



## **Farmers Market Committee Regular Meeting**

*Dripping Springs City Hall*

*511 Mercer Street – Dripping Springs, Texas*

*Thursday, June 12, 2025, 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  
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**

July 17, 2025, @ 10:00 a.m.  
August 21, 2025, @ 10:00 a.m.  
September 18, 2025, @ 10:00 a.m.

##### **City Council Meetings**

June 17, 2025, @ 6:00 p.m.  
July 1, 2025, @ 6:00 p.m.  
July 15, 2025, @ 6:00 p.m.  
August 5, 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 6/19/2025 Meeting

by Charlie Reed

## Last Month's Market News:

- Averaged **44** vendors/market
- **550** customers/market
- Total sales per market: **\$24,058**
- Average per vendor: **\$583** (highest ever)

## Social Media:

- Instagram followers: 5,533 (+148)
- Facebook followers: 8,066 (+97)
- Newsletter subscribers: 2,346 (+5)

## Market Happenings:

- After setting the new total market sales record on April 9<sup>th</sup>, it was broken again on May 7<sup>th</sup> and again on May 28<sup>th</sup>. At the May 28 market, Ray with Jake & Blues (dog food) set the market's record for a single vendor with \$3,500 in sales after Brangus Best set it at \$2,900 in April.
- Including the 5/10 Art Market, there have been three heat-related health incidents this year.
- Moving the majority of market to AC was met with strong enthusiasm from vendors and customers. Survey results are below. As a result, the market will stay in the afternoons.

## Numbers:

May 2025 Revenues	
GL Code/Desc	GL Net
201-403-43005: FARMERS MARKET - Vendor Booths	\$5,491
201-403-43006: FARMERS MARKET - Vendor Application	\$120
201-403-44000: FARMERS MARKET - Sponsorships	\$125
Totals for GL Codes	\$5,766
2025 Revenues	
GL Type	GL Net
201-403-43005: FARMERS MARKET - Vendor Booths	\$41,533
201-403-43006: FARMERS MARKET - Vendor Application	\$810
201-403-43035: FARMERS MARKET - 2023 Membership Fe	\$1,560
201-403-44000: FARMERS MARKET - Sponsorships	\$825
201-403-46005: FARMERS MARKET - Merchandise	\$233
Totals for GL Codes	\$44,991

DSFM Sales Data							
Market Date	5.07	5.14	5.21	5.28	Y-Total	Y-Avg	Share
Market	1	1	1	1	33		
Market Counted	1	1	1	1	33		
Vendors	53	31	47	46	1,359	41	
Vendors Reporting	51	31	41	42	1,312	40	100%
Total Sales	26,318.00	20,381.00	21,518.00	28,013.00	667,896	20,239	100%
Average per Vendor	516.04	657.45	524.83	666.98	509.07		
Farmers	3,987.00	3,957.00	3,996.00	3,779.00	80,033	2,425	11.98%
#V	4.0	5.0	5.0	4.0	138.0	4.2	10.52%
Sales/V	996.75	791.40	799.20	944.75	580		
Ranchers	6,410.00	6,149.00	5,324.00	7,430.00	186,565	5,653	27.93%
#V	9.0	6.0	7.0	9.0	249.0	7.5	18.98%
Sales/V	712.22	1,024.83	760.57	825.56	749		
Crafts	1,861.00	1,206.00	900.00	1,398.00	35,926	1,089	5.38%
#V	9.0	3.0	4.0	4.0	159.0	4.8	12.12%
Sales/V	206.78	402.00	225.00	349.50	226		
Foods - Bake/Bev/VA/Pet	14,060	9,069	11,298	15,406	365,372	11,072	54.70%
#V	29.0	16.0	24.0	25.0	767.0	23.2	58.46%
Sales/V	484.83	566.81	470.75	616.24	476		
Baker	2,317.00	1,045.00	1,932.00	2,190.00	65,653	1,989	9.83%
#V	6.0	3.0	4.0	5.0	159.0	4.8	12.12%
Sales/V	386.17	348.33	483.00	438.00	413		
Beverage	2,226.00	2,167.00	1,400.00	2,482.00	61,258	1,856	9.17%
#V	6	4	4	6	154	5	11.74%
Sales/V	371.00	541.75	350.00	413.67	398		
Value Add	7,216.00	3,857.00	5,566.00	7,234.00	176,401	5,345	26.41%
#V	15.0	8.0	15.0	13.0	406.0	12.3	30.95%
Sales/V	481.07	482.13	371.07	556.46	434		
Pet	2,301.00	2,000.00	2,400.00	3,500.00	62,060	1,881	9.29%
#V	2	1	1	1	48	1	3.66%
Sales/V	1,150.50	2,000.00	2,400.00	3,500.00	1,293		
Visitors	625	450	475	650	15,060	456	
Sales per Capita	\$42.11	\$45.29	\$45.30	\$43.10	\$44.35		
Temperature	91	102	93	87	2502	75.82	

