Farmers Market Committee Regular Meeting

City of Dripping Springs Ranch Park House

511 Mercer Street - Dripping Springs, Texas

Thursday, October 22, 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

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. **Discuss and consider approval of the 2027 Farmers Market Committee meeting calendar.**

4. **Discussion related to Farmers Market Committee Member Frankie Bayne's proposal regarding a grant application.**

UPCOMING MEETINGS

Farmers Market Committee Meetings
November 19, 2026, at 10:00 a.m.
December 17, 2026, at 10:00 a.m.

City Council Meetings

October 20, 2026, at 6:00 p.m.
November 3, 2026, at 6:00 p.m.
November 17, 2026, at 6:00 p.m.
December 1, 2026, at 6:00 p.m.
December 15, 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 10/15/2026 Meeting

by Charlie Reed, *prepared 10/01*

September Recap:

- Averaged **37** vendors/market
- **297** customers/market
- Total sales per market: **$18,505**
- Average per vendor: **$495**

September 2025:

- Averaged **50** vendors/market
- **331** customers/market
- Total sales per market: **$22,202**
- Average per vendor: **$460**

FY 2026:

- Markets: **51**
- Averaged **42** vendors/market
- **322** customers/market
- Total sales per market: **$19,820**
- Average per vendor: **$495**

FY 2025:

- Markets: **50**
- Averaged **43** vendors/market
- **424** customers/market
- Total sales per market: **$21,241**
- Average per vendor: **$518**

Social Media:

- Instagram followers: 6,871 (+67)
- Facebook followers: 8,944 (+41)
- Newsletter subscribers: 2,392 (-21; purged recipients with blocked emails)

Market Happenings:

- Quiet. A little too quiet.
- Due to other engagements, the 10/21 market will need to move to DSRP's north side. This coincides with the Master Gardeners plant sale and "Unplug Texas" events, which the Parks Department will be joining market for activities.
- In its last week, the market passed $1 million in sales for the 2nd straight year.
- Sales decrease over last month has to be tied to gas prices.

Numbers…

GL Code/Desc	August	FY2026 (CivicRec)	FY26 Budgeted
Vendor Booths	$5,491	$68,189	$63,000
Vendor Application	$80	$1,770	$1,400
Sponsorships	$50	$550	$1,000
Merch	$0	$195	$500
Totals for GL Codes	$5,621	$70,704	$65,900
Facility Fee:		$4,723	$5,000

Totals and Averages by Month (FY'26)													
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	FY '26
# Markets	5	4	3	4	4	4	5	4	4	5	4	5	51
# Markets Counted	5	4	3	4	4	4	5	4	4	5	4	5	51
Vendors	234	161	132	133	163	175	198	175	183	209	168	197	2128
Vendors Reporting	221	155	131	133	154	169	191	169	177	198	156	187	2041
Total Sales	$98,985	$73,559	$68,767	$69,204	$79,588	$80,719	$90,762	$86,664	$87,156	$100,405	$82,498	$92,524	$1,010,831
Avg. per Market	**$19,797**	**$18,390**	**$22,922**	**$17,301**	**$19,897**	**$20,180**	**$18,152**	**$21,666**	**$21,789**	**$20,081**	**$20,625**	**$18,505**	**$19,820**
Average per Vendor	**$448**	**$475**	**$525**	**$520**	**$517**	**$478**	**$475**	**$513**	**$492**	**$507**	**$529**	**$495**	**$495**
Vendors per Market	**44**	**39**	**44**	**33**	**39**	**42**	**38**	**42**	**44**	**40**	**39**	**37**	**42**
Customers	1490	1175	920	990	1200	1170	1450	1700	1590	1800	1435	1485	16,405
Per Market	298	294	307	248	300	293	290	425	398	360	359	297	322
Sales per Customer	**$66.43**	**$62.60**	**$74.75**	**$69.90**	**$66.32**	**$68.99**	**$62.59**	**$50.98**	**$54.82**	**$55.78**	**$57.49**	**$62.31**	**$61.62**

