



FARMERS MARKET COMMITTEE
REGULAR MEETING
City of Dripping Springs
DSRP Ranch Park Event Center
1042 Event Center Drive, Dripping Springs, TX
Thursday, December 15, 2022 at 10:00 AM

Agenda

CALL TO ORDER AND ROLL CALL

Farmers Market Committee Members

Gouri Johannsen, Chair
Marianne Simmons, Vice Chair
Teresa Strube, Secretary
Nikki Dahlin
Erika Fritz
Janet Musgrove
Claudia Oney

Staff, Consultants & Appointed/Elected Officials

Farmers Market Manager Charlie Reed

OTHER BUSINESS

- 1. Discuss and consider approval of the Farmers Market Vendor Application for Eco97. Applicant: Christian Guy.**
- 2. Discuss and consider approval of the Farmers Market Vendor Application for Kate Feels Cozy. Applicant: Kate McGuire.**
- 3. Discuss and consider approval of the Farmers Market Vendor Application for Mata Family Farm. Applicants: Rachael and Gregory Mata.**

REPORTS

- 4. Farmers Market Manager Monthly Report**
Charlie Reed, Market Manager
- 5. Farmers Market Monthly Budget Report**

EXECUTIVE SESSION

The Farmers Market Association Board for the City of Dripping Springs has the right to adjourn into executive session at any time during the course of this meeting to discuss any matter as authorized by Texas Government Code Sections 551.071 (Consultation with Attorney), 551.072 (Deliberations about Real Property), 551.073 (Deliberations about Gifts and Donations), 551.074 (Personnel Matters), 551.076 (Deliberations about Security Devices), and 551.086 (Economic Development). The Farmers

Market Association Board for the City of Drippings Springs may act upon any item listed in Executive Session in Open Session or move any item from Executive Session to Open Session for action.

UPCOMING MEETINGS

Farmers Market Committee Meetings

January 19, 2023, at 10:00 a.m.

February 16, 2023, at 10:00 a.m.

March 16, 2023, at 10:00 a.m.

City Council Meetings

December 20, 2022, at 6:00 p.m.

January 3, 2023, at 6:00 p.m.

January 17, 2023, 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 12/15/2022 Meeting

by Charlie Reed

Market News:

We're still +/- 40 vendors per market, but the visitors are down significantly. While weather hasn't been ideal, we can only justify so many times, as the trend downward goes back to June in the weeks before the shift to mornings. While regular visitors are keeping farmers, ranchers, and grocery-type foods strong, crafts and "impulse" foods have seen significant, sustained drops in sales. Vendors who've said they can't continue include Golden Pineapple, Beba's Salsa, Rogue's Pierogies. Others who hinted, but did not state explicitly, include Peeler Farm, Bucker Creek Ranch, Brenham Kitchens, Orobianco, Salumeria, and the majority of crafts vendors.

For the last two months, average vendor sales per market are down more than \$100 from last year. November 2021: \$480. November 2022: \$369. Total market sales were down from \$19,000 in 2021 to \$14,000 this year.

Location:

I've stopped charging electricity fees, as the breakers continue to trip during markets. If I can't guarantee, I can't charge.

Saturday Market:

Final experimental Saturday market will be 12/17. Aside from the first market, which had a fantastic turnout, weather has impacted each one. The November 26 market had 39 visitors turn out. The Instagram post I did at the start of market had 45 likes by the close.

Sponsors:

Dana and Dee (Mihaly & Marsh Marketing) have once again inquired about sponsorships, responding to our newsletter call for musician sponsors. I'll meet with Dee in January to discuss further.

Social Media:

- Instagram followers up to 2,812 (+50 over last month).
- Facebook followers at 6,664 (+64)
- Newsletter subscribers: 1,752 (+22)

Market Bag Sales

FY 2022 Final Sales Totals: 70 bags @ \$789

FY 2023: 13 bags @ \$130

Let's discuss offering other items.

DSFM Sales Data									
Market Date	11.02	11.05	11.09	11.12	11.16	11.19	11.23	11.26	11.30
Vendors	47	17	43	11	42	0	35	11	38
Vendors Reporting	46	16	41	0	39	0	31	0	37
Total Sales	18,427.00	6,353.00	16,840.00	0.00	13,628.00	0.00	10,675.00	0.00	12,050.00
Average per Vendor	400.59	397.06	410.73	#DIV/0!	349.44	0.00	344.35	#DIV/0!	325.68
Farmers	2,853.00	1,247.00	3,006.00	0.00	1,862.00	0.00	1,710.00	0.00	1,282.00
Ranchers	4,265.00	1,140.00	4,753.00	0.00	2,633.00	0.00	1,768.00	0.00	3,398.00
Crafts	460.00	1,553.00	491.00	0.00	1,161.00	0.00	182.00	0.00	410.00
Foods	10,849.00	2,413.00	8,590.00	0.00	7,972.00	0.00	7,015.00	0.00	6,960.00
Baker	2,402.00	616.00	1,562.00	0.00	1,024.00	0.00	1,134.00	0.00	925.00
Beverage	1,904.00	1,182.00	1,457.00	0.00	1,583.00	0.00	1,568.00	0.00	1,819.00
Value Add	5,143.00	615.00	4,271.00	0.00	3,865.00	0.00	3,295.00	0.00	3,816.00
Pet	1,400.00	0.00	1,300.00	0.00	1,500.00	0.00	1,018.00	0.00	400.00
Visitors	450	255	400	79	300	0	225	39	240
Sales per Capita	\$40.95	\$24.91	\$42.10	\$0.00	\$45.43	\$0.00	\$47.44	\$0.00	\$50.21
Temperature	77	60-75	77	48	52	42	58	50	50
Skies	Partly Cloudy	Sunny	Partly Cloudy	PC	PC	Rainy	Drizzle	Sunny	Clear
Humidity (low=1,med=2,high=3)	3	2	2	1	1	3	3	1	1
Winds (15 mph+)				15				20	15
Music	B. Slaughter	A. Dormont	A. Dormont	S. Bourbonnais	J. Rivers		J. Kirk	none	S. Bourbonnais
Time/Venue Note		Saturday	290 Accident blocked traffic after 5pm	Saturday	Closed at 5:30	Cancelled	Closed at 5:30	Saturday	Closed at 5:30



