



## **Farmers Market Committee Regular Meeting**

*City of Dripping Springs Ranch Park House*

*1042 Event Center Drive – Dripping Springs, Texas*

*Thursday, November 21, 2024, 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

### **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*
- 3. Farmers Market Manager's Monthly Report**  
*Charlie Reed, Farmers Market Manager*

### **BUSINESS AGENDA**

- 4. Discuss and consider approval of the 2025 Farmers Market Committee meeting calendar.**

## UPCOMING MEETINGS

### *Farmers Market Committee Meetings*

December 19, 2024, at 10:00 a.m.

### *City Council Meetings*

December 3, 2024, at 6:00 p.m.

December 17, 2024, 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 11/21/2024 Meeting

by Charlie Reed

## Last Month's Market News:

- Averaged **44** vendors/market
- **505** customers/market
- Total sales per market: **\$21,964**
- Average per vendor: **\$513**

## Sales

With five markets in October, the month set the highest total sales since I've been counting.

## Vendor Issues:

Apache Spirit Bison left the market on 10/31. He was selling processed pecans 10/17. I asked him to remove them from his booth and update his application if he wanted to continue. He waved me off. I followed it up with an email and at the next market he let me know he would not be returning, as he preferred less regulated markets.

November 6<sup>th</sup> Market: There was another event starting at DSRP as market closed. This caused a large traffic block that required us to sort out. Combined with the first day of early sunset, it was difficult to see and very crowded. (we had put our lights out in pedestrian areas but it was still dark.) Anna Moore was at her second market with her booth, Oma's Furry Friends. Her husband drives her, and he lost patience in line to enter, gesturing and yelling. When the entrance cleared enough for him to enter, he sped into the building, ignoring a shouting Johnna, who was directing traffic at the entrance, and came three inches from hitting a woman who was walking out from the other event. (We talked her out of submitting a complaint afterward.) I had to pull Johnna away from Anna's husband and told Anna it was their last market, as that was a blatant disregard for safety and instructions. Subsequent emails with Anna found an agreement that he would no longer be allowed in the building, but she could set up outside. She will likely not return, as there are existing family issues.

## Merch

Hats and bags for October totaled \$90.

## Social Media:

- Instagram followers: 4,679 (+179)
- Facebook followers: 7,829 (+36)
- Newsletter subscribers: 2,263 (+13)

<b>DSFM Sales Data</b>					
<b>Market Date</b>	<b>10.02</b>	<b>10.09</b>	<b>10.16</b>	<b>10.23</b>	<b>10.30</b>
<b>Market</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>
<b>Market Counted</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>
Vendors	43	47	43	46	43
Vendors Reporting	41	45	42	44	42
Total Sales	22,361	21,921.00	22,725.00	21,182.00	21,630.00
Average per Vendor	545.39	487.13	541.07	481.41	515.00
<b>Farmers</b>	<b>2,781</b>	<b>2,899.00</b>	<b>2,453.00</b>	<b>2,420.00</b>	<b>3,025.00</b>
#V	6.0	6.0	4.0	4.0	5.0
Sales/V	463.50	483.17	613.25	605.00	605.00
<b>Ranchers</b>	<b>4,655</b>	<b>6,507.00</b>	<b>6,912.00</b>	<b>5,001.00</b>	<b>5,530.00</b>
#V	7.0	8.0	9.0	7.0	9.0
Sales/V	665.00	813.38	768.00	714.43	614.44
<b>Crafts</b>	<b>1,317</b>	<b>845.00</b>	<b>1,009.00</b>	<b>678.00</b>	<b>725.00</b>
#V	6.0	5.0	6.0	4.0	4.0
Sales/V	219.50	169.00	168.17	169.50	181.25
<b>Foods - Ttl Bake/Bev/VA/Pet</b>	<b>13,608</b>	<b>11,670</b>	<b>12,351</b>	<b>13,083</b>	<b>12,350</b>
#V	22.0	26.0	23.0	29.0	24.0
Sales/V	618.55	448.85	537.00	451.14	514.58
<b>Baker</b>	<b>2,349</b>	<b>2,813.00</b>	<b>3,613.00</b>	<b>3,356.00</b>	<b>1,840.00</b>
#V	3.0	5.0	5.0	6.0	4.0
Sales/V	783.00	562.60	722.60	559.33	460.00
<b>Beverage</b>	<b>2,503</b>	<b>2,644.00</b>	<b>2,109.00</b>	<b>2,126.00</b>	<b>2,530.00</b>
#V	6	7	6	6	6
Sales/V	417.17	377.71	351.50	354.33	421.67
<b>Value Add</b>	<b>6,296</b>	<b>4,443.00</b>	<b>4,929.00</b>	<b>6,509.00</b>	<b>5,380.00</b>
#V	12.0	12.0	11.0	15.0	13.0
Sales/V	524.67	370.25	448.09	433.93	413.85
<b>Pet</b>	<b>2,460</b>	<b>1,770.00</b>	<b>1,700.00</b>	<b>1,092.00</b>	<b>2,600.00</b>
#V	1	2	1	2	1
Sales/V	2,460.00	885.00	1,700.00	546.00	<b>2,600.00</b>
<b>Visitors</b>	<b>550</b>	<b>525</b>	<b>550</b>	<b>450</b>	<b>450</b>
Sales per Capita	\$40.66	\$41.75	\$41.32	\$47.07	\$48.07

