

# Farmers Market Association Board

## Regular Meeting Minutes April 18, 2019 at 10:00 a.m.

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A Regular Meeting of the Farmers Market Association Board was held Thursday, April 18, 2019 at 10:00 a.m. in the 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  
Jana Muniz

Board Members absent were:

Claudia Oney  
Kyle Koen

City Staff/Appointed Officials present were:

Mariana Espinoza, Parks & Community Services Director  
Laurel Robertson, Farmers Market Manager

With a quorum of the Board present, Chair Johannsen called the meeting to order at 10:12 a.m.

### 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.*

Amy Kappler was present as a visitor.

### III. MINUTES

#### A. Discuss and consider approval of the Farmers Market Association Board Regular Meeting Minutes of March 14, 2019.

Marianne moved to approve Minutes with following change:

VI. B. Dates of Fall Plant Sale are September 18 and 25.

Sara seconded; VOTE: all in favor, motion passed.

### IV. REPORTS

#### A. Parks and Community Services Department Monthly Report

Mariana Espinoza noted a couple extraordinary experiences related to the parks.

**B. March 2019 Income Statement**

Discussion. No action.

**C. Farmers Market Manager Monthly Report**

Laurel Robertson reviewed applications received.

**D. TIRZ Board Meeting Report**

Marianne reported summit coming up that is important to attend.

**E. Vendor Orientation and Social Report**

Discussion re: marketing through Next Door.

**F. Three-Step Marketing Campaign Report**

Sara reported on articles in Outlook as education for customers. Laurel ordered banners for Sportspark and swimming pool, and reported on new banner for Triangle location. Gouri introduced discussion re: creating more incentives for visiting the market.

**V. MARKETING & PUBLIC RELATIONS**

**A. Discuss and consider recommended action regarding the 2019 Tomato Time! Event.**

One day event this year with Mariana as coordinator.

**B. Discuss and consider recommended action regarding the Dripping Springs Farmers Market 10-Year Anniversary Campaign.**

Mariana will set up proclamation in June for market.

Sara will interview Marianne (as founder of market) for the June Outlook.

**VI. MARKET VENUE**

**A. Discuss and consider recommended action regarding market venue issues.**

Discussed ideas for new events.

**B. Discuss and consider recommended action regarding Vendor Booth Fees.**

Discussed allowing vendors to report predominant product related to fees.

**C. Discuss and consider recommendation of new vendor applications for Waves Chiropractic and OMG Organics.**

Gouri moved to accept Waves Chiropractic as service vendor after application is complete; Marianne seconded; VOTE: all in favor, motion passed.

Gouri moved to accept OMG Organics' addition of original art to her product list; Sara seconded; VOTE: all in favor, motion passed.

**D. Discuss and consider recommended action regarding permanent signage options for the Dripping Springs Farmers Market at Veterans Memorial Park.**

Tabled.

**VII. SPONSORSHIPS & GRANTS SUBCOMMITTEE**

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

Discussed different benefits for sponsor.

## **VIII. OTHER BUSINESS**

- A. Discuss and consider recommended action regarding Farmers Market Coalition Metrics project.**

Gouri reported on Coalition meeting, metrics report on economic impact of farmers markets. Requires data input of vendor sales and profiles. Marianne moved that our Market join Metrics project, that all vendors provide individual sales data to Laurel starting with May markets; Teresa seconded; VOTE: all in favor, motion passed.

- B. Discuss and consider recommended action regarding revisions to the City of Dripping Springs Code of Ordinances Article 6.05 Farmers Market Association.**

Tabled.

- C. Discussion regarding the Fiscal Year 2020 Budget Planning.**

Tabled.

## **IX. EXECUTIVE SESSION**

*The Farmers Market Association Board for the City of Dripping Springs has the right to adjourn into executive session at any time during the course of this meeting to discuss any matter as authorized by Texas Government Code Sections 551.071 (Consultation with Attorney), 551.072 (Deliberations about Real Property), 551.073 Deliberations about Gifts and Donations), 551.074 (Personnel Matters), 551.076 (Deliberations about Security Devices), and 551.086 (Economic Development). The Farmers Market Association Board for the City of Dripping Springs may act on any item listed in Executive Session in Open Session or move any item from Executive Session to Open Session for action.*

- A. Consultation with City Attorney regarding employment and rate pay related to Farmers Market Manager Laurel Robertson.**

Consultation with City Attorney, 551.072; Personnel Matters 551.074

Board went into Executive Session at 10:15 a.m. Closed Executive Session at 10:35 a.m.

Gouri moved to increase Laurel's pay rate by 15% that begins next pay period, discussion ensued; Marianne seconded; VOTE: all in favor, motion passed.

## **X. UPCOMING MEETINGS**

- A. Farmers Market Association Board:  
May 16, 2019 - Regular Meeting 10:00 a.m.  
June 20, 2019 - Regular Meeting 10:00 a.m.**

- B. City Council & Board of Adjustment:**  
**April 16, 2019 - Regular Meeting 6:00 p.m.**  
**May 14, 2019 - Workshop 6:00 p.m., Regular Meeting 6:30 p.m.**

**XI. ADJOURN**

Marianne motioned to adjourn at 12:39; Gouri seconded; VOTE: all in favor, motion passed.