

**EASTERN MARKET COMMUNITY ADVISORY COMMITTEE
REGULAR MEETING
JUNE 22, 2016**

MINUTES

Attendance: Monte Edwards, Secretary; Bill Glasgow; Tom Kuchenberg, Treasurer; Richard Layman; Jonathan Page; Erika Rubel; and Donna Scheeder, Chair, were present.

The regular meeting of the Eastern Market Community Advisory Committee (EMCAC) was held on Wednesday, June 22, 2016, at 7:00 P.M., in the North Hall of Eastern Market. The Chair called the meeting to order at 7:05 P.M.

Mr. Kuchenberg moved that the agenda be approved. The motion was adopted.

Mr. Layman moved the approval of the April 27, 2016, minutes. The minutes were approved, as corrected.

Report of the Chair

The Chair lead a moment of silence for Tessa Zajac-Fine of Bowers Fancy Dairy Products (Bowers Cheese) who passed away on May 11, 2016. The Chair noted that a letter of condolence would be sent to Ms. Zajac-Fine's family.

The Chair also noted that reporter Charnice Milton was murdered more than one year ago on her way home from covering an EMCAC meeting and no arrest has occurred. By unanimous consent, EMCAC urged that the police bring a faster conclusion to solving Charnice Milton's murder.

Report of the Vice-Chair

Ms. Rubel presented the report of the ad hoc group on Eastern Market marketing and promotion, which is attached to the minutes. She noted that the next meeting of the ad hoc group will occur on Tuesday, July 19, 2016.

Market Operations Committee

Tom Kuchenberg presented the report of the Market Operations Committee, which is attached to this report. The report contained four recommendations regarding a Department of General Services (DGS) proposal to develop a request for proposals (RFP) to create a five-year plan for Eastern Market, which EMCAC discussed with the following outcomes:

- Recommendation 1: Consensus reached that EMCAC chair is not the exclusive EMCAC representative and all EMCAC members should be involved. Mr. Kuchenberg requested

that Ms. Rubel draft a restated Recommendation 1 to recommend that DGS rethink the composition of the group to develop the scope of work (SOW) for the RFP.

- Recommendation 2 and Recommendation 3: Consensus reached that these recommendations are tasks for EMCAC, namely to ensure that the SOW reflects requirements regarding knowledge of the Eastern Market Act as well as the history and the previous studies of and recommendations for Eastern Market.
- Recommendation 4: Mr. Kuchenberg requested that all suggestions for revising this recommendation be e-mailed to him.

The Chair announced that EMCAC will hold a special meeting to finalize these recommendations on Wednesday, June 29, 2016, at 7:00 P.M. in the North Hall of Eastern Market. Mr. Kuchenberg requested additional comments and concerns regarding the recommendations be e-mailed to him no later than the evening of Tuesday, June 28, 2016.

Report of the Market Manager

Barry Margeson provided a written report of the Market Manager, which is attached to these minutes. Mr. Margeson agreed to inquire whether the Eastern Market leases could be reviewed with the merchants prior to EMCAC's July 27, 2016, meeting. Mr. Margeson agreed to speak with staff members to ensure that janitors are taking down North Hall signs regarding closure in a timely manner.

Tenants Council Report

Chuck Brome, Co-Chair of the Tenants Council, presented two reports (May 12, 2016, and June 16, 2016), which are attached to these minutes.

Application Advisory Review Committee Report

Ms. Rubel presented the report of the Application Advisory Review Committee, which is attached to these minutes.

The Secretary requested that all meeting reports be e-mailed to him in PDF format.

The meeting adjourned at 9:01 P.M.

Monte Edwards, Secretary

Report from the Marketing Committee

Press Releases

Create a press release system to send notices about new vendors to local blogs such as Hill Now and Hill is Home.

Brochure Distribution

Create a list of specific local sites (ie. Hotels, Community Centers) for brochure distribution.

Discussion of Richard's suggestion of a Capitol Hill Marketing Initiative

Begin to get a framework for marketing Capitol Hill as a day trip destination by setting up a pamphlet exchange with local groups such as Hill Center, Congressional Cemetery and Folger Library. Barry will be setting up a brochure rack to display local information.