DSFM Sales Data								
Market Date	**9.02**	**9.09**	**9.16**	**9.23**	**9.30**	**Y-Total**	**Y-Avg**	**Share**
Market	**1**	**1**	**1**	**1**	**1**	**51**		**100%**
Market Counted	**1**	**1**	**1**	**1**	**1**	**51**		**100%**
Vendors	33	39	47	41	37	2,125	42	
Vendors Reporting	31	37	45	39	35	2,038	40	
Total Sales	$19,833	$19,111	$18,579	$17,440	$17,561	$1,011,036	$19,824	
Average per Vendor	**$640**	$517	$413	$447	$502	$496		
Farmers	3,606.00	2,152.00	2,048.00	2,205.00	3,144.00	126,588	2,482	**12.52%**
#V	5.0	4.0	4.0	5.0	5.0	222.0	4.4	**10.89%**
Sales/V	721.20	538.00	512.00	441.00	628.80	570		
Ranchers	7,842.00	6,597.00	4,699.00	5,660.00	4,993.00	295,015	5,785	**29.18%**
#V	9.0	6.0	7.0	7.0	6.0	354.0	6.9	**17.37%**
Sales/V	871.33	1,099.50	671.29	808.57	832.17	833		
Crafts	711.00	515.00	1,246.00	1,411.00	950.00	60,734	1,191	**6.01%**
#V	2.0	5.0	7.0	8.0	5.0	306.0	6.0	**15.01%**
Sales/V	355.50	103.00	178.00	176.38	190.00	198		
Foods - Bake/Bev/VA/Pet	7,674	9,847	10,586	8,164	8,474	528,699	10,367	**52.29%**
#V	15.0	21.0	27.0	20.0	19.0	1140.0	22.4	**55.94%**
Sales/V	511.60	468.90	392.07	408.20	446.00	464		
Baker	2,532.00	2,606.00	3,673.00	2,082.00	2,405.00	140,509	2,755	**13.90%**
#V	5.0	5.0	8.0	5.0	5.0	343.0	6.7	**16.83%**
Sales/V	506.40	521.20	459.13	416.40	481.00	410		
Beverage	935.00	2,215.00	1,635.00	1,414.00	1,465.00	74,933	1,469	**7.41%**
#V	2	5	5	5	5	194	4	**9.52%**
Sales/V	467.50	443.00	327.00	282.80	293.00	386		
Value Add	2,907.00	4,026.00	3,578.00	3,268.00	3,004.00	226,377	4,439	**22.39%**
#V	7.0	10.0	13.0	9.0	8.0	571.0	11.2	**28.02%**
Sales/V	415.29	402.60	275.23	363.11	375.50	396		
Pet	1,300.00	1,000.00	1,700.00	1,400.00	1,600.00	86,880	1,704	**8.59%**
#V	1	1	1	1	1	51	1	**2.50%**
Sales/V	1,300.00	1,000.00	1,700.00	1,400.00	1,600.00	1,704		
Visitors	**315**	**305**	**300**	**290**	**275**	**16,405**	**322**	
Sales per Capita	$62.96	$62.66	$61.93	$60.14	$63.86	**$61.63**		
Temperature	101	98	98	97	91	**4314**	**84.59**	

STAFF REPORT

City of Dripping Springs

PO Box 384
511 Mercer Street
Dripping Springs, TX 78620

Submitted By: Maverick D. Coleman, Deputy City Secretary

Committee Meeting Date: October 15, 2026

Agenda Item Wording: **Discuss and consider approval of the 2027 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 2027 meeting calendar with approved city holidays; FMC meetings are highlighted in gold. **The March meeting date falls on the week of the DSISD Spring Break**. The committee can choose to hold that meeting on the regularly scheduled date of choose to move the meeting to another date. Meetings may be rescheduled throughout the year as the Commission sees fit.

Committee Recommendations: Staff recommends approval of the 2027 calendar.

Attachments: FMC 2027 Proposed Calendar

Next Steps/Schedule: Update all 2027 FMC meeting calendars

2027 Farmers Market Committee

JANUARY

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						

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	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	

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	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			

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

City Holiday (blue)

Proposed Meeting Dates (yellow gold)

Meeting Dates:

Thursday, January 21, 2027
Thursday, February 18, 2027
Thursday, March 18, 2027
Thursday, April 15, 2027
Thursday, May 20, 2027
Thursday, June 17, 2027
Thursday, July 15, 2027
Thursday, August 19, 2027
Thursday, September 16, 2027
Thursday, October 21, 2027
Thursday, November 18, 2027
Thursday, December 16, 2027

Dripping Springs Farmers Market

Marketing & Capacity Expansion Concept

Purpose

The Farmers Market currently operates on a $5,000 annual marketing budget with no staff dedicated to promotion beyond the market manager. This memo lays out a concept for adding a part-time marketing/events role, refreshing the market's web presence, and bringing SNAP/EBT acceptance online — and a two-track funding strategy to pay for it: free or low-cost federal programs available now, and a USDA Farmers Market Promotion Program (FMPP) grant application for FY2027.

The Need

- No dedicated marketing or events capacity: the market manager runs market-day operations but has no bandwidth for social media, a website, or event planning.
- No SNAP/EBT acceptance, which limits the customer base and cuts the market off from USDA nutrition-incentive programs that many peer markets use to drive attendance.
- A $5,000 marketing budget covers basic materials but not a coordinator, a website rebuild, or an incentive program.

Proposed Program

1. Marketing & Events Coordinator (part-time)

A part-time hire (~15–20 hrs/week) to own social media, plan seasonal events and vendor promotions, and coordinate with the market manager. This is the centerpiece of the request — it is also the piece FMPP is best suited to fund, since Capacity Building grants explicitly support market staffing.

