

**City of Dripping Springs
Farmers Market Association Board Meeting Minutes
Thursday, January 17, 2019 at 10:00 AM
City Hall, 511 Mercer St, Dripping Springs, Texas**

I. CALL TO ORDER AND ROLL CALL

COMMISSION:

Gouri Johannsen - Chair	Claudia Oney	Vacant
Marianne Simmons - Vice Chair	Sara Gates	Vacant
Teresa Strube - Secretary	Kyle Koen	

CITY STAFF:

Parks Director - Mariana Espinosa	Market Manager - Laurel Robertson
-----------------------------------	-----------------------------------

Chair Gouri Johannsen called the meeting to order at 10:07 and conducted roll call.

Board members present: Gouri Johannsen, Marianne Simmons, Claudia Oney, Sara Gates, Kyle Koen, and Teresa Strube.

Mariana Espinosa and Laurel Robertson were also present.

II. PRESENTATION BY CITIZENS

Floor open to discussion on any subject. No action may be taken by law. Citizens wishing to speak shall do so after being recognized by the Chair. The Chair may establish a time limit on each citizen wishing to speak.

No visitors present.

III. MINUTES

Discuss/Consider Approval of Farmers Market Association Board Regular Meeting Minutes of December 20, 2018

Marianne moved to approve minutes; Sara seconded; VOTE: all in favor, motion passed.

IV. REPORTS

A. Parks and Community Services Report - Mariana Espinosa

Reviewed Parks and Community Services Annual Report.

B. Farmers Market Manager's Monthly Report - Laurel Robertson

Reviewed Report. Sara suggested sending out market cancellation notice to newsletter list of customers when appropriate.

C. Income Statement - Gouri Johannsen

Reviewed December 2018 Income Statement

V. MARKETING AND PUBLIC RELATIONS

Discussion and possible action regarding:

- A. **Discuss Promo Campaign for DSFM 10-yr Anniversary**
Discussed City Council proclamation and involvement for touting market all year, providing copy and pics for media.
- B. **Discuss Ad for Upcoming Texas Night Sky Festival**
Laurel will create market ad copy for Night Sky Festival brochure; will provide two \$25 silent auction items on March 30. Market will promote Night Sky Fest at Info table, and will talk up the Fest in weekly newsletter in March.
- C. **Social Media Discussion re: Instagram - Mariana Espinoza**
Mariana reported on plan to link Insta acct to market FB page.
- D. **Discussion Re: Farmers Market Survey Data Analysis - Gouri Johannsen**
Discussed ideas for turning data into increased customer count, using banners in strategic city locations including the sports fields. Mariana will handle project. Create incentive for a market customer to “bring a friend” to market during March, using Outlook ad to announce. Marianne and Teresa to work on effort. Additionally, rack cards should be reprinted and distributed. Gouri moved to approve 3-step marketing campaign based on market survey results to include banners, incentives, and print and social media advertising; Sara seconded; VOTE: all in favor, motion passed. This effort will be promoted at market in February.

VI. MARKET VENUE

Discussion and possible action regarding:

- A. **Discuss/Consider Approval of Proposed Weather Cancellation Policy - Laurel Robertson**
Laurel provided draft cancellation and closing policy. Marianne moved to approve; Gouri seconded; VOTE: all in favor, motion passed.
- B. **Discuss/Consider Purchase of Keurig Coffee Machine for Market**
Marianne moved to approve purchase of coffee machine and coffee and accoutrements for selling at Info booth; Kyle seconded; VOTE: all in favor, motion passed.

Claudia left meeting at 11:44.

- C. **Discuss/Consider Recommendation to City Council for Increased Vendor Booth Rental Fees for 2019 - Laurel Robertson**
Laurel presented options for fee structure and fee strategies. Discussed impacts of discounted fees, fee structure per vendor category, fees for shared booths, application fees, etc. Marianne moved to approve fee changes; Kyle seconded; VOTE: all in favor, motion passed.
- D. **Discuss 2019 Vendor Social**
Tabled.

VII. SPONSORSHIPS & GRANTS SUBCOMMITTEE

- A. **Discuss/Consider Approval of Additional Sponsorship Benefits**

Tabled.

VIII. OTHER BUSINESS

A. Discuss/Consider Recommendation to City Council Regarding Restructuring Market Manager Position - Gouri Johannsen and Laurel Robertson

Tabled until February meeting.

B. Discussion regarding Vendor Inspection of WOW Texas Honey

Teresa will inspect and evaluate whether field inspection in Pearsall is necessary.

IX. UPCOMING MEETINGS

A. Farmers Market Association Board:

February 21, 2019 - Regular Meeting 10:00 am

March 21, 2019 - Regular Meeting 10:00 am

B. City Council and Board of Adjustment:

February 12, 2019 - Workshop 5:30 pm, Regular Meeting 6:30 pm

February 19, 2019 - Regular Meeting 6:00 pm

March 12, 2019 - Workshop 5:30 pm, Regular Meeting 6:30 pm

X. ADJOURN

Marianne motioned to adjourn at 12:08; Kyle seconded; VOTE: all in favor, motion passed.