

**From:** [Gouri Johannsen](#)  
**To:** [Kelly Schmidt](#)  
**Cc:** [Laurel Robertson](#); [Margaret Martin](#); [Michelle Fischer](#); [Lisa Sullivan](#)  
**Subject:** Re: FODSFM Program Brochure Edits Deadline  
**Date:** Sunday, December 6, 2020 11:24:48 AM

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Kelly,

Here are my comments:

- Page 1: Looks good, don't have comments on the content. I like the color scheme and graphics in general. Only concern is that this is totally different from all our other print/online themes. If everyone likes this new design, we should update our other flyers to similar theme.
- Page 2 left panel: Too wordy! let's bulletize the content. Something like the following.

Get Involved With Your Friends!

When you join the Friends of Dripping Springs Farmers Market, you support:

- local food security
- organic farming
- local small businesses,
- independent artisans
- local musicians
- healthier and stronger community

By joining us you help guarantee the success of this popular public space and help build its future.

- Page 2 middle panel: under benefits also add "your valuable input on future market space design"
- Page 2 right panel: Add a link to the membership form, no need to put form here.

Please Join Today!

Annual Membership Program Registration Fees:

Individual - \$30.00 (1 person)

Family Member - \$55.00 (up to 4 people)

Corporate Member - \$250.00 (up to 10 employees)

We can always change these fees at a later time.

Let me know if you have questions.

Thanks for putting this together!

Best,  
Gouri.

On Thu, Nov 19, 2020 at 12:46 PM Kelly Schmidt <[kschmidt@cityofdrippingsprings.com](mailto:kschmidt@cityofdrippingsprings.com)> wrote:

All:

I changed the edit deadline to December 7 instead of the 1<sup>st</sup> because Maggie and I have a Bird City Application deadline that week. Please either email edits desired (to me) or drop them off at the Ranch House (at the way back of DSRP) and staff will make sure they are collectively reflected. We have a little drop box next to the front door if delivering in-person (City Hall is always an option too).

Thanks for all you do! I am THANKFUL for all of you

Sincerely,

Kelly

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Gouri Johansen  
Dripping Springs Farmers Market  
Association Board - President