

December 2020 Farmers Market Report

December's weather was unusually mild and warm, which made for increased attendance of both vendors and shoppers at the Farmers Market. Average number of booths per week was almost 40, and number of shoppers (while uncounted) was definitely above seasonal averages.

As in other years, the Market shared the Triangle with the City's 40-foot Christmas Tree and other seasonal decorations – welcome sparkle for our Holiday Markets. Unlike in other years, Frosty's Christmas Trees didn't set up on the west end of the Triangle, which left extra parking for the increased number of shoppers this season. A COVID testing trailer is currently setting up on that corner the Triangle, but its Thursday through Sunday schedule doesn't affect market operations.

The new online booth reservation fee is proving increasingly effective, with vendor participation in it improving over the month (especially after Manager Robertson sent a few vendors home for showing up without a reservation!) Currently she is working on moving the 2021 Vendor Application online, as a fillable form.

In December, the City provided Manager Robertson with a cell phone for the Farmers Market. She will now conduct all market-related calls over the new market phone: # 512-750-5942.

Laurel was honored by the Texas Recreation and Parks Services with an award for Best Part-time Parks Employee for 2020. City officials and a representative from TRAPS presented her with a carved stone award at the December 9th market.

Submitted Dec 28, 2020

Laurel Robertson, Market Manager