2. Website Refresh

A modernized, mobile-friendly site with vendor listings, event calendar, and SNAP/EBT information. Can be scoped as a one-time build within the current budget or folded into the grant.

3. Social Media & Event Marketing

Ongoing content, paid social, signage, and print/digital ads — the current $5,000 line item, run by the new coordinator rather than absorbed into the market manager's plate.

4. SNAP/EBT Acceptance + Incentive Match

Equipment and processing through MarketLink (free), paired with a produce-incentive match — either a partnership with the existing Double Up Texas program (Sustainable Food Center) or a standalone match funded by the grant. Incentive programs are one of the strongest FMPP narrative elements, since they demonstrate both consumer access and farmer revenue impact.

Two-Track Funding Strategy

Track 1: Start now, little or no cost

1. Apply for free SNAP/EBT equipment and processing through MarketLink (USDA FNS cooperative program) — no grant application required.

2. Contact Texas HHSC to confirm whether the state's Farm Bill–mandated wireless EBT equipment program is available to the market at no cost.
3. Reach out to Double Up Texas / Sustainable Food Center about joining as a partner market rather than building a standalone incentive program from scratch.

Track 2: FMPP Capacity Building grant, FY2027

FMPP is a USDA Agricultural Marketing Service program supporting direct producer-to-consumer markets. The Capacity Building category funds market staffing, training, and infrastructure like SNAP/EBT — a good match for this program.

- Award range: $50,000–$250,000 over 36 months.
- Cost share: 25% match required (cash or in-kind (staff time, city services, and facility use typically count)).
- FY26 applications closed June 5, 2026. FY27 NOFO timing is not yet posted; historically opens in winter/early spring with a similar application window.
- Local governments are eligible applicants; the City of Dripping Springs could apply directly.

Because the smallest award tier is $50,000, the binding constraint is the 25% match (roughly $12,500 on a $50,000 award), not the marketing budget itself. That match is the real decision point; in-kind staff time, HOT funds, EDC sponsorship, or vendor fees can all count toward it.

Draft Budget Outline

Figures below are planning estimates for scoping the ask — not vendor quotes or confirmed city pay bands. Replace with actuals once available.

Item	Estimated Cost	Type	Likely Funding Source
Marketing & Events Coordinator (part-time, ~15–20 hrs/wk)	$22,000–$35,000/yr	Ongoing, annual	FMPP grant (Yrs 1–3); Farmers Market budget thereafter
Website redesign & hosting	$3,000–$8,000	One-time + ~$300/yr	FMPP grant or current $5,000 line
Social media tools, event signage, print/digital ads	$5,000/yr	Ongoing, annual	Current Farmers Market marketing budget
SNAP/EBT equipment & processing	$0	One-time setup	Free — USDA FNS / MarketLink
SNAP incentive match (e.g., Double Up Texas)	$3,000–$10,000/season	Ongoing, annual	FMPP grant, sponsorship, or DUFB partnership
Grant administration & reporting (staff time)	$2,000–$4,000/yr equiv.	Ongoing, in-kind	In-kind city staff time (counts toward match)

Possible Match Sources

- In-kind city staff time (finance, HR, facilities support for the coordinator role).
- Hotel Occupancy Tax (HOT) funds, if the market qualifies as a tourism/event draw.
- Dripping Springs Economic Development Committee

- Chamber of Commerce partnership or local business sponsorships.
- Vendor/booth fee revenue, if any is earmarked for market operations.

Timeline

Timeframe	Action
Now – Aug 2026	Apply for free SNAP/EBT equipment through MarketLink; contact Double Up Texas (Sustainable Food Center) about a partnership; confirm whether Texas HHSC offers no-cost wireless EBT terminals under the state's Farm Bill obligation.
Sept – Nov 2026	Bring this concept and budget outline to Council for direction on match funding; scope the coordinator position (job description, hours, reporting line); get a firm website quote.
Dec 2026 – Feb 2027	Watch for the FY27 FMPP Notice of Funding Opportunity (historically posted winter/early spring); draft the Capacity Building narrative using this concept as the backbone.
Spring 2027	Submit FMPP application (exact FY27 deadline TBD — FY26 deadline was June 5, 2026, so plan for a similar window).
Fall 2027	Award notifications; if funded, hire coordinator and begin 36-month project.

Recommended Next Steps

1. Start the MarketLink and Double Up Texas outreach this month — independent of any grant decision.
2. Bring this concept to the Farmers Market Committee and City Council to confirm appetite for a 25% match commitment before investing time in a full FMPP application.
3. Get a firm website quote and a draft coordinator job description to sharpen the budget numbers above.
4. Once FY27 FMPP NOFO is released, use this memo as the starting narrative for the Capacity Building application.