

**City of Dripping Springs**  
**Farmers Market Association Board Meeting Minutes**  
**Thursday, March 14, 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

Jana Muniz

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 10:10 and conducted roll call.

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

Laurel Robertson and Mariana Espinosa were present.

**II. PRESENTATION BY CITIZEN**

*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.*

**III. MINUTES**

**Discuss/Consider Approval of Farmers Market Association Board Regular Meeting Minutes of February 21, 2019**

Marianne moved to approve minutes with following amendments:

IV.D. Delete "First subject?"

V.B. "Mariana" instead of "Laurel"

VI.A. "Social is scheduled for April 3"; Sara seconded; VOTE: all in favor, motion passed.

**IV. REPORTS**

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

Reviewed Parks and Community Services February 2019 Report.

Refining plans for Night Sky Festival.

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

Reviewed February 2019 Report.

**C. Income Statement**

Reviewed February 2019 Income Statement

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

Marianne met with Keenan Smith, architect for the City, to share information regarding Market

and its needs related to the TIRZ project.

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

Discussion and possible action regarding:

### A. **Banner Alternatives at the Triangle**

Triangle banner should be ready this week for pickup. Laurel suggested a permanent sign instead of repeated banner replacements. She and Mariana will research solutions, costs and processes.

### B. **3-Step Marketing Campaign**

Mariana shared banner information. Gouri moved to approve 3 banners for three different locations; Marianne seconded; VOTE: all in favor, motion passed.

Sara reported on marketing effort to “introduce” Board members to Market customers through the Outlook.

Community Impact mentioned as a good publication for a FM ad.

### C. **2019 Tomato Time! Event**

Call for volunteers mainly for setup and coordinator. Discussed event date of June 26.

### D. **DSFM 10-Year Anniversary Campaign**

Mariana will set up proclamation during June 11 City Council meeting and June 12 Market.

### E. **Linking FM Social Media Accounts**

Gouri reported on linking events on accounts. Will open new Instagram account.

## VI. **MARKET VENUE**

Discussion and possible action regarding:

### A. **Vendor Orientation and Social Presentations - Gouri Johannsen**

Will present to vendors a review of marketing efforts from last year and plans for this year including TIRZ, media campaigns, etc. April 3 is date for social.

### B. **Participation in Hays County Master Gardeners Fall Plant Sale & Market Membership - Laurel**

Marianne moved to partner with HCMG for Fall Plant Sale as a Market event, scheduled for September 18 and 25; Kyle seconded; VOTE: all in favor, motion passed.

Marianne moved to invite HCMG to apply as Market member, and submit a fee waiver request; Sara seconded; VOTE: all in favor, motion passed.

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

Discussion and possible action regarding:

### A. **2019 Capital Farm Credit Grant**

Gouri reported on grant for marketing funds; third time to apply.

### B. **Additional FM Sponsorship Benefits**

Tabled

## **VIII. OTHER BUSINESS**

Discussion and possible action regarding:

**A. TexPIRG Campaign Letter of Support for Saving Texas Bees**

Board members can participate and sign letter as individuals.

**B. Revisions to FM's Financial Structure**

Structure to remain as is.

Gouri moved to amend budget by adding line item of Capital Improvement Fund and move \$30,000 into Fund; Marianne seconded; VOTE: all in favor, motion passed.

Mariana left meeting 12:04

**C. Revisions to City of Dripping Springs Code of Ordinances Article 6.05 Farmers Market Association**

Board members will review Ordinances and make recommendations for appropriate changes.

## **IX. UPCOMING MEETINGS**

**A. Farmers Market Association Board:**

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

**May 16, 2019 - Regular Meeting 10:00 am**

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

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

**April 9, 2019 - Workshop 5:30 pm, Regular Meeting 6:30 pm**

## **X. ADJOURN**

Teresa motioned to adjourn at 12:18; Sara seconded; VOTE: all in favor, motion passed.