vendors	234	161	132	133	163	46							869
Vendors Reporting	221	155	131	133	154	45							839
Total Sales	\$98,985	\$73,559	\$68,767	\$69,204	\$79,588	\$21,463							\$411,566
Avg. per Market	\$19,797	\$18,390	\$22,922	\$17,301	\$19,897	\$21,463	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$19,598
Average per Vendor	\$447.90	\$474.57	\$524.94	\$520.33	\$516.81	\$476.96	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$490.54
Vendors per Market	47	40	44	33	41	46	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	41
Customers	1490	1175	920	990	1200	315							6,090
Per Market	298	294	307	248	300	315	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	290
Sales per Customer	\$66.43	\$62.60	\$74.75	\$69.90	\$66.32	\$68.14	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$67.58

DSFM Sales Data							
Market Date	2.04	2.11	2.18	2.25	Y-Total	Y-Avg	Share
Market	1	1	1	1	20		
Market Counted	1	1	1	1	20		
Vendors	38	40	40	42	820	41	
Vendors Reporting	37	38	37	41	793	40	100%
Total Sales	19,763.00	19,229.00	21,311.00	19,285.00	390,223	19,511	100%
Average per Vendor	534.14	506.03	575.97	470.37	492.08		
Farmers	0.00	450.00	400.00	560.00	31,651	1,583	8.11%
#V	0.0	1.0	1.0	2.0	61.0	3.1	7.69%
Sales/V	#DIV/0!	450.00	400.00	280.00	519		
Ranchers	6,219.00	6,822.00	7,749.00	7,815.00	116,001	5,800	29.73%
#V	7.0	8.0	9.0	8.0	137.0	6.9	17.28%
Sales/V	888.43	852.75	861.00	976.88	847		
Crafts	1,082.00	695.00	922.00	2,067.00	27,242	1,362	6.98%
#V	6.0	4.0	4.0	8.0	123.0	6.2	15.51%
Sales/V	180.33	173.75	230.50	258.38	221		
Foods - Bake/Bev/VA/Pet	12,462	11,262	12,240	8,843	215,329	10,766	55.18%
#V	25.0	25.0	23.0	23.0	475.0	23.8	59.90%
Sales/V	498.48	450.48	532.17	384.48	453		
Baker	3,419.00	3,317.00	3,138.00	2,335.00	55,697	2,785	14.27%
#V	8.0	8.0	7.0	8.0	140.0	7.0	17.65%
Sales/V	427.38	414.63	448.29	291.88	398		
Beverage	1,344.00	1,453.00	891.00	835.00	29,816	1,491	7.64%
#V	3	4	3	2.0	85	4	10.72%
Sales/V	448.00	363.25	297.00	417.50	351		
Value Add	4,699.00	4,292.00	5,211.00	4,373.00	89,366	4,468	22.90%
#V	13.0	12.0	12.0	12.0	230.0	11.5	29.00%
Sales/V	361.46	357.67	434.25	364.42	389		
Pet	3,000.00	2,200.00	3,000.00	1,300.00	40,450	2,023	10.37%
#V	1	1	1	1	20	1	2.52%
Sales/V	3,000.00	2,200.00	3,000.00	1,300.00	2,023		
Visitors	325	300	325	250	5,775	289	
Sales per Capita	\$60.81	\$64.10	\$65.57	\$77.14	\$67.57		
Temperature	65	73	83	82	1523	76.15	
Skies	Sunny	Sunny	Sunny	Sunny			
Humidity (low=1,med=2,high=3)	1	1	1	1			

The attached Budget Calendar outlines the statutory dates and planning activities for City Staff, Boards, Commissions, Committees and City Council as they relate to the Budget Process for Fiscal Year 2027. Calendar activities in RED note deadlines for staff & City Council, and Public Notifications. The Finance Director will coordinate with City Administration, the City Attorney and City Secretary regarding all notices, ordinances and resolutions as adopted, to include filing the proper documents with County and State Entities. The City Council will hold the following meetings regarding the Tax Rate and Budget Adoption:

- June 02, 2026: Budget Workshop
- June 16, 2026: Budget Workshop
- July 07, 2026: Budget Workshop
- July 21, 2026: Budget Workshop
- August 04, 2026: Budget Workshop, Set Proposed Tax Rate, and Discussion
- August 18, 2026: Budget Workshop
- September 01, 2026: Budget Workshop, Public Hearings on Tax Rate and Budget, and Possible Adoption of the Budget*
- September 15, 2026: Adoption of Approved Budget and Tax Rate, and Ratification of Tax Rate**

**The Council may choose to either adopt the budget or postpone adoption to the following meeting on September 15, 2026.*

***If the total property tax revenue is raised, the Council will need to Ratify the Tax Rate with a resolution.*

All other calendar dates are related to the budget planning process for City staff to include recommendations from boards, commissions, and committees. Budget process activities are listed below each calendar for reference. The following boards, commissions and committees will submit budget recommendations:

