

## MEETING MINUTES

City of Dripping Springs  
Farmers Market Association Board Meeting Agenda  
Tuesday, October 13, 2015 at 10:00 AM  
City Hall, 511 Mercer Street, Dripping Springs, Texas

### I. CALL TO ORDER AND ROLL CALL

#### COMMISSION:

Marianne Simmons - Chair	Gouri Johannsen	Aimee Mick
Diana Black	Teresa Strube	Aubrey Munguia
Claudia Oney	Gary Gilstrap	

Market Managers: Stacy Qualls

The Regular Meeting of the City of Dripping Springs Farmers Market Association Board was called to order at 10:07AM, Tuesday, October 13, 2015 by Marianne Simmons, Chair. Roll call was taken and members present included, Teresa Strube, Gouri Johannsen, Claudia Oney and Aimee Mick, acting as secretary. Members absent were Gary Gilstrap. Diana Black joined the meeting at 10:10 and Aubrey Munguia joined the meeting at 10:48. Also present were Stacy Qualls, Market Manager.

### 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 citizens were present to make presentations.

### III. MINUTES

#### A. Approval of Regular Meeting Minutes, September 8, 2015

A motion to approve the September 8, 2015, Regular Meeting minutes was made by Gouri Johannsen and seconded by Teresa Strube. **VOTE: 6-for, 0-against, 2-absent. Motion passes.**

### IV. REPORTS

#### A. Farmers Market Manager's Monthly Report

*Report from the Market Manager to the Board regarding Farmers Market activities.*  
The Farmers Market Manager's Monthly Report was reviewed with no comments.

#### B. Fiscal Year 2015 Final Budget Review

The Fiscal Year 2015 Final Budget was reviewed with no comment

#### C. Fiscal Year 2016 Budget Revenues and Expenses Monthly Report

The Fiscal Year 2016 Budget Revenues and Expenses Monthly Report was reviewed. It was noted there is \$100.00 included for training. Funds will be used for social media training.

### V. MARKET EVENTS PLANNING AND UPDATES

*Discussion and possible action regarding:*

#### A. 2016 Meeting Calendar

#### B. Healthy Living Demonstration, October 21, 2015

#### C. National Food Day, October 24, 2015

##### 1. Promotion of Healthy Living Demonstration

Healthy Living Demonstrations will be promoted through [www.foodday.org](http://www.foodday.org)

2. Use of Resources

3. Social Media

D. Holiday Market Schedule Confirmation

The Market will be open on December 23, 2015. Claudia Oney and Diana Black will help with putting together gift baskets for shoppers to purchase and fill with market goods.

Applications are being distributed for Holiday Vendors. Currently 2 applications have been approved.

**VI. MARKETING AND PUBLIC RELATIONS**

*Discussion and possible action regarding:*

A. Marketing and Public Relations Committee Report

The Marketing and Public Relations Committee report was provided and a discussion on a new banner was held. Diana Black will work on a basic layout with a short vs detailed version.

B. Buy Fresh Buy Local Update and Use of Logo

Buy Fresh Buy Local is up and running.

C. New Farmers Market Logo Design

There is no information on the New Farmers Market Logo Design. Marianne Simmons will follow up.

D. Farmers Market Participation at the City of Dripping Springs Community Open House, Thursday, October 22nd, 5:00pm to 8:00pm, Dripping Springs Ranch Park

The Dripping Springs Farmers Market will participate in the City of Dripping Springs Community Open House by having a table with some Board Members and distributing flyers.

E. Improvement of Market Social Media Outreach

1. Social Media Training Classes for Market Manager with the Austin Community College Center for Non-Profit Studies

See item IV.C.

**VII. SPONSORSHIPS SUBCOMMITTEE REPORT**

*Discussion and possible action regarding:*

A. Proposed Sponsorship Levels and Benefits

Discussion was held regarding the Proposed Sponsorship Levels and Benefits and changes were suggested. Gouri Johannsen will make proposed changes and bring back to the board for action.

**VIII. RULES AND REGULATIONS SUBCOMMITTEE REPORT**

*Discussion and possible action regarding:*

A motion was made by Marianne Simmons and second by Teresa Strube to approve Item A and B as amended. **VOTE: 7-for, 0-against, 1-absent. Motion passes.**

A. Proposed Amendment of II. Definitions to include Special Event Participant and Holiday Vendor

Discussion was held and edits were recommended. Vote taken and passed.

B. Proposed Amendment to III. Market Participation to provide clarification for Application Instructions

Discussion was held and edits were recommended. Vote taken and passed.

- C. Proposed Amendment to VII. Non-Compliance, Penalties and Appeals to provide clarification for late arrival and early departure

**This item was tabled for further discussion.**

## **IX. OTHER BUSINESS**

*Discussion and possible action regarding:*

- A. Farmers Market Association Board Contact List

**Board Contact list is included in packet.**

- B. Revised Farmers Market Applications and Forms

**Application to disseminate information is final. Online Bio and entertainment registration will include Twitter and Instagram pages. Holiday vendor application will include same things asked of regular vendor, except inspections are waived. Approval can be made after edits are incorporated.**

- C. Revised Farmers Market Fee Schedule

**After discussion including information provided by the City of Dripping Springs. The Board voted to submit the revised Farmers Market to the City Council for approval. The motion to recommend for approval by City council was made by Theresa Strube and second by Diana Black. VOTE: 7-for, 0-against, 1-absent. Motion passes.**

- D. Non-Farmers Market Events Being Held at Veterans Memorial Park/The Triangle

- 1. Update on Parking Plan and Signage Needs for Event Customers and Farmers Market Vendors

**Vendors will park in City property across Mercer and up against the Veterans Hall building.**

- E. Creation and Appointment of a Tomato Round-Up Subcommittee

**A motion was made by Marianne Simmons and seconded by Aimee Mick to create a Tomato Round-Up Subcommittee. VOTE: 7-for, 0-against, 1-absent. Motion passes. In addition a motion was made by Marianne Simmons and seconded by Aubrey Munguia to approve the Tomato Round-Up subcommittees' recommendation of the date and new location. VOTE: 7-for, 0-against, 1-absent. Motion passes.**

- 1. Approval of Date for the 2016 Tomato Round-Up, June 25, 2016
- 2. Approval of Proposed Location for the 2016 Tomato Round-Up (Veterans Memorial Park/The Triangle)
- 3. Proposed Tomato Round-Up Mission Statement

**A motion was made by Aimee Mick and seconded by Gouri Johannsen to approve the mission statement for the 2016 Tomato Round-Up. VOTE: 7-for, 0-against, 1-absent. Motion passes.**

## **X. ANNOUNCEMENTS**

- A. Regular City Council Meeting, October 13, 2015 at 7:00pm
- B. Regular Parks & Recreation Commission Meeting, November 9, 2015, at 6:00pm
- C. Regular Farmers Market Association Board Meeting, November 10, 2015 at 10:00am

## **XI. ADJOURN**

**A motion was made by Gouri Johannsen and seconded by Theresa Strube to adjourn the Regular Meeting of the City of Dripping Springs Farmers Market Association at 12:50 PM. VOTE: 7-for, 0-against, 1-absent. Motion passes.**