Events

Discussion of what kind of events to have to promote the market. Some will be to increase visibility such as hosting the NSO in the neighborhood or a Fringe festival event. Others will focus on increasing revenue by bringing shoppers.

We discussed a two strategies. On the weekends we could utilize the North Hall to host shopping related events open to the public that will complement the weekend market such as a record swap or antique postcard show. We would be the host to other organizations who need a place to hold their events. On the weekdays we have a lot of outdoor space in addition to the North Hall to use to promote more food related events that tie into the indoor market. We would like to reach out to Jonathan Bardzic for help in this as well as the brick and mortar establishments on 7th Street. We also discussed food related events in the North Hall on the weekends.

Christmas

We decided that we had to start working on Christmas plans at the next meeting. There was a general discussion to continue to work on creating an appropriate atmosphere (ie. lights and music) as well as inviting appropriate groups to use the North Hall for related events.

As an example, a book sale that features books written by Capitol Hill area residents and our local bookstores (Riverby Books, the new East City Books, Capitol Hill Books, and maybe Hill's Kitchen with food/cookbooks that link to the area). It would be set up as a kind of open house. Ideally, we would get someone else to organize such the people who did the Capitol Hill Literary Bookfest.

Market Operations Committee Report
June 1, 2016

On May 26, 2016, at 6:30 PM the Market Operations Committee met in the second floor conference room to discuss and provide recommendations on the proposal by Mr. Forest Hayes regarding the creation of an RFP to select an individual or entity to draw up a Five Year Plan for the Market.

ATTENDEES: Tom Kuchenberg, Katrina Cuffey, Ellen Opper-Weiner, Joe Snyder, Jonathan Page, Carl B. Reeverts, Erika Rubel, Mike Bowers, Larry Janezich, Tom Glasgow, Nichole Opkins, Angie Brunson, Melvin Inman, David Fowler, Monte Edwards

At the suggestion of Mr. Carl Reverts discussion was focused around the following statement in Mr. Hayes' letter dated May 2 which stated the basic goal of the initiative:

The Department of General Services looks forward to working with your Committee [EMCAC], the Office of the Deputy Mayor for Planning and Economic Development, the Office of Councilmember Charles Allen, and the Market Row Association to develop a Scope of Work for an external contractor with expertise in facilitation and planning to engage the public in a series of sessions to:

1. Evaluate present and future opportunities and challenges;
2. Capitalize on these opportunities and identify potential solutions to the challenges;
3. Incorporate the opportunities challenges, and solutions into a strategy;
4. Prioritize actions to be taken.

The end result of this public engagement process will be a Five Year Plan for Eastern Market that will inform the direction of the Market.

We will kick off the planning process with a meeting that includes a representative from each of the five groups listed above...

In discussions following his presentation at the March 30, EMCAC meeting Mr. Hayes took questions and mentioned some specific topics that he thought should be looked at in developing the five year plan:

1. A comprehensive building assessment to determine what capital improvements are necessary
2. Ideas on how to better present and market the North Hall
3. An examination of the weekday and weekend outdoor Farmers Market and consideration of whether it is being approached in the best way or whether there is a better way to approach.
4. An examination of the Management structure.
5. Possible legislation to allow for non lapsing account for the Market that would allow balances to accumulate.

DISCUSSION

The basic discussion centered on three major topics; (1) The composition of the group that would develop the Scope of Work for the external contractor, (2) The matters that should guide and direct the development of the five year plan resulting from the Scope of Work, and (3) the process by which the 5 Year Plan should be developed. There had been a vigorous and extensive email discussion of some of these items preceding the meeting which provided groundwork for some of the recommendations.

With regard to number 1 above there was general agreement that membership in the group developing the Scope of Work should be expanded. Erika Rubel succinctly summarized this issue in the email discussion preceding the Subcommittee meeting:

A business plan is a good idea. It would provide focus and structure. Having professional help is not a bad idea, but I have my doubts about a plan being written externally will never take in all the perspectives it needs to. Especially since the group that Mr. Hayes has listed already shows a lack of complete understanding. To include Market Row and not any representatives of the indoor and outdoor vendors on their own outside of EMCAC is unacceptable and unwise. Creating anything by committee is difficult, but if the formulation of a business plan does not include the stakeholders at every step I cannot see how it can hope to have success we all want it to.