- DSRP Board of Directors
- Emergency Management Committee
- Farmers Market Committee
- Founders Day Committee
- Historic Preservation Commission
- Parks & Recreation Commission
- TIRZ No. 1 & No. 2 Board
- Transportation Committee

The Finance Director will provide staff with the proper forms and budget planning materials related to individual requests and department requests. Staff will work with their supervisor and the Finance Director to draft and submit their requests, and Staff Liaisons to Boards, Commissions and Committees will hold meetings to discuss and provide recommendations for requests. The City Secretary will make sure that each meeting following approval of the Budget Calendar has a budget review/recommendation added to the abovementioned board and commission agendas. The City Secretary does not draft committee agendas but is available to staff for assistance. Please make sure you attach, or forward for attachment documents for agenda discussion items.



March 03, 2026	City Council Approval of Budget Calendar and Presentation on Legislative Changes to the Budget Process
May 15, 2026	City Staff Department Budget Requests Due to Administration (includes individual staff member requests submitted to supervisors and IT related requests)
May 29, 2026	Board, Commission and Committee Budget Recommendations Due; City Staff Employee Pay Recommendations Due from Department Heads
June 02, 2026	City Council Budget Workshop
June 16, 2026	City Council Budget Workshop
June 26, 2026	Finance files Proposed Budget with City Secretary
July 07, 2026	City Council Budget Workshop
July 21, 2026	City Council Budget Workshop
August 04, 2026	City Council Budget Workshop, Set Proposed Tax Rate, and Discussion
August 13, 2026	Publication of Notice of Proposed Tax Rate, and Tax Rate and Budget Public Hearings (<i>Submit for publication August 13, 2026</i>)
August 13, 2026	Begin Continuous Notice of Proposed Tax Rate on City Website with Public Hearing Dates for Budget and Tax Rate Hearing, and Notice of Tax Rate
August 18, 2026	City Council Budget Workshop
September 01, 2026	City Council Budget Workshop – Public Hearings on Tax Rate and Budget (<i>Must take action to either adopt or postpone adoption of the Budget to the September 15, 2026, City Council meeting</i>)
September 15, 2026	City Council Meeting – Adoption of Budget, Ratification of the Tax Rate (if total property tax revenue is raised) and Adoption of the Tax Rate
September 16, 2026	Publication of Tax Rate and Budget on City Website, File Tax Rate and Budget with County and State Entities
September 24, 2026	Publication of Notice of Approved Tax Rate and Budget (<i>Submit for publication on September 16, 2026</i>)

March 2026

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
2	3	4	5	6
	CC Meeting: Budget Presentation & Budget Calendar Approval		Historic Preservation Commission Budget Discussion	
9	10	11	12	13
TIRZ Board Budget Discussion Founders Day Committee Budget Discussion		DSRP Board Budget Discussion Parks & Recreation Commission Budget Discussion		**Staff obtain proper budget request forms from Finance Director
16	17	18	19	20
			Farmers Market Committee Discussion Emergency Management Committee Budget Discussion	
23	24	25	26	27
Transportation Committee Budget Discussion Founders Day Committee Budget Discussion				Departmental IT budget requests due to City Administrator
30	31			

Budget Activities

- Finance provides necessary budget information and request forms to develop individual and department budget requests.
- Staff begins meeting with boards, commissions, committees, and council members to discuss budget recommendations and form budget planning committees, if that is usual practice.
- Staff department heads review IT related software and equipment requests with Administration, Finance & IT and determine any additional costs related to infrastructure. Requests due to Administration & Finance by March 27th.

****Dates may vary according to progress**

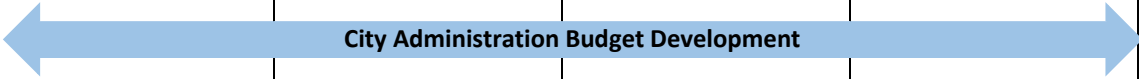
April 2026

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
		1	2	3
			Historic Preservation Commission Budget Discussion	HOT Grant Application Available
<i>Staff review draft budget requests with supervisors and Finance Director</i>				
6	7	8	9	10
		DSRP Board Budget Discussion		
<i>Staff review draft budget requests with supervisors and Finance Director</i>				
13	14	15	16	17
TIRZ Board Budget Discussion Founders Day Committee Budget Discussion		Parks & Recreation Commission Budget Discussion	Farmers Market Committee Budget Discussion Emergency Management Committee Budget Discussion	
20	21	22	23	24
27	28	29	30	
Transportation Committee Budget Discussion				

Budget Activities

- Staff continues meeting with boards, commissions, committees, and council members to discuss budget recommendations and form budget planning committees, if that is usual practice.
- Staff reviews draft budget requests with supervisors and Finance.

