



FARMERS MARKET ASSOCIATION BOARD REGULAR MEETING

City of Dripping Springs

Council Chambers, 511 Mercer St, Dripping Springs, TX

Thursday, January 21, 2021 at 10:00 AM

MINUTES

This meeting will be held via videoconference and the public is encouraged and welcome to participate. Public comment may be given during the videoconference by joining the meeting using the information below. Public comment for this meeting may also be submitted to the City Secretary at acunningham@cityofdrippingsprings.com, no later than 9:00 a.m., the day of the meeting.

The Farmers Market Association Board respectfully requests that all microphones and webcams be disabled unless you are a member of the Board. City staff, consultants and presenters please enable your microphone and webcam when presenting to the Board.

Join Zoom Meeting

<https://us02web.zoom.us/j/85489372334?pwd=VDhHUXdpeTh5c08yQS9NNTY3aU9MQT09>

Meeting ID: 854 8937 2334

Passcode: 307516

Dial Toll Free:

877 853 5257 US Toll-free

888 475 4499 US Toll-free

Find your local number: <https://us02web.zoom.us/u/kdDY1OfEKg>

Join by Skype for Business: <https://us02web.zoom.us/skype/85489372334>

CALL TO ORDER AND ROLL CALL

Board Members present were:

Gouri Johannsen, Chair

Marianne Simmons, Vice Chair

Teresa Strube, Secretary

Nikki Dahlin

Claudia Oney

Janet Musgrove

Board Member absent was:

David Vincent

Staff, Consultants & Appointed/Elected Officials:

Parks & Community Services Director Kelly Schmidt

Farmers Market Manager Laurel Robertson
Events & Programs Coordinator Maggie Martin
Mayor Pro Tem Taline Manassian

With a quorum of the Board present, Chair Johannsen called the meeting to order at 10:03 p.m.

PRESENTATION OF CITIZENS

A member of the public who desires to address the Board regarding any item on an agenda for an open meeting may do so at presentation of citizens before an item or at a public hearing for an item during the Board's consideration of that item. Citizens wishing to discuss matters not contained within the current agenda may do so, but only during the time allotted for presentation of citizens. Speakers are allowed two (2) minutes to speak during presentation of citizens or during each public hearing. Speakers may not cede or pool time. Members of the public requiring assistance of a translator will be given twice the amount of time as a member of the public who does not require the assistance of a translator to address the Board. It is the request of the Board that members of the public wishing to speak on item(s) on the agenda with a noticed Public Hearing hold their comments until the item(s) are presented for consideration. Speakers are encouraged to sign in. Anyone may request a copy of the City's policy on presentation of citizens for the City Secretary. By law no action may be taken during Presentation of Citizens.

No one spoke during Presentation of Citizens.

MINUTES

1. Discuss and consider approval of the corrected October 15, 2020 Farmers Market Association Board regular meeting minutes.

A motion was made by Vice Chair Simmons to approve the corrected October 15, 2020 Farmers Market Association Board regular meeting minutes. Board Member Musgrove seconded the motion which carried unanimously 6 to 0.

2. Discuss and consider approval of the November 19, 2020 Farmers Market Association Board regular meeting minutes.

A motion was made by Vice Chair Simmons to approve the November 19, 2020 Farmers Market Association Board regular meeting minutes. Board Member Oney seconded the motion which carried unanimously 6 to 0.

3. Discuss and consider approval of the December 17, 2020 Farmers Market Association Board regular meeting minutes.

A motion was made by Board Member Musgrove to approve the December 17, 2020 Farmers Market Association Board regular meeting minutes. Board Member Dahlin seconded the motion which carried unanimously 6 to 0.

REPORTS

4. Parks and Community Services Director Report - December 2020

Report is on file and available for review upon request.

5. Farmers Market Manager Report - December 2020

Laurel Robertson presented the report and discussed the holiday market. She also recognized Lovie Lavoie's for helping at the market.

6. Farmers Market Financial Report - December 2020

The Board discussed alternatives to providing water at the market as the sponsor who did provide water is no longer involved. Laurel has asked vendors to bring their own water and when the weather warms up, the market will provide water from a cooler for customers to fill their own containers or cups.

MARKETING AND PUBLIC RELATIONS

7. Discuss and consider Return on Investment (ROI) of Outlook article submissions and their continuation.

Laurel Robertson discussed searching for higher ROI using social media, while pausing use of Outlook. Kelly Schmidt shared information about the resources available to us at City and proposed submitting a plan at the next meeting to get a start on this shift in marketing. Chair Johannsen asked Kelly to collaborate with Lisa Sullivan for a plan of posting to Instagram.

OTHER BUSINESS

8. Discuss and consider recommendation for the creation of a Part-time Farmers Market Assistant Position.

Kelly Schmidt presented the staff report which is on file.

Chair Johannsen directed Kelly to proceed with the creation of a Part-time Farmers Market Assistant Position.

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.

The Board did not meet in Executive Session.

UPCOMING MEETINGS

Farmers Market Association Board Meetings

February 18, 2021 at 10:00 a.m.

March 25, 2021 at 10:00 a.m.

April 15, 2021 at 10:00 a.m.

City Council Meetings

February 9, 2021 at 6:00 p.m.

February 16, 2021 at 6:00 p.m.

ADJOURN

A motion was made by Board Member Musgrove to adjourn the meeting. Board Member Dahlin seconded the motion which carried unanimously 6 to 0.

This regular meeting adjourned at 11:16 a.m.

Teresa Strube, Secretary

Farmers Market Association Board