There was then discussion on who else should be included in the expanded group. The general consensus then is:

Recommendation 1

The group that is developing the Scope of Work for the external contractor should be expanded. Possible additional members suggested include the Chair of EMCAC, and representatives from the Farmers Line, Indoor and Outdoor Merchants, and the ANC.

With regard to the second topic, there was concern that an examination of the Market without a complete understanding of the legislation under which the Market functions and the numerous studies and recommendations made in the past would be incomplete and inappropriate. Mike Bowers noted that one previous Market study was already currently available online and Mr. Kuchenberg noted that a number of previous studies and recommendations were available in files in the Market Manager's Office. This discussion produced two recommendations:

Recommendation 2

Any external contractor chosen to help develop a five year plan must be completely familiar with the Eastern Market Act that governs operations at Eastern Market and understand that any recommendations for the Market must be consistent with the Act.

Recommendation 3

Any external contractor chosen to help develop a five year plan should be familiar with the general history of the Market and previous studies and recommendations regarding the Market.

There was then a general discussion of the possible "opportunities and challenges" that were described in the Hayes letter that were to be evaluated by the contractor. Concern was expressed that it wasn't clear what needed to be fixed. This topic had also been discussed in the emails prior to the meeting and one repeated theme was the challenge of increased competition from other retail food operations in the area. There was also discussion and some confusion about the potential for weekend parking at the completed development. Limited parking opportunities resulted in a concern that the Market was being "encapsulated" or cut off from easy access by those shopping mainly with vehicles. By contrast, others suggested that while most community attention had focused on the disruptions, dislocations, and accommodations caused by the Stanton/Eastbanc project, there had been little discussion that the increased population density just across the street might provide the Market with some unique opportunities. It was suggested that the contractor might examine ways in which the Market could take advantage of these opportunities.

The third item, the process by which the five year plan would be developed, was then discussed. There was a general concern that a plan developed in isolation might not be the best approach. In the email discussions preceding the Subcommittee Mr. Bowers noted that, having examined a number of Master Plans for other Markets, he had noted a common approach to these plans from the experts drawing them up. He stated that he felt that the plan for Eastern Market should be developed "from the inside out, not the other way around." Mr. Edwards recommended after the March 30th presentation by Mr. Hayes that any evaluation of the Capitol Improvements needs of the Market, follow the iterative process that had been used to develop the architect's plan for remodeling the Market. He now suggested that the entire Five Year Plan incorporate the same iterative approach. There was general support for this idea.

Recommendation 4

There should be periodic consultation at designated stages in the development of the Five Year Plan between EMCAC and other stakeholders.

At various points during both the email and Subcommittee discussion, the importance of vendor leases was reiterated. Mr. Kuchenberg noted that at the March 30 meeting Mr. Hayes had definitively "committed to providing the resources to do the leases. The...good news as it stands today in the District of Columbia you only need me and Chris Weaver to approve a lease. And so we're committed to doing that." There was a general consensus that it would be useful to have such leases in place prior to developing the Five Year Plan. Mr. Snyder presented a specific suggestion as to how the leases could be constructed.



Eastern Market Manager’s Report to the EMCAC

June 22, 2016

Finances

Revenues for April and May 2016:

	April	May
APPLICATION FEE	\$ 175.00	\$ 420.00
ATM	\$ 4,862.88	\$ 5,330.16
FLEA MARKETS	\$ 4,000.00	\$ 4,000.00
NORTH HALL	\$ 6,850.00	\$ 27,472.50
OUTDOOR VENDOR	\$ 30,685.00	\$ 27,995.95
SOUTH HALL REVENUE	\$ 22,351.95	\$ 22,655.65
Total	\$68,924.83	\$87,874.26

Leases

Portfolio’s General Counsel has completed their review of the lease document and recommended edits. The Associate Director and I are now reviewing the lease document.

Marketing

The Marketing Committee had a productive meeting yesterday. The next meeting is set for Tuesday, July 19. Erika Rubel, who chaired the meeting, will elaborate.

The WIX website that Dominique created is 80% converted to Wordpress. Dominique is providing edits to the hosting company.

