

**EASTERN MARKET COMMUNITY ADVISORY COMMITTEE
REGULAR MEETING
OCTOBER 24, 2018**

MINUTES

Attendance: Chuck Burger, Vice Chair; Nikki Dean; Monte Edwards, Secretary; Tom Kuchenberg, Treasurer; Susan Oursler; and Donna Scheeder, Chair, were present. Bill Glasgow, Chander Jayaraman, Anita Jefferson, and Richard Layman arrived after the meeting began.

The regular meeting of the Eastern Market Community Advisory Committee (EMCAC) was held on Wednesday, October 24, 2018, at 7:00 P.M., in the North Hall of Eastern Market. The Chair called the meeting to order at 7:02 P.M.

Mr. Burger moved the adoption of the agenda. The agenda was adopted.

Mr. Burger moved approval of the September 26, 2018, regular meeting minutes. The minutes were approved.

Report of the Executive Committee

The Chair highlighted the remaining EMCAC and EMCAC Executive Committee meeting dates in 2018 and stated that a schedule of 2019 meeting dates would be announced at the November meeting.

Report of the Subcommittee on Nominations, Credentials and Membership

Mr. Burger, Chair of the Subcommittee on Nominations, Credentials and Membership, reported the following nominations on behalf of subcommittee: Donna Scheeder, Chair; Chuck Burger, Vice-Chair; Monte Edwards, Secretary; and Tom Kuchenberg, Treasurer. He also stated that, following public notice, the election for the community representative will occur at the January 2019 meeting.

Election of Officers

There being no further nominations, Mr. Burger moved that the candidate for each office be elected *en bloc*. The motion was adopted.

Report of the Finance Subcommittee

Mr. Kuchenberg, Chair of the Finance Subcommittee, provided a written report, which is attached to these minutes. To the recommendations for information necessary for EMCAC to participate in the District of Columbia budget process reported by subcommittee, the Chair, by unanimous consent, added information regarding modifications to the draft budget following consultation of the Department of General Services (DGS) with the Office of the Mayor. Mr. Burger moved that the recommendations as amended be approved. The motion was adopted.

Report of the Market Manager

Mr. Margeson provided a written report of the Market Manager, which is attached to these minutes. He agreed to re-send to EMCAC a notice from DGS of a budget meeting on October 25, 2018, share with DGS a suggestion to include the date, time, and location of meetings in the body of an email, provide separate

revenue data for the vendors and the farmers, provide at the November meeting a spreadsheet of the North Hall permits with cost information, request a written report on freight elevator repair and/or replacement, arrange for ATM signs, and provide cost and other information for vendors and merchants to be part of a co-op advertisement.

Capital Improvements Subcommittee Report

Mr. Edwards, Chair of the Capital Improvements Subcommittee, reported that (1) the purpose of the evaluation of the heating, ventilation, and air conditioning (HVAC) system is to identify components that can be fixed and those that need replacement parts or total replacement, (2) the 2019 Eastern Market budget contains money to implement the recommendations of the evaluation, and (3) Mr. Margeson and he will meet with representatives from the District Department of Transportation, who will inspect the pavers next week onsite.

Update on Eastern Market Metro Plaza Advisory Team

The Chair described a newly formed group, on which she represents EMCAC, which will provide advice to DGS regarding the Eastern Market Metro Plaza re-design project. She stated that a website and public meetings are being planned.

Special Task Force on Market Violations and Dispute Resolution Process Report

Ms. Oursler, Chair of the Special Task Force on Market Violations and Dispute Resolution Process, announced that the task force plans to meet in the coming weeks to develop recommendations for consideration at the November meeting.

Application Advisory Review Subcommittee Report

Ms. Dean, Chair of the Application Advisory Review Subcommittee, reported that the Market Manager and his team continue to handle the applications, which she and subcommittee members being recruited expect to assume in the coming weeks.

Report of the Tenants Council

Ms. Jefferson, Interim Chair of the Tenants Council, provided a written report of the Tenants Council, which is attached to these minutes.

The Chair announced that she expects to place vendor permits and rules and regulations on the November meeting agenda.

Community Comments and Concerns

Mr. Burger announced that Councilmember Robert White will be at Tunncliffe Tavern on October 25, 2018, from 6:00 PM to 8:00 PM to listen to constituent concerns.