	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
Fund: 201 - Dripping Springs Farmers Market						
Revenue						
Department: 403 - Farmers Market						
201-403-43005	Booth Rental Fees	54,600.00	54,600.00	3,900.00	8,605.00	-45,995.00 84.24 %
201-403-43006	Application Fees	750.00	750.00	120.00	270.00	-480.00 64.00 %
201-403-43035	Membership Fee	2,600.00	2,600.00	520.00	520.00	-2,080.00 80.00 %
201-403-44000	Sponsorships & Donations	5,000.00	5,000.00	0.00	0.00	-5,000.00 100.00 %
201-403-46001	Other Revenues	0.00	0.00	30.00	30.00	30.00 0.00 %
201-403-46002	Interest	200.00	200.00	0.49	0.92	-199.08 99.54 %
201-403-46004	Grant Revenues	1,000.00	1,000.00	0.00	0.00	-1,000.00 100.00 %
201-403-46005	Market Events/Merchandise	1,000.00	1,000.00	20.00	110.00	-890.00 89.00 %
201-403-47007	Transfer from General Fund	15,300.59	15,300.59	0.00	0.00	-15,300.59 100.00 %
	Department: 403 - Farmers Market Total:	80,450.59	80,450.59	4,590.49	9,535.92	-70,914.67 88.15%
	Revenue Total:	80,450.59	80,450.59	4,590.49	9,535.92	-70,914.67 88.15%
Expense						
Department: 403 - Farmers Market						
201-403-60000	Regular Employees	52,679.65	52,679.65	4,112.35	8,054.93	44,624.72 84.71 %
201-403-61000	Health Insurance	8,125.04	8,125.04	590.44	1,179.92	6,945.12 85.48 %
201-403-61001	Dental Insurance	0.00	0.00	34.74	69.48	-69.48 0.00 %
201-403-61002	Medicare	0.00	0.00	59.62	116.78	-116.78 0.00 %
201-403-61003	Social Security	0.00	0.00	254.96	499.40	-499.40 0.00 %
201-403-61005	Federal Withholding	4,281.99	4,281.99	0.00	0.00	4,281.99 100.00 %
201-403-61006	TMRS	3,173.95	3,173.95	243.46	476.86	2,697.09 84.98 %
201-403-63004	Dues, Fees & Subscriptions	200.00	200.00	21.46	21.46	178.54 89.27 %
201-403-63005	Training/Continuing Education	200.00	200.00	0.00	0.00	200.00 100.00 %
201-403-64000	Office Supplies	300.00	300.00	15.31	15.31	284.69 94.90 %
201-403-64019	Market Supplies	4,000.00	4,000.00	49.14	49.14	3,950.86 98.77 %
201-403-65000	Network/Phone	252.00	252.00	20.66	20.66	231.34 91.80 %
201-403-66001	Advertising	3,000.00	3,000.00	202.76	202.76	2,797.24 93.24 %
201-403-66010	Events, Entertainment & Activities	3,000.00	3,000.00	250.00	428.88	2,571.12 85.70 %
201-403-66011	Market Event	500.00	500.00	0.00	0.00	500.00 100.00 %
201-403-70002	Contingencies/Emergency Fund	500.00	500.00	0.00	0.00	500.00 100.00 %
201-403-70003	Other Expenses	2,600.00	2,600.00	200.00	200.00	2,400.00 92.31 %
201-403-90000	Transfer to Reserve Fund	35,000.00	35,000.00	0.00	0.00	35,000.00 100.00 %
	Department: 403 - Farmers Market Total:	117,812.63	117,812.63	6,054.90	11,335.58	106,477.05 90.38%
	Expense Total:	117,812.63	117,812.63	6,054.90	11,335.58	106,477.05 90.38%
	Fund: 201 - Dripping Springs Farmers Market Surplus (Deficit):	-37,362.04	-37,362.04	-1,464.41	-1,799.66	35,562.38 95.18%
	Report Surplus (Deficit):	-37,362.04	-37,362.04	-1,464.41	-1,799.66	35,562.38 95.18%

Group Summary

Department	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
Fund: 201 - Dripping Springs Farmers Market						
Revenue						
403 - Farmers Market	80,450.59	80,450.59	4,590.49	9,535.92	-70,914.67	88.15%
Revenue Total:	80,450.59	80,450.59	4,590.49	9,535.92	-70,914.67	88.15%
Expense						
403 - Farmers Market	117,812.63	117,812.63	6,054.90	11,335.58	106,477.05	90.38%
Expense Total:	117,812.63	117,812.63	6,054.90	11,335.58	106,477.05	90.38%
Fund: 201 - Dripping Springs Farmers Market Surplus (Deficit):	-37,362.04	-37,362.04	-1,464.41	-1,799.66	35,562.38	95.18%
Report Surplus (Deficit):	-37,362.04	-37,362.04	-1,464.41	-1,799.66	35,562.38	95.18%

Fund Summary

Fund	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)
201 - Dripping Springs Farmers M	-37,362.04	-37,362.04	-1,464.41	-1,799.66	35,562.38
Report Surplus (Deficit):	-37,362.04	-37,362.04	-1,464.41	-1,799.66	35,562.38