



FARMERS MARKET COMMITTEE

REGULAR MEETING

City of Dripping Springs

Ranch Park Event Center, 1042 Event Center Drive, Dripping Springs, TX
Thursday, August 17, 2023 at 3:00 PM

MINUTES

CALL TO ORDER AND ROLL CALL

Meeting called to order 3:06pm.

Committee Members

Gouri Johannsen, Chair
Marianne Simmons, Vice Chair - absent
Teresa Strube, Secretary - absent
Nikki Dahlin
Erika Fritz
Janet Musgrove – by phone
Sherrie Parks – present until around 4:20pm
Claudia Oney - absent

Staff, Consultants & Appointed/Elected Officials

Farmers Market Manager Charlie Reed
Community Events Coordinator Johnna Krantz

MINUTES

- 1. Discuss and consider approval of the July 13, 2023, Farmers Market Committee meeting minutes.** *Secretary Teresa Strube*

Erika motioned to approve with the below modifications; Nikki seconded; VOTE: unanimous.

For item 1, discuss and consider approval of the June 15 2023 minutes:

- Nikki made the motion to approve. Claudia seconded.

For item 2b, discuss and consider approval of vendor applicant Freeze-Dried Candy Shoppe:

- Marianne opposed; she did not abstain.
- For clarification, replace “Discussion regarding candy products that are certified and uncertified, and do we want to support them” with “Discussion regarding commercial candy products – if they are Farmer’s Market-appropriate or not, and do we want to support them”.

REPORTS

2. **Farmers Market Manager July 2023 Report**

Charlie Reed, Market Manager

Discussion of Aug-16 vendor incident involving Wow Texas Honey driving into Tapio Food's generator. Incident partly the result of first-day-of-school traffic and vendor's routine lateness and subsequent haste. Wow Texas Honey agreed to pay for a new generator. Incident is likely resolved but there is a potential that the vendor will request reimbursement from the city.

Discussion of first-day-of-school traffic. There were many late vendors and one no-show. Next year may want to consider switch back to afternoon hours before this event. Still need to consider the relentless heat and its effect on vendors/customers.

Discussion of raw milk sales. Both Terra Purezza and Hamilton Pool would like to sell raw milk from Four E Dairy. Because our rules forbid vendors from selling products they have added no value to, in order to sell this milk, Four E Dairy needs to submit an application to become a vendor and assign Terra Purezza and Hamilton Pool as sales agents.

3. **Farmers Market July 2023 Budget Report.**

Charlie to include Civic Rec numbers in packet each month.

Gouri's assessment last month showed a healthy budget.

Discussion regarding potential marketing opportunities like an ad in Edible Austin this fall. Some debate about ability to assess return-on-investment. There were three returned coupons from Community Impact ad this summer. The idea was raised to conduct customer surveys over an extended time as a way to gauge return-on-investment. This has been done in the past and yielded interesting results, but this takes considerable time and effort.

OTHER BUSINESS

4. **Discuss and consider possible action regarding Vendor Inspections.** *Gouri Johannsen, Chair*

Discussion of how vendor inspections were conducted in the past: We approved vendors conditionally pending inspection. Once inspection passed, vendor was granted full approval. Inspections typically conducted in teams of two. Vendors were prioritized (food vendors at the top), mapped, split into regions, and assigned to inspection teams.

Charlie to send list of current vendors. Committee members to prioritize 20 vendors for inspections. Charlie will obtain addresses and map out vendors so inspections teams can be designated.

5. Discuss and consider possible action regarding participation in the 2023 Empty Bowls Project. *Gouri Johannsen, Chair*

Event is usually held in the first week of November.

Consider making Chicken Stew with White Beans and Kale, Charlie's recipe from the Dripping Springs Explore Fall catalog.

Tabled so discussion can include more committee members.

VENDOR APPLICATIONS

6. Discuss and consider possible action regarding Farmers Market Vendor Applications and Application Updates.

New Applications

a. Flying A Farms, *Applicant: Matt Atkins*

Erika motioned to approve; Nikki seconded. Vote: unanimous.

b. Evangeline's Gluten Free Bakery, *Applicant: Sarah Trotter*

Janet motioned to approve; Erika seconded. Vote: unanimous.

c. Home Grown, *Applicant: Jennifer Cabela*

Vendor wants to sell plant starts from Gabriel Valley Farms. Unless vendor does something to add value, this violates our rules. Gouri to call vendor to inform and clarify.

Application Updates

a. Terra Purezza, *Applicant: Tina Weldon*

See discussion of raw milk sales under item 2. Called Tina to notify her that Four E Dairy needs to become a vendor and assign Terra Purezza as sales agent. Tina to enquire with Four E Dairy Friday. Charlie on vacation so Nikki to follow-up with Orion the following Wed market.

b. Hamilton Pool Vineyard & Farm, *Applicant: Sean Kattner*

Situation similar to above with Terra Purezza. Attempted to call Sean but he was not available. Need to give him the same information about Four E Dairy becoming a vendor and assigning Hamilton Pool as sales agent.

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 Dripping 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

September 21, 2023, at 10:00 a.m.

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

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

City Council Meetings

September 5, 2023, at 6:00 p.m.

September 19, 2023, at 6:00 p.m.

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

October 17, 2023, at 6:00 p.m.

ADJOURN

Nikki motioned to adjourn at 5:03pm; Erika seconded; VOTE: unanimous.