Ms. Jefferson commented that what may appear as a decline in the number of farmers on the farmers' line may only reflect a farmer who is taking a break from selling and will return in the weeks or months ahead.

The meeting adjourned at 8:53 P.M.

Monte Edwards, Secretary

From: Tom Kuchenberg

Subject: Finance Subcommittee Recommendations for Budget Discussions

Date: October 23, 2018

Thanks to everyone on the Subcommittee for their input on the budget discussions. Given the very brief time before the deadline for submission of budget items for the upcoming fiscal year, I have incorporated and combined the comments in order to keep the list of finite length and focused on the main issues. Special thanks to Nikki Dean for the submission of existing budget templates.

1. What projects for Eastern Market are being submitted for inclusion in the Capital Budget? What are the priorities and costs of these projects?
2. EMCAC needs to be informed of projects planned for the Market so that we can provide our input on whether planned actions are characterized as Capital or Operating initiatives and so that EMCAC can provide meaningful comment on the budget and projects in a timely fashion.
3. The Quarterly Report should clearly reflect the costs, such as security or overtime as well as the rental income, for North Hall events.
4. EMCAC needs a clearer narrative regarding personnel duties and expenses. What is the number of employees involved either full or part time in these duties. For example, who is involved in office support and who performs various janitorial functions?
5. EMCAC also needs a clearer narrative of which services are provided directly by the DC government and which are provided through outside contractors. What is the impact of reallocating expenses for services?
6. Please provide the figures for the Fourth Quarter of the preceding fiscal year. If they are not available, please indicate what expenses will typically have a major impact in the Fourth Quarter. Do you expect any previously unanticipated expenses to appear in the Fourth Quarterly Report? For example, have the expenses for the rental of air conditioning equipment been reported? If so, where?
7. Please provide FY 18 quarterly statements for the Enterprise Fund showing credits and debits grouped in the same manner and under the same functions as provided in the Eastern Market Financials for Quarters 1-3 of FY18.



Eastern Market Manager's Report to the EMCAC

October 24, 2018

Finances

August and September Revenues

Description	August	September
South Hall Rent	\$ 18,162	\$ 27,262
Exhibitors & Farmers Line	\$ 27,086	\$ 27,606
North Hall	\$ 4,725	\$ 21,490
Application and Event Fees	\$ 280	\$ 210
Flea Market	\$ 6,100	\$ 9,150
ATM	\$ 4,901	\$ 0
Total Income	\$ 61,254	\$ 85,717.44

Budget meeting at the Reeves Center will take place tomorrow evening from 5:30-6:30pm.

Leases

The next lease meeting with the merchants was rescheduled for Wednesday, November 7 at 7pm.

North Hall

Public events:

- Produce Plus
- Boogie Babes
- Aerobic Fitness
- Tango
- HillFest Music Exposition
- Eastern Market Toastmasters
- National Coming Out Day Dance
- The Smart Growth Social

- 2018 House Expo by CHRS
- Passion City Church
- Hilloween
- Eastern Market Metro Park Community Meeting

Private events:

- Alliance for Health Policy Annual Dinner

Operations

HVAC:

The boilers are up and running for the winter.

Regarding the chiller cooling the market, there are 3/7 modules that are currently not working. The temporary chiller outside provides more than enough cooling for the market to stay cool in the winter. We have submitted the requisition request for the HVAC investigative work and are hopeful that the results will conclude that we do not require a temporary chiller next summer. Best case scenario, there would be some less expensive fixes that would get the permanent chiller working at a higher capacity.

Parking:

- I've requested that we have a split cost on validated parking at Colonial. I am waiting to hear back. That would be that customers pay \$4 per hour and we pay the other \$4 with validation.
- 700 Penn will provide us with 10 spaces per weekend day at 50% of cost: \$8.00/day. This can begin this weekend.

Marketing

For the holidays this year we will be doing the following:

1. North Hall Activities: So that we can accommodate vendors in the North Hall on cold winter days, we will only be having live music in the North Hall. This worked well last year and we will continue with the tradition;
2. Decorations: As we did last year, we will be putting up warm glow led's on the Farmer's line shed and on all columns and light poles. Like last year, we will not be putting up the garland, which quickly gets bent out of shape and distracts from the building. On each of the circular windows, we'll be putting up large wreaths that are decorated in different colors but in the same style. They look great and they will draw peoples' attention to the historical building during the day. We will also put wreaths up inside the North Hall between each of the windows.
3. Music: Each Saturday, there will be a North Hall musical performance in the morning and the afternoon.
4. As in past years, we will research the possibility of having music under the shed. The issue in the past has been power under the shed and what the DC wifi system allows. Maybe next year will be the year. This year, if you'd like, please consider coordinating with your neighbors to play music that adds to the holiday spirit. I'm aware of two vendors already who are planning to do this.