Totals and Averages by Month (FY'25)													
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	FY '25
# Markets	5	2											7
# Markets Counted	5	2											7
Vendors	222	92											314
Vendors Reporting	214	89											303
Total Sales	\$109,819	\$41,584											\$151,403
Avg. per Market	\$21,964	\$20,792	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$21,629
Average per Vendor	\$513.17	\$467.24	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$499.68
Vendors per Market	44	46	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	45
Customers	2525	925											3,450
Per Market	505	463	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	493
Sales per Customer	\$43.49	\$44.96	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$43.88

GL October 2024 (FY2025)	
GL Code/Desc	GL Net
201-403-43005: FARMERSMARKET- Vendor Booths	5,351
201-403-43006: FARMERSMARKET- Vendor Application	120
201-403-43035: FARMERSMARKET- 2023 Membership Fee	400
201-403-44000: FARMERSMARKET- Sponsorships	50
201-403-46005: FARMERSMARKET- Merchandise	90
Totals for GL Codes	6,011



**STAFF REPORT**  
**City of Dripping Springs**  
**PO Box 384**  
**511 Mercer Street**  
**Dripping Springs, TX 78620**

**Submitted By:** Diana Boone, City Secretary

**Commission Meeting Date:** November 21, 2024

**Agenda Item Wording:** **Discuss and consider approval of the 2025 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 2025 meeting calendar with approved city holidays; FMC meetings are highlighted in green. There is a conflict with DSISD calendar in March and CODS calendar in June. Please consider the following suggestions:

- March 20<sup>th</sup> DSISD Spring Break, recommended date **March 27, 2024.**
- June 19<sup>th</sup> City Holiday, recommended date **June 12, 2024.**

**Commission Recommendations:** Staff recommends approval of the calendar as presented. Should there be any changes to meeting dates, please provide for those changes in a motion. Meetings may be rescheduled throughout the year as the committee sees fit.

**Attachments:** 1. FMC 2025 Proposed Calendar

**Next Steps/Schedule:**

1. Update calendar if any changes
2. Add meetings to calendars:
  - a. Committee, Staff and City Council Member liaison(s)
  - b. City website main calendar
  - c. Municode Agenda (automatically populates Agendas and Minutes webpage with upcoming meetings)
3. Provide final calendar to Committee, Staff and City Council Members

# 2025 Farmers Market Committee

CITY HOLIDAYS
DSISD HOLIDAYS
FMC MEETINGS

## 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			

### MEETING DATES:

- 1/16/25 FMC Regular Meeting**
- 2/20/25 FMC Regular Meeting**
- 3/27/25 FMC Regular Meeting**
- 4/17/25 FMC Regular Meeting**
- 5/15/25 FMC Regular Meeting**
- 6/12/25 FMC Regular Meeting**
- 7/17/25 FMC Regular Meeting**
- 8/21/25 FMC Regular Meeting**
- 9/18/25 FMC Regular Meeting**
- 10/16/25 FMC Regular Meeting**
- 11/20/25 FMC Regular Meeting**
- 12/18/25 FMC Regular Meeting**