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	4	4	5	4					33
# Markets Counted	5	4	3	4	4	4	5	4					33
Vendors	222	174	137	103	140	174	233	177					1360
Vendors Reporting	214	167	134	103	136	168	227	165					1314
Total Sales	\$109,819	\$80,119	\$64,640	\$53,697	\$61,672	\$81,170	\$120,549	\$96,230					\$667,896
Avg. per Market	\$21,964	\$20,030	\$21,547	\$13,424	\$15,418	\$20,293	\$24,110	\$24,058	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$20,239
Average per Vendor	\$513.17	\$479.75	\$482.39	\$521.33	\$453.47	\$483.15	\$531.05	\$583.21	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$508.29
Vendors per Market	44	44	46	26	35	44	47	44	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	41
Customers	2525	1875	1150	1225	1360	1950	2775	2200					15,060
Per Market	505	469	383	306	340	488	555	550	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	456
Sales per Customer	\$43.49	\$42.73	\$56.21	\$43.83	\$45.35	\$41.63	\$43.44	\$43.74	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$44.35

Vendor Summer Survey					
Q: WITHOUT AC, do you prefer morning or afternoon hours during the summer?			Q: WITH the option for AC, do you prefer morning or afternoon?		
Answer Choices	Responses		Answer Choices	Responses	
9am-12pm (morning)	75.86%	22	Morning	21.43%	6
3pm-6pm (afternoon)	24.14%	7	Afternoon	78.57%	22
Other hours	0.00%	0		<b>Answered</b>	<b>28</b>
	<b>Answered</b>	<b>29</b>		<b>Skipped</b>	<b>2</b>
	<b>Skipped</b>	<b>1</b>			
Q: How much are you willing to add to booth fees for Air Conditioning?			Q: If you go to register and AC spots are all reserved, will you still come?		
Average Number	Responses		Answer Choices	Responses	
\$13.63	100.00%	24	Yes	86.21%	25
	<b>Answered</b>	<b>24</b>	No	13.79%	4
	<b>Skipped</b>	<b>6</b>		<b>Answered</b>	<b>29</b>
				<b>Skipped</b>	<b>1</b>
Q: For food vendors who can't cook in the AC room, how hot is too hot for market?					
Answer Choices	Responses				
95	0.00%	0			
100	8.33%	2			
105+	8.33%	2			
I don't cook at market	83.33%	20			
	<b>Answered</b>	<b>24</b>			
	<b>Skipped</b>	<b>6</b>			

Customer Survey - Summer Hours										
Q1. With the option for an afternoon market in AC, do you prefer morning or afternoon? (Mornings will not have AC.)										
Answer Choices		Responses		Charlie's Note: Added (Mornings will not have AC) to the question after 50 surveys had been submitted. The vote was much closer at that point, but veered heavily toward afternoons after the clarification.						
Morning		26.05% 68								
Afternoon		73.95% 193								
		Answered 261								
		Skipped 3								
Q2. Which times would you prefer? (Please rank)										
	1		2		3		4		Total	Score
3 p.m. to 6 p.m. (current)	50.76%	133	32.06%	84	14.12%	37	3.05%	8	262	3.31
9 a.m. to noon	26.34%	69	29.77%	78	18.32%	48	25.57%	67	262	2.57
2 p.m. to 5 p.m.	9.92%	26	21.37%	56	52.29%	137	16.41%	43	262	2.25
4 p.m. to 8 p.m.	12.98%	34	16.79%	44	15.27%	40	54.96%	144	262	1.88
									Answered	262
									Skipped	2
Q3. If you have other thoughts, please share here!										
Answered	53									
Skipped	211									
Responses										Tags
Earlier is better!										Mornings
Please do NOT shift to morning times 9am to 12 noon! its The worst time. Its the busiest time for working. And its not the time when we drop off our child to school(8:30 am) so we'll have to go back home and then come back in a few minutes just for the market. Even in this case, we wont like to come just after dropping off cuz ne need to go back to work (work from home) and we are not dressed up for the market yet, but just for the drop off sitting in the car. 3-6 time is perfect, either we come just before the pick up time and leave for picking up our child or come back after picking up and the child can eat, drink stuff from the market as well of his choice.										Afternoons, Evenings
Love when other local food vendors are there; pizza, lemonade, etc. it makes for a nice outing										Cooks
Thank you for considering. Really though either mornings or afternoons are fine, the AC option makes a HUGE difference. Thanks again!										Both
Very hard to make it on Wednesdays that I work. An option to go in the evening would help										Evenings
MORE fresh produce										More produce
Love the farmers market at the Ranch Park! Open a bit later like 7:00 pm would be great!										Evenings
Looking for more fruits and vegetables										More produce
People want to get up and go to these things. They don't want to wait until the afternoon because their day has gotten going to much and they will be busy.										Mornings
I work in and don't get home until after 5pm so I've never been able to go to this market. I would prefer something on evenings or weekends. Thanks!										Evenings
I need evening hours to purchase. I don't get home before 6PM.										Evenings
Later is better										Afternoons, Evenings
Love to support local. Hard to do in the sweltering heat. Please use lots of fans... and cooled Event Room.										
I'm newer to the community and didn't knkw that we have a farmers market. I will now go online and get more info.										
Would love to see this expand. We love the farmers market!										
PLEASE move this to a weekend day! My kids and I love going to farmers markets, and went to so many in the last place we lived, but it's impossible with school and work to go on a Wednesday.										Weekend
just need email alerts on when the market is (a day prior on social media). sometimes i forgot or don't see signs on										
As a working parent with 2 small kids we can rarely make it to the farmers' market because by the time I get off and pick up kids at 2 separate schools it's 6:00 and the event is closed. If there was an option to have later hours we would love to stop by and support the local growers, makers and small businesses that have booths. We are making a conscious effort to eat cleaner and organic as much as possible.										Evenings
It was still hot in the a/c room on Wednesday. I cut my shopping short and left. Please crank it down and bring in fans! 🌬️										
As long as you keep the vendors that cook, I'm happy with the air condition. Space.										Cooks

