

Marketing Subcommittee Meeting Report

Gouri, Janet and Marianne met on 6/25/2021 to discuss a Marketing plan for the DSFM for the upcoming year.

Gouri suggested a marketing campaign each year with a focused purpose and target.

Committee would also like to meet with Kelly, Lisa & Charlie/Johnna to discuss these ideas and implementation.

2021 – Welcome New Neighbors

Focus of the 2021/22 marketing will be targeting the new residents moving into Dripping Springs and surrounding areas.

Marketing activities:

1. Welcome Bags to Chamber of Commerce
 - a. July – deadline (July 12-16 & 19-23): 250 pieces; offer something of value
 - b. Nov. - deadline & # pieces TBA

Committee decided:

- a. Charlie/Johnna - Order 500 count #1 size brown paper grocery bags from U-Line. ~\$20
 - b. Lisa - Create a 2x 4" label with color logo and print: "Welcome to Town - Bring this to the Dripping Springs Farmers Market Wednesdays 3-6 for \$5 in market tokens" \$ _____
 - c. Board - apply stickers to bags & deliver
 - d. Market Managers - Petty cash bag w/ tokens and petty cash to exchange coupons for tokens (write exchange date on coupon for tracking) and some \$1 bills to pay the vendor for the tokens they accept.
2. New Developments Outreach
 - a. via property management & sales offices - HOA's, neighborhood newsletter (possible ad purchase), brochures in sales office
 - b. via resident-driven social media - FB pages, Next Door, Instagram....
 - c. Could Charlie/Johnna reach out to the City of DS Development Dept for contact information for ongoing and new developments and spread the word about FM?
 3. Regular Incentive Ads - periodic ads placed in local social media, newsletters, etc. that offer \$5 in market tokens, for a specific date range and trackable
 4. Realtor Outreach - Look into any option for providing information to area realtors about the farmers market that they can pass on to clients, like closing packages?
 5. Create & print a nice Gift Certificate to use in several ways, at various events. Make it trackable. Recipient would exchange it for tokens to spend at market.

Any design / printing for above items would utilize our truck logo and the fresh new colors that Kelly/Lisa used in the "Become a Friend of the Market" brochure.

Marketing subcommittee's Meeting with City Staff

- Gouri, Janet and Marianne met with Kelly, Lisa and Charlie on 7/1/2021 and presented the ideas developed from 6/25/2021 meeting.
- It was agreed that Chamber of Commerce welcome bags can be done within the deadline. Lisa will design the Coupon with the content provided by the subcommittee. Charlie will buy the sticky labels and the brown paper bags.
- There was a discussion on ways to implement gift certificate/coupon redeeming process. Kelly said it can be done through ActiveNet. Another option is use a concept of "Market Bucks" (instead of wooden nickels), which will be paper "money" in \$1 denomination with expiration dates. Market Bucks will be used for the Chamber of Commerce coupons.
- Melanie Blakeley, Community Services Coordinator, already has a task to reach out to different residential developments and subdivisions to spread the word on Parks in the fall. She can certainly include FM promotion. Details of implementing this activity will be discussed later.
- The importance of Vendor Sales Data collection was also discussed with Charlie, since this will be the ultimate proof of which marketing efforts are working.