

Farmers Market Association Board

Regular Meeting Minutes May 23, 2019 at 10:00 a.m.

A Regular Meeting of the Farmers Market Association Board was held Thursday, May 23, 2019 at 10:00 a.m. in City Hall Conference Room No. 1 located at 511 Mercer Street, Dripping Springs, Texas.

I. CALL TO ORDER AND ROLL CALL

Board Members present were:

Gouri Johannsen, Chair
Marianne Simmons, Vice Chair
Teresa Strube, Secretary
Sara Gates
Claudia Oney

Board Member absent was:

Kyle Koen

City Staff/Appointed Officials:

Mariana Espinoza, Parks & Community Services Director
Laurel Robertson, Farmers Market Manager
Taline Manassian, Council Member Place 1

II. PRESENTATION OF 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 one spoke during Presentation of Citizens.

III. MINUTES

A. Discuss and consider approval of the Farmers Market Association Board Regular Minutes of April 18, 2019.

A motion was made by Chair Johannsen to approve the **Farmers Market Association Board Regular Minutes of April 18, 2019. Board Member Gates seconded the motion with carried unanimously.**

IV. REPORTS

A. Parks and Community Services Department Monthly Report

Mariana Espinoza presented the report.

B. April 2019 Income Statement

Reviewed report, no action taken.

C. TIRZ Board Meeting Report

Report was tabled.

D. Three-Step Marketing Campaign Report

Board Member Gates reported on Outlook articles submitted by some board members, future article subject matter, related press release.

E. Farmers Market Coalition Market Metrics Project Report

Chair Johannsen reported on latest activity, sponsorship, customer and vendor data collection and dispersion. July is deadline for data submission, report to follow by Central Texas Farmers Market Pilot Metrics.

F. Farmers Market Manager Monthly Report

Laurel Robertson presented the report. Banner at Sports Park needs to be replaced, since the location information implies it is where the market takes place.

V. MARKETING & PUBLIC RELATIONS

A. Discuss and consider approval of the Sponsorship Form, Registration Form and Flyer regarding the 2019 Tomato Time! Event.

Mariana Espinoza presented the item and has submitted the forms and plan.

B. Discuss and consider approval of activities related to the Dripping Springs Farmers Market 10-Year Anniversary Campaign.

Vice Chair Simmons suggested the Community Impact Newspaper for an ad and/or material sent to them for at least a column mention and at most an article.

Mariana Espinoza noted that on Tuesday June 11th at the City Council Meeting, 6:30, a proclamation of market 10-yr anniversary will be presented.

VI. MARKET VENUE

A. Discuss and consider recommended action regarding the Farmers Market Cancellation Policy.

Discussed appropriateness and liability of City regarding informal markets.

A motion was made by Vice Chair Simmons to revise the rules for clarity of market cancellation. Board Member Oney seconded the motion which carried unanimously.

B. Discuss and consider approval of Vendor Applications.

1. Thundering Paws

A motion was made by Vice Chair Simmons to approve the vendor application for Thundering Paws. Board Member Gates seconded the motion which carried unanimously.

2. Sesa

A motion was made by Vice Chair Simmons to deny the vendor application for Sesa because of distance over 150 miles. Board Member Strube seconded the motion which carried 4 to 1, denying the application.

C. Discuss and consider recommended action regarding Permanent Signage options for the Dripping Springs Farmers Market at Veterans Memorial Park.

Laurel Robertson presented reasons and options for permanent signage.

The Board discussed issues of cost and longevity of sign(s).

The Board directed Laurel Robertson to investigate further, get ideas, and report back.

D. Discussion regarding Farmers Market Vendor Inspections.

The Board discussed issues of getting inspections done in a timely way.

Chair Johannsen will organize a list of vendors who need inspections and inform Board Members.

VII. SPONSORSHIPS & GRANTS SUBCOMMITTEE

A. Discuss and consider recommended action regarding additional Farmers Market Sponsorship benefits.

Item tabled.

VIII. OTHER BUSINESS

A. Discuss and consider recommended action regarding revisions to the City of Dripping Springs Code or Ordinance Article 6.05 Farmers Market Association.

Item tabled.

B. Discussion regarding the Fiscal Year 2020 Farmers Market Budget.

Chair Johannsen presented the FM FY20 budget.

The Board discussed revisions to the budget.

C. Discuss and consider recommended action regarding the Farmers Market Association Board Meeting Day and Time.

Item tabled.

IX. UPCOMING MEETINGS

**A. City Council & Board of Adjustment:
May 21, 2019 - Regular Meeting 6:00 p.m.
June 11, 2019 - Workshop 6:00 p.m., Regular Meeting 6:30 p.m.**

**B. Farmers Market Association Board:
June 20, 2019 - Regular Meeting 10:00 a.m.
July 18, 2019 - Regular Meeting 10:00 a.m.**

X. ADJOURN

A motion was made by Vice Chair Simmons to adjourn the meeting. Board Member Gates seconded the motion which carried unanimously.

This regular meeting adjourned at 11:40 p.m.