More fresh vegetables and fewer packaged products please!	More produce
more veggies	More produce
Can you bring it back to the triangle? That was the best and when we would go. Otherwise we forget it exists.	Triangle
Having a full time job makes it difficult to attend the market. I've been living in DS for 8 years and have never been to the market because I'm working.	Evenings
Any of the afternoon slots would probably work	Afternoons
2PM-6PM would be my vote. I like 2pm so I can sing in before school pick up. Thank you for all that you do.	Afternoons
Please make this accessible to people who work! Mornings don't work assuming it's held on a weekday.	Afternoons
Monthly night market!	Evenings
I've been an arts and craft vendor before and would love to do it again, especially in the AC.	
Mornings! Veggies are fresher. It's cooler in the am. We don't want to limit the #of vendors.	Mornings
We will show up any day any time for our incredible dripping springs market and their vendors! Our favorite day of the week! Thank you for all that you do!	Good job!
You're doing a brilliant job!	Good job!
You guys are great!	Good job!
Though it's summer time, a lot of parents are still working and evening hours are better :)	Afternoons, Evenings
I believe right now Vendors occupy the closer parking spaces. It would be ideal to leave those closer spots for customers so they can carry all their shopping easier.	Parking
Please stay with afternoon 3-6 pm	Afternoons
Thank y'all!	Good job!
I love the AC option!! Thank you for looking for alternative solutions to these blistering summers.	Good job!
For people working a normal 8-5 day, afternoon with a little bit of evening is best. I can get there after about 4PM.	Afternoons, Evenings
You're all doing a fabulous job! For me, being able to attend outside of regular work hours (8 a.m. to 5 p.m.) would be ideal. Thank you for asking :)	Afternoons, Evenings, Good job!
It's a lot easier for afternoon/evening for working people to attend.	Afternoons, Evenings
Skip 3 and 4 options. Too many changes and too confusing messing further with times	Mornings, Afternoons
Whichever keeps the most vendors!	Afternoons
Thank you for all you do!!!	Good job!
Location is great! Afternoon is best but morning would be ok too	Afternoons
P.M. hours give vendors a.m. hours to better prep and travel. Also customers who work.	Afternoons, Evenings
If you can keep customers and vendors from wilting in the heat, and keep the hours consistent - that's a win/win. Sorry about the vendors who cook - at least they'll be in the shade. (Remember : we did the market on summer afternoons at the Triangle for how many years?!!) No musicians is a hard loss - just no room for them at all, huh?	Afternoons
As a vendor, I want to do what's best for the customers. That said, if there is AC - the afternoon allows me to prep in the am and then be at the market - which frees up the day before for farmer work, etc. We also seem to have better customer count in the afternoons. And it stays light late in the summer.	Afternoons
The earlier in the mornings the better. mornings outside the air conditioning allow for more vendors and comfortable	Mornings
Thank you for asking for input from the customers.	Good job!
Mornings are far better for shopping at the Farmers Market and then getting on with the rest of my day's activities.	Mornings
Mornings if there is no AC	
You do AMAZING work!!! Thank you!	Good job!