WETA came to the market a month ago for their neighborhood series that focuses on Capitol Hill.

Dominique restarted our Instagram account. We now have 302 followers.

Fresh Tuesdays

Ashton Farms is back at the Tuesday market for the season.

Produce Plus is going great on Tuesdays and weekends. The program has \$520,000, more than last year. More people are familiar with the program, though, and the checks are being distributed in a more measured fashion to ensure that they will last until the end of August. Eastern Market is getting \$2,000 a week. We could give out much more.

Merchants and Vendors

Potluck in May was fantastic thanks to everyone who came and made the party great. We had a higher turnout than we ever had.

New Vendors: We have admitted 14 new vendors since last report in April. Most of them are Arts & Crafts.

Operations

LED lights: The only work remaining are the uplights in the south hall. Because they are on a dimmer, we are having trouble getting replacements that work.

Pole Light in Plaza: Replaced today.

ATMs: Two new ATMs are installed. They are more secure than the prior ATMs. We also have a motion detector and video camera trained directly on them. We have added two video monitors to the upstairs office so now anyone on the management team can see what is going on anywhere in the market.

HVAC: Three of the chiller modules went out. We are renting a temporary chiller until the parts come in to replace/fix the chiller modules that went out.

Cashiering System: Went out this weekend. We tapped everyone (IT, OCFO, etc) to fix it and got it working on Sunday. It was great representation from a teamwork standpoint but no one wants this to happen again so we have compiled a list of lessons learned.

North Hall

Finances: Bookings continue to be strong. We are considering promotions for the summer.

Community hours in the North Hall:

Steady community use of 250 - 270 hrs/month. In April, there will have been 36 hrs of public events.

June Events:

Thu June 2: Boogie Babes, Tango

Fri June 3: St Peter's School Reunion

Sat June 4: Tango

Tue June 7: State Rail Plan Public Meeting

Thu June 9: Boogie Babes, Tango

Mon June 13: Elections

Tue June 14: Elections

Wed June 15: Elections

Thu June 16: Boogie Babes, Tango

Fri June 17: Stroller Strides

Wed June 22: EMCAC

Thu June 23: Boogie Babes, Tango

Fri June 24: Metro Minyan

Thu June 30: Boogie Babes, Tango

Eastern Market Tenant's Council Meeting Notes
June 16, 2016

Attending:

Mike Bowers - Co Chair
Angie Brunson
Chubb Houston
Nikki Dean
Anita Jefferson
Joe Snyder

Barry Margeson
Amy Marx

The Tenant Council passed the following Resolution:

RESOLUTION 6-16-16-01 North Hall Weekend Vending (passed 6 to 0)

Though Eastern Market weekend non-food markets are first and foremost an outdoor activity, the Tenant's Council recommends that management reexamine their North Hall weekend vending policy to better accommodate heat sensitive and elderly vendors during the summer months.

RESOLUTION 6-16-16-02 Supplemental Shading on the Farmers Line (passed 4 to 0)

The Tenant's Council recommends that supplement shading devices used along the farmers shed be air permeable so as not to restrict the flow of air.

REPORT FROM DDOT MEETING

DDOT has been conducting detailed studies of parking in three area of the city, Georgetown, DuPont Circle and Eastern Market. They released preliminary draft of their recommendations for Eastern Market on June 15 attached to this email. The recommendations include enhancing the markets website to both show parking options and link to parking apps. However after consultation with Eastern Market management, we find recommendation "Dedicated remote parking location for vendor during market hours' overly prescriptive and its ends achievable within the frame work of existing Rules and Regulations. The Tenant's Council will draft a letter to DDOT expressing general support for the draft recommendations with that one reservation. The draft letter will be circulated to the Tenant's Council for review.

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All the best,

Eastern Market Tenants' Council

- Chuck Brome, Co-Chair (South Hall)
- Mike Bowers, Chair (South Hall)
- Angie Brunson (Farmers' Line)
- Nicole Dean (Arts and Crafts/Flea Market)
- Chubb Houston (Arts and Crafts/Flea Market)
- Anita Jefferson (Arts and Crafts/Flea Market)
- Joseph Snyder (Arts and Craft/Flea Market)