5. Advertising:
 - a. Radio: For both WAMU and WTOP, we will be advertising from the day after Thanksgiving, November 23 – Sunday, December 23.
 - i. For WAMU, the agreement will be similar to last year with a total of 35 spots for \$2,500. The proposed copy is: **SUPPORT FOR WAMU 88.5 COMES FROM EASTERN MARKET, A DC DESTINATION FOR FRESH PRODUCE, CUSTOM CUT MEATS, FISH, CHEESE, AND MORE. ON WEEKENDS, ENJOY BREAKFAST, SHOP FOR DINNER, AND BROWSE AMONG OVER A HUNDRED ARTISTS AND CRAFTERS FOR HOLIDAY GIFTS.** Please note that this is the same text as last year. Last year we heard negative feedback that the indoor merchants did not get enough airtime. Please let us know if you have suggested changes. We have a finite amount of time. Any changes would need to remain inside of those 225 characters.
 - ii. For WTOP, the agreement will be similar to last year as well with a total of 30x10 second ads for \$5,000. We will be advertising on WTOP from 12/11-12/17. The proposed copy for WTOP is: **Eastern Market is DC's holiday shopping destination. Enjoy breakfast, shop for dinner, and on weekends, browse among hundreds of artists and crafters for the perfect holiday gift.** Again, please note that this is the same text as last year. Last year we heard negative feedback that the indoor merchants did not get enough airtime. Please let us know if you have suggested changes. We have a finite amount of time: 10 seconds, which equals approximately 152 characters.
 - b. City Paper: We are part of the Eastern Market Main Street pullout in the City Paper. They will be on the rack across from the ATM's.
 - c. Hill Rag: We will advertise in both November and December.
6. Promotions: Please let us know if you would like some "Shop at Eastern Market" promotional cards to bring to whatever show you may be involved in. And, if you would like 8.5x11 flyers to put on bulletin boards at your local eateries, let us know that as well. 8.5x11 posters will be ready this weekend. Postcards will be ready next weekend.
7. We will be sending out "Shop at Eastern Market" Postcards to the neighborhood beginning on November 12. We have not finalized the area that they will go to around the market quite yet. Suggestions are welcome. We plan on spending approximately \$1,300 on the mailing.
8. Vendors and merchants are invited to be a part of an Eastern Market holiday ad in the City Paper. We propose this every year in the hopes that some year, a critical mass of vendors and merchants will get enthusiastic and we'll do it!
9. We will have an intern who will focus on doing facebook posts about our merchants and vendors.
10. Vendor Profiles: We get feedback regularly from vendors who have profiles about how the profiles drive customers to them. Please continue to send them in. [Click here](#) to fill out the form. Please reach out to Dominiqua if you have questions about filling out the form. Dominiqua.eldridge@dc.gov.

Here are a couple examples of facebook posts for those of you who aren't familiar with facebook:

Eastern Market
Published by Barry Margeson · September 2 ·

Leggo my soft shell! All it takes is some flour, salt, pepper and olive oil. On the top right are these exquisite spearing fish and salmon, fried in the same simple flour mix. All from Southern Maryland Seafood. Delish.



2,044 People Reached **44** Engagements [Boost Post](#)

Robin Nilgoddess St John, Michael Bone and 3 others · 1 Comment

Like Comment Share

Eastern Market
Published by Eastern Market · August 11 ·

Congratulations Michael Glick!
Eastern Market Vendor Carries on Family Tradition...
<http://hillrag.com/.../black-bear-leathers-kickstarter-looks.../>



HILLRAG.COM
Black Bear Leather's Kickstarter Looks to Company Growth - HillRag

2,552 People Reached **69** Engagements [Boost Post](#)

Elizabeth Tudor, Kate Drozda and 7 others · 1 Comment

Like Comment Share

Most Relevant

Write a comment...

Emily Neubig Best wishes to John Michael Glick and Black Bear! I bought a gorgeous, one-of-a-kind belt for my brother last Christmas with his initials, and absolutely loves it.

