

**City of Dripping Springs**  
**Farmers Market Association Board Meeting Minutes**  
**Thursday, February 21, 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
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Chair Gouri Johannsen called the meeting to order at 10:26 and conducted roll call.

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

Laurel Robertson was 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.*

Jana from Hills of Milk and Honey present as potential Board member.

**III. MINUTES**

**Discuss/Consider Approval of Farmers Market Association Board Regular Meeting Minutes of January 17, 2019**

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

**IV. REPORTS**

**A. Parks and Community Services Report - Mariana Espinosa**

Reviewed Parks and Community Services January Report.

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

Reviewed Report. Laurel will reorder two banners that were weather-stressed.

**C. Income Statement - Gouri Johannsen**

Reviewed December 2018 Income Statement

**D. TIRZ Board Meeting Report - Marianne Simmons**

Marianne will meet with Keenan Smith, architect for the City, later this month to share information regarding Market and related needs.

## **V. MARKETING AND PUBLIC RELATIONS**

Discussion and possible action regarding:

### **A. Discuss Promo Campaign for DSFM 10-yr Anniversary - Laurel Robertson**

The 10-yr anniversary will be promoted in a minor way, in conjunction with Bring a Friend to Market and DSFM voted as #1 in Texas.

### **B. Discuss Ad for Upcoming Texas Night Sky Festival**

Mariana 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. Discussion Re: 3-step Marketing Campaign - Gouri Johannsen**

Waiting for update from Mariana on Sports Park banners. Additional location could be DS Pool. Laurel wrote article for Outlook for Bring a Friend project.

### **D. Social Media Discussion re: Linking Instagram accounts - Mariana Espinoza** Tabled

## **VI. MARKET VENUE**

Discussion and possible action regarding:

### **A. Discuss/Consider Approval of 2019 FM Vendor Social Location, Date and Time - Laurel Robertson**

Social is scheduled for April 3<sup>rd</sup>, after Market. Board will provide dinner, drinks, discussion, presentation of marketing efforts from 2018 market survey that informs current marketing plan.

### **B. Discussion Regarding Vendor Feedback**

Reviewed vendor letter regarding competition.

### **C. Discussion Regarding 2019 Fee Schedule**

Marianne motioned for edit of application fee; Claudia seconded; VOTE: all in favor, motion passed. Discussion will continue next meeting.

## **VII. SPONSORSHIPS & GRANTS SUBCOMMITTEE**

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

Discussed additional booth space for sponsors at a certain level. Further discussion next mtg.

## VIII. OTHER BUSINESS

### A. Discussion Regarding Vendor Inspections

1. *WOW Texas Honey*
2. *Marlena Jarjoura*
3. *Medicine Woman Herbs*
4. *Prairie Dog*
5. *Clementine Botanicals*
6. *Aloha Body Care and OMG Organics*

Discussion re: Prairie Dog. Kyle moved to approve app; Sara seconded; VOTE: all in favor, motion passed.

Marlena Jarjoura was grandfathered in, no vote required for approval.

WOW Texas Honey must provide more information and split booth with CBD producer.

Medicine Woman needs Sales Tax Permit in her app. Claudia moved to approve app; Marianne seconded; VOTE: all in favor, motion passed.

Clementine Botanicals needs to provide Sales Tax Permit and product labels.

Aloha accepted without essential oil blends or coffee, tea. Claudia motioned to approve; Gouri seconded; VOTE: all in favor, motion passed.

### B. Discussion Regarding ActiveNet Software

Misty, Admin Assistant, joined meeting.

Misty presented City Ordinance, fees and technology of ActiveNet, the issues regarding DSFM using this system for collecting vendor booth fees. Item will be discussed further.

### C. Discussion Regarding Weather Cancellation Policy Proposal

No discussion.

## IX. UPCOMING MEETINGS

### A. Farmers Market Association Board:

**March 14, 2019 - Regular Meeting 10:00 am**

**April 18, 2019 - Regular Meeting 10:00 am**

### B. City Council and Board of Adjustment:

**March 12, 2019 - Workshop 6:00 pm, Regular Meeting 6:30 pm**

**March 19, 2019 - Regular Meeting 6:00 pm**

**April 9, 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.