

**EASTERN MARKET COMMUNITY ADVISORY COMMITTEE  
REGULAR MEETING  
JUNE 28, 2017**

**MINUTES**

Attendance: Chuck Brome; Chuck Burger, Vice Chair; Nikki Dean; Monte Edwards, Secretary; Bill Glasgow; Tom Kuchenberg, Treasurer; Richard Layman; Susan Oursler; and Jonathan Page were present.

The regular meeting of the Eastern Market Community Advisory Committee (EMCAC) was held on Wednesday, June 28, 2017, at 7:00 P.M., in the North Hall of Eastern Market. The Vice Chair called the meeting to order at 7:09 P.M, immediately following an executive session.

The Vice Chair held a moment of silence in memory of Isiah Brunson, who passed away on May 31, 2017.

Mr. Glasgow moved the approval of the March 22, 2017, regular meeting minutes. The minutes