Like Reply Message · 10w

Eastern Market
Published by Eastern Market · August 7 ·

Because it's National Farmers Week, we had to share this amazing photo captured this past Saturday during our outdoor market

@crisclapplogan

... See More



1,604 People Reached **61** Engagements [Boost Post](#)

Leigh Somerville, John Dodge and 3 others

Like Comment Share

Write a comment...

Eastern Market
Published by Barry Margeson · August 7 ·

Chuck Spitznagel from Federal Masonry took a moment to describe the great work they're doing on the front steps of the market. When the work is complete, the restoration mortar they are using will match the brownstone that you see all around the market and will have the same water absorption properties as well. This is restoration work at its very best. Thanks Chuck!



2,389 People Reached **195** Engagements [Boost Post](#)

22 · 6 Comments 2 Shares 793 Views

Like Comment Share

Most Relevant

Write a comment...

Charlane Howard Way to go Chuck great job!! You always do the best!

Like Reply Message · 11w

Janice Forgie Great interview - great job!

Like Reply Message · 11w

View 4 more comments

Eastern Market
Published by Barry Margeson · July 21 ·

Monique and Luis McSween from CariBeat (another great new Eastern Market vendors) with a full, hot variety of their hot sauces, salsas, marinades, and chutneys. #CariBeat #PEPPA



1,751 People Reached **158** Engagements [Boost Post](#)

Claudia Zapata, Loughton Sargeant and 11 others · 5 Shares

Like Comment Share

Write a comment...

Eastern Market
Published by Shared via AddThis · July 20 ·

Did you catch Eastern Market chef Jonathan Bardzik on WJLA-TV (ABC) Good Morning Washington this week? You can recreate his refreshing watermelon gazpacho at home with the same farm-fresh watermelons he picked up from David and Valerie at Sunnyside Farm! See you this weekend!



JONATHANBARDZIK.COM
Watermelon is not a very good vegetable.
Remember when you discovered that tomatoes are a fruit? You were five,...

1,552 People Reached **31** Engagements [Boost Post](#)

Ami Joy Dziekan

Like Comment Share

Write a comment...

Eastern Market Main Street

Agenda of last board meeting attached.

Bowers Fancy Dairy's deli case, funded in part by Eastern Market Main Street, will arrive on November 5, 2018.

Constitutional took place last week and was a success. It looked as though they might max out on ticket sales.



**Eastern Market Main Street
Meeting of the Board of Directors
Thursday, October 18, 2018 8:30am-9:30am
The Yard: Eastern Market**

The mission of Eastern Market Main Street is to capitalize on our historic assets and entrepreneurial culture to promote and retain our diverse, small businesses through the Main Street Four-Point Approach: Organization, Promotion, Design, and Economic Vitality.

1. Approval of Minutes from the September 20, 2018 Board meeting*
2. Committee Updates
 - a. Organization
 - i. 2018 Financials and Fundraising
 - ii. 2018 Stakeholder Engagement
 - iii. 2019 Board Calendar
 - b. Design
 - i. The Holly Days – Alley Lighting
 - ii. Next Meeting: Friday, November 9
 - c. Promotions
 - i. Constitutional (n) – October 20
 - ii. Next Meeting: Thursday, October 25
 - d. Economic Vitality
 - i. 2019 Capitol Hill Business Sessions
 - ii. Next Meeting: Thursday, November 1
3. Strategic Discussion
 - a. EMMS Website
4. Corridor Updates
 - a. Opened
 - i. Eastern Market Nails
 - ii. Orangetheory Fitness
 - iii. Paris Bleu (2nd Floor GroovyDC)
 - b. Other
5. Next Meeting
 - a. November 15, 8:30am-9:30am, The Yard: Eastern Market
6. New Business

*Requires Board Approval



EASTERN MARKET MAIN STREET
MEETING OF THE BOARD OF DIRECTORS
Thursday, September 20, 2018

A meeting of the Board of Directors of Eastern Market Main Street was held at The Yard on Thursday, September 20th. The meeting was called to order at 8:39am.

Board members attending included Manuel Cortes, Terry McDonald, Mike Berman, Terry McDonald, Sean Pichon, Shaun Marble, Barry Margeson, Alex Golding, Mary Quillian, Lona Valmoro, and Loren Bushkar. Also attending was Executive Director Madeleine Odendahl and Tiffany Branum. A quorum of the voting members of the board was present.