May 2026

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
				1
			Historic Preservation Commission Approve Recommendation	HOT Grant Applications Due
4	5	6	7	8
11	12	13	14	15
TIRZ Board Budget Approve Recommendation Founders Day Committee Discussion		DSRP Board Approve Recommendation		City Staff Department Budget Requests Due (Includes individual staff requests)
18	19	20	21	22
Transportation Committee Approve Recommendation		Parks & Recreation Commission Approve Recommendation	Farmers Market Committee Approve Recommendation Emergency Management Committee Approve Recommendation	
25	26	27	28	29
				Board, Commission, Committee, & Council Member Budget Recommendations Due

Budget Activities

- City Staff continues meeting with boards, commissions, committees, and council members to review and approve budget requests and recommendations.
- City Staff continues to develop individual and department budget requests and updates them with feedback provided by Administration & Finance. Staff/Departmental requests due by May 15th.
- Administration, Finance & IT work with vendors and staff on options and costs for IT related expenses.
- Administration & Finance draft proposed budget and review with staff and council members as necessary.
- All board, commission, committee, and council member recommendations due to Administration & Finance by May 29th.

June 2026

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
1	2	3	4	5
	CC Meeting: Budget Workshop			HOT Grant Program Recommendation Due
← Budget Review w/Mayor →				
8	9	10	11	12
Founders Day Committee Approve Recommendation				
← Budget Review w/Mayor →				
15	16	17	18	19
	CC Meeting: Budget Workshop			
← Budget Review w/Mayor →				
22	23	24	25	26
				Proposed Budget Filed with City Secretary & Post to Website
29	30			
	Special Council Meeting: Budget Workshop			

Budget Activities

- Administration & Finance begin budget review with the Mayor.
- City Council holds Budget Workshop to review and discuss proposed budget on June 1st.
 - Review of Budget Process – Review of Assumptions
- City Council holds Budget Workshop to review and discuss proposed budget on June 16th.
- Finance files proposed budget with City Secretary on June 26th.
- Council holds Special Budget Workshop on June 30th:
 - General Fund – Admin, Communications, HR, Legal, City Sec, Maintenance, Project Management, Building, Planning, Finance, Emergency Management, IT & Parks
- City Secretary posts proposed budget on city website and copy given to reception for public inspection.

July 2026

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
		1	2	3
6	7	8	9	10
	CC Meeting: Budget Workshop			
13	14	15	16	17
	Special Council Meeting: Budget Workshop			
20	21	22	23	24
	CC Meeting: Budget Workshop			Certified Tax Rolls Due (7/25)
27	28	29	30	31

Budget Activities

- City Staff continues to meet with council members assigned to discuss recommendations.
- City Council holds Budget Workshop on July 7th.
 - Landscaping, Sidewalk, Parkland Development & Dedication and Agriculture Funds
- City Council Holds Special Budget Workshop on July 14th.
 - DSRP, DSVB, Farmers Market & Transportation
- City Council holds Budget Workshop on July 21st.
 - Founders Day & Historic Preservation

August 2026

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
3	4	5	6	7
	CC Meeting: Budget Workshop **Set Proposed Tax Rate			
10	11	12	13	14
	Special Council Meeting: Budget Workshop		**Publication of Proposed Tax Rate & Budget Public Hearings Begin Continuous Notice on City website	
17	18	19	20	21
	CC Meeting: Budget Workshop			
24	25	26	27	28
31				

Budget Activities

- City Staff continues to meet with council members assigned to discuss recommendations.
- City Council holds Budget Workshop on August 4th. Review of Debt Service
- Council sets Proposed Tax Rate on August 4th.
- City Secretary submits notice to News-Dispatch regarding Public Hearing dates for proposed Tax Rate and Budget on August 6th for publication on August 13th.
- Council Holds Special Budget Workshop on August 11th.
 - Utility Fund, Impact Fees, TWDB Project & Capital Improvements
- City Secretary & Communications begin continuous notification of public hearing on city website on August 13th.
- City Council holds Budget Workshop on August 18th. Review of TIRZ

September 2026

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
	1	2	3	4
	CC Meeting: Budget Workshop Public Hearing on Tax Rate & Budget			
7	8	9	10	11
14	15	16	17	18
	CC Meeting: 2 nd Public Hearing on Tax Rate & Budget Budget Adoption Tax Rate Ratification & Adoption	Publication of Tax Rate & Budget on City website File Tax Rate & Budget with County and State Entities		
21	22	23	24	25
			Publication of Notice of Approved Tax Rate & Budget	
28	29	30		

Budget Activities

- City Staff continues to meet with council members assigned to discuss recommendations.
- City Council holds Budget Workshop on September 1st.
- Council holds public hearings for Proposed Tax Rate & Budget on September 1st.
- City Council adopts Budget and Tax Rate on September 15th.
- Finance Director prepares Approved Budget for Fiscal Year 2026 with prescribed cover page.
- City Secretary submits notice to News-Dispatch regarding Approved Tax Rate and Budget on September 16th for publication on September 24th.
- City Secretary files Approved Tax Rate and Budget with Hays County and State Entities.