



Farmers Market Committee Regular Meeting

City of Dripping Springs Ranch Park House

1042 Event Center Drive – Dripping Springs, Texas

Thursday, March 27, 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

BUSINESS AGENDA

- 3. Discuss and consider possible action regarding the following items:**
 - a. Market Events
 - b. Switch to summer hours

UPCOMING MEETINGS

Farmers Market Committee Meetings

April 17, 2025, @ 10:00 a.m.

May 15, 2025, @ 10:00 a.m.

June 12, 2025, @ 10:00 a.m.

City Council Meetings

April 1, 2025, @ 6:00 p.m.

April 15, 2025, @ 6:00 p.m.

May 6, 2025, @ 6:00 p.m.

May 20, 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 3/20/2025 Meeting

by Charlie Reed

Last Month's Market News:

- Averaged **35** vendors/market
- **340** customers/market
- Total sales per market: **\$15,418**
- Average per vendor: **\$453**

Sales

One week (2/17) with 25-degree weather marred an otherwise strong February.

Vendor Issues:

Everyone seems mostly happy, though there is a consistent humming for more customers. Yard signs have been ordered and a banner will be needed once windy season is over.

March 12 Customer Fainting

A customer lost consciousness around 4:45. Johnna was alerted and attended the situation while dialing 911. According to early reports, customer had lost heartbeat and was pale white. He regained consciousness and color by the time I learned about it and joined to assist. Johnna had it covered and did a great job keeping everyone around calm. Customer was treated for heat exhaustion at the scene and taken by ambulance.

Social Media:

- Instagram followers: 5,116 (+112)
- Facebook followers: 7,921 (+13)
- Newsletter subscribers: 2,359 (+43)

February Revenues	
GL Type	GL Net
201-403-43005: FARMERSMARKET- Vendor Booths	\$4,475
201-403-43006: FARMERSMARKET- Vendor Application	\$150
201-403-43035: FARMERSMARKET- 2023 Membership Fee	\$820
Totals for GL Codes	\$5,445

FY2025 Revenues	
GL Type	GL Net
201-403-43005: FARMERSMARKET- Vendor Booths	\$23,354
201-403-43006: FARMERSMARKET- Vendor Application	\$450
201-403-43035: FARMERSMARKET- 2023 Membership Fee	\$1,420
201-403-44000: FARMERSMARKET- Sponsorships	\$400
Totals for GL Codes	\$25,624

DSFM Sales Data								
Market Date	2.05	2.12	2.19	2.26	3.05	Y-Total	Y-Avg	Share
Market	1	1	1	1	1	21		
Market Counted	1	1	1	1	1	21		
Vendors	38	40	17	45	44	820	39	
Vendors Reporting	37	39	16	44	42	796	38	100%
Total Sales	17,313.00	16,548.00	7,073.00	20,738.00	18,178.00	388,125	18,482	100%
Average per Vendor	467.92	424.31	442.06	471.32	432.81	487.59		
Farmers	1,813.00	1,867.00	575.00	2,383.00	2,065.00	43,139	2,054	
#V	3.0	4.0	1.0	6.0	5.0	85.0	4.0	10.68%
Sales/V	604.33	466.75	575.00	397.17	413.00	508		11.11%
Ranchers	5,296.00	5,709.00	2,884.00	6,752.00	5,174.00	107,652	5,126	
#V	9.0	7.0	4.0	9.0	9.0	151.0	7.2	18.97%
Sales/V	588.44	815.57	721.00	750.22	574.89	713		27.74%
Crafts	693.00	1,148.00	125.00	1,309.00	478.00	19,176	913	
#V	5.0	5.0	1.0	5.0	4.0	92.0	4.4	11.56%
Sales/V	138.60	229.60	125.00	261.80	119.50	208		4.94%
Foods - Bake/Bev/VA/Pet	9,511	7,824	3,489	10,294	10,461	218,158	10,388	
#V	20.0	23.0	10.0	24.0	24.0	468.0	22.3	58.79%
Sales/V	475.55	340.17	348.90	428.92	435.88	466		56.21%
Baker	1,120.00	954.00	760.00	1,466.00	1,818.00	40,257	1,917	
#V	4.0	3.0	4.0	5.0	6.0	89.0	4.2	11.18%
Sales/V	280.00	318.00	190.00	293.20	303.00	452		10.37%
Beverage	1,497.00	1,283.00	563.00	1,490.00	1,090.00	34,576	1,646	
#V	4	5	2	3.0	3	94	4	11.81%
Sales/V	374.25	256.60	281.50	496.67	363.33	368		8.91%
Value Add	4,794.00	4,228.00	1,066.00	5,862.00	5,953.00	107,532	5,121	
#V	11.0	13.0	3.0	14.0	14.0	254.0	12.1	31.91%
Sales/V	435.82	325.23	355.33	418.71	425.21	423		27.71%
Pet	2,100.00	1,359.00	1,100.00	1,476.00	1,600.00	35,793	1,704	
#V	1	2	1	2	1	31	1	3.89%
Sales/V	2,100.00	679.50	1,100.00	738.00	1,600.00	1,155		9.22%
Visitors	435	325	125	475	425	8,560	408	
Sales per Capita	\$39.80	\$50.92	\$56.58	\$43.66	\$42.77	\$45.34		
Temperature	75	55	25	75	75	1446	68.86	
Skies	PC	Cloudy	PC	Sunny	Sunny			
Humidity (low=1,med=2,high=3)	2	2	1	1	1			
Winds (15 mph+)								
Music	B. Slaughter	A. Dormont	n/a	S.Bourbonnais	J. Kirk			

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	1							21
# Markets Counted	5	4	3	4	4	1							21
Vendors	222	174	137	103	140	44							820
Vendors Reporting	214	167	134	103	136	42							796
Total Sales	\$109,819	\$80,119	\$64,640	\$53,697	\$61,672	\$18,178							\$388,125
Avg. per Market	\$21,964	\$20,030	\$21,547	\$13,424	\$15,418	\$18,178	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$18,482
Average per Vendor	\$513.17	\$479.75	\$482.39	\$521.33	\$453.47	\$432.81	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$487.59
Vendors per Market	44	44	46	26	35	44	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	39
Customers	2525	1875	1150	1225	1360	425							8,560
Per Market	505	469	383	306	340	425	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	408
Sales per Customer	\$43.49	\$42.73	\$56.21	\$43.83	\$45.35	\$42.77	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$45.34