Mike Berman motioned to approve the minutes from the July board meeting. Mary Quillian seconded the motion, and it passed unanimously.

On behalf of the Organization Committee, Madeleine gave an update on overall financials, fundraising, and our new analysis, Stakeholder Engagement. We are waiting on our final disbursement from DSLBD.

Madeleine walked through the FY2019 Workplan, highlighting the new dedicated marketing and advertising plan around the corridor. Barry Margeson motioned to approve the Workplan, Mary Quillian seconded the motion, and it passed unanimously.

Madeleine discussed the final agreement we will have with the Woodley Park Main Street, acting as their fiscal agent for the next year. Mary Quillian motioned to approve the Sponsorship Agreement & LOA with Woodley Park Main Street, Mike Berman seconded the motion, and it passed unanimously.

DDOT has released Small Cell Guidelines around Washington. Small cells are units that boost internet/cell phone connectivity. Based on distances and our historic designation, we will likely have one unit per block around Eastern Market.

The timing for metered parking has changed along 7th Street to 10:30pm end time. Madeleine is working with the ANC to correct the end time back.

Our next board meeting will October 19th at The Yard from 8:30am-9:30am. The board meeting adjourned at 9:55am.

Respectfully submitted,
Lona Valmoro
Secretary, Eastern Market Main Street

TENANTS COUNCIL MEETING MINUTES OCTOBER 11, 2018

Attending: Katrina Cuffey, Mike Bowers, Chubb Hoston, Jamie Langhoff, Anita Jefferson, Nikki Dean

Resolution 1011201801(passed 5-0) Snow Removal formal Plan.

TC requests management present a comprehensive policy and procedure to EMCAC at next meeting. Based on previous discussions, we believe this plan already exists. TC requests a map for snow removal where needed that addresses:

1. snowfall during week--basic sidewalks and streets/parking
2. snowfall on Friday and/or weekends--snow removal for all vendor spaces, cannot have snow banks blocking any vendor spaces.

Resolution 1011201802 (passed 5-0) Emergency Preparedness (public safety emergency situations)

- In case of terrorist attack, active shooter, etc. need evacuation plan. Plan should consider all MFV in coordination with rules and regulations
-
- Suggest additional online version

Resolution 1011201803 (passed 5-0) Weather Emergency procedure

Increased frequency and strength of storms, wind, etc. presents possible danger. Management needs to create a written procedure for all outdoor farmers and vendors, regarding early release that is more comprehensive than the rules and regulations. Using PSD to manage the street, Clear process for how management notifies all outdoor vendors about changes to street opening. Manage flow of cars (entering parking leaving). Procedure for managing when only some vendors are leaving while others remain open for business.

November TC meeting Manager can bring plan to table or seek assistance from TC to help create one.

Resolution 1011201804 (passed 4-0) TC requests management honor intent of the Legislation to consult with the EMCAC and with Tenant's Council *prior* to changing rules and regulations or operations. TC request management amend current red line version of rules and regulation attachment A and new vendor permits to remove wording "absolute and sole discretion" and add "in consult with the EMCAC and Tenants Council". A copy of changes should go out to all holders.

.Resolution 1011201805 (passed 4-0) Ask management to add to the permit from Attachment A "In the case that this document conflicts with the legislation, the legislation takes precedence. This addresses the change that was made moving wording from attachment A to Permit where signature is required.

Resolution 1011201806 (passed 4-0) TC requests management to present written formal process for vendor space assignment and reassignment. TC requests process for at least 3 categories of vendor

permits:

1. For current permanent space permit holders who seek a different space than assigned
2. Lottery Vendors without specific permanent permitted space but are on the map regularly to clarify temporary status
- 3 Lottery Vendors who are permitted without permanent space. Consider a process like:
 - a. June to August space reassignment request window
 - b. September management set new spaces
 - c. October sign new permit

Suggestions:

Stakeholder planning meeting for Strategic plan
Handicap Floorplate need update still not fixed
Illuminate mechanical handicap door buttons

Revisit :

Resolution 0913201803 passed 3 yes 1 abstained
Handicapped clearance on “Broadway” and special allowances for only three vendors.
TC continues to request management find a way to bring these three vendors on Broadway at C into compliance. And apply rates and rules equitably