



Farmers Market Committee Regular Meeting

City of Dripping Springs Ranch Park House

1042 Event Center Drive – Dripping Springs, Texas

Thursday, February 20, 2025, 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
Teresa Strube
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

UPCOMING MEETINGS

Farmers Market Committee Meetings

March 27, 2025, @ 10:00 a.m.
April 17, 2025, @ 10:00 a.m.
May 15, 2025, @ 10:00 a.m.

City Council Meetings

March 4, 2025, @ 6:00 p.m.
March 25, 2025, @ 6:00 p.m.
April 1, 2025, @ 6:00 p.m.
April 15, 2025, @ 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 2/20/2025 Meeting

by Charlie Reed

Last Month's Market News:

- One week cancelled (1/1)
- Averaged **26** vendors/market
- **306** customers/market
- Total sales per market: **\$13,424**
- Average per vendor: **\$521.33**

Sales

Weather and a relocation (1/22) directly impacted both vendor and customer attendance (see table in vendor issues).

Vendor Issues:

Everyone seems happy. Maybe it has to do with a sharp increase in average vendor sales.

	January					Year				
	Vendor Avg	Avg. Temp	Avg. Sales /Mkt	Vend. /Mkt	Cust /Mkt	Vendor Avg	Avg. Temp	Avg. Sales /Mkt	Vend. /Mkt	Cust /Mkt
2022	\$405	68	\$15,789	39	344	\$458	81	\$18,362	40	391
2023	\$394	70	\$14,375	38	348	\$406	80	\$15,809	41	367
2024	\$449	56	\$14,086	32	323	\$449	78	\$17,219	40	392
2025	\$521	53	\$13,424	26	306	\$497*	72*	\$19,152*	40*	424*
January Location: 2022 Triangle, 2023-24 Founders, 2025 DSRP										
*=through January										

Despite that increase, there is a stark difference in attendance during market. There is a bubbly crowd from 3:00 to 4:30, when there is a stark drop-off, with the number of customers in the market dropping to fewer than 10, with a mini-rush coming from 5:15-5:45. This pattern has been steady for the last two months, at least. I don't have any theories and would welcome ideas for gaining a steadier flow after 4:30. Johnna and I both agree that the formula we use to calculate customers might need an updating, so we're looking for volunteers to help us get an accurate count.

Social Media:

- Instagram followers: 5,005 (+134)
 - Passed 5k on 2/6 – giving \$25 market bucks to that follower
- Facebook followers: 7,908 (+39)
- Newsletter subscribers: 2,316 (+19)

Revenues, January, 2025

GL Codes	
GL Code/Desc	GL Net
201-403-43005: FARMERSMARKET- Vendor Booths	\$3,622
201-403-43006: FARMERSMARKET- Vendor Application	\$60
201-403-43035: FARMERSMARKET- 2023 Membership Fee	\$80
201-403-46005: FARMERSMARKET- Merchandise	\$25
Totals for GL Codes	\$3,787

Revenues, 2024 YTD

GL Code/Desc	GL Net
201-403-43005: FARMERSMARKET- Vendor Booths	\$18,879
201-403-43006: FARMERSMARKET- Vendor Application	\$300
201-403-43035: FARMERSMARKET- 2023 Membership Fee	\$600
201-403-44000: FARMERSMARKET- Sponsorships	\$400
201-403-46005: FARMERSMARKET- Merchandise	\$233
Totals for GL Codes	\$20,412

DSFM Sales Data								
Market Date	1.08	1.15	1.22	1.29	2.05	Y-Total	Y-Avg	Share
Market	1	1	1	1	1	17		
Market Counted	1	1	1	1	1	17		
Vendors	22	31	15	35	38	674	40	
Vendors Reporting	22	31	15	35	37	655	39	100%
Total Sales	12,311.00	19,077.00	7,486.00	14,823.00	17,313.00	325,588	19,152	100%
Average per Vendor	559.59	615.39	499.07	423.51	467.92	497.08		
Farmers	490.00	1,860.00	0.00	1,857.00	1,813.00	36,249	2,132	
#V	1.0	3.0	0.0	2.0	3.0	69.0	4.1	10.53%
Sales/V	490.00	620.00	#DIV/0!	928.50	604.33	525		11.13%
Ranchers	3,568.00	7,001.00	2,850.00	4,419.00	5,296.00	87,133	5,125	
#V	5.0	7.0	4.0	7.0	9.0	122.0	7.2	18.63%
Sales/V	713.60	1,000.14	712.50	631.29	588.44	714		26.76%
Crafts	605.00	465.00	200.00	930.00	693.00	16,116	948	
#V	3.0	3.0	1.0	4.0	5.0	77.0	4.5	11.76%
Sales/V	201.67	155.00	200.00	232.50	138.60	209		4.95%
Foods - Bake/Bev/VA/Pet	7,648	9,751	4,436	7,617	9,511	186,090	10,946	
#V	13.0	18.0	10.0	22.0	20.0	387.0	22.8	59.08%
Sales/V	588.31	541.72	443.60	346.23	475.55	481		57.16%
Baker	525.00	1,894.00	307.00	1,655.00	1,120.00	35,259	2,074	
#V	2.0	4.0	1.0	5.0	4.0	71.0	4.2	10.84%
Sales/V	262.50	473.50	307.00	331.00	280.00	497		10.83%
Beverage	823.00	1,075.00	700.00	1,385.00	1,497.00	30,150	1,774	
#V	3	2	2	4	4	81	5	12.37%
Sales/V	274.33	537.50	350.00	346.25	374.25	372		9.26%
Value Add	3,700.00	4,842.00	2,429.00	3,277.00	4,794.00	90,423	5,319	
#V	7.0	10.0	6.0	11.0	11.0	210.0	12.4	32.06%
Sales/V	528.57	484.20	404.83	297.91	435.82	431		27.77%
Pet	2,600.00	1,940.00	1,000.00	1,300.00	2,100.00	30,258	1,780	
#V	1	2	1	2	1	25	1	3.82%
Sales/V	2,600.00	970.00	1,000.00	650.00	2,100.00	1,210		9.29%
Visitors	275	425	175	350	435	7,210	424	
Sales per Capita	\$44.77	\$44.89	\$42.78	\$42.35	\$39.80	\$45.16		
Temperature	38	63	51	60	75	1216	71.53	
Skies	Cloudy	Sunny	Sunny	Drizzle	PC			
Humidity (low=1,med=2,high=3)	2	1	1	3	2			

Totals and Averages by Month (FY'25)													
	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	222	174	137	103	38								674
Vendors Reporting	214	167	134	103	37								655
Total Sales	\$109,819	\$80,119	\$64,640	\$53,697	\$17,313								\$325,588
Avg. per Market	\$21,964	\$20,030	\$21,547	\$13,424	\$17,313	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$19,152
Average per Vendor	\$513.17	\$479.75	\$482.39	\$521.33	\$467.92	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$497.08
Vendors per Market	44	44	46	26	38	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	40
Customers	2525	1875	1150	1225	435								7,210
Per Market	505	469	383	306	435	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	424
Sales per Customer	\$43.49	\$42.73	\$56.21	\$43.83	\$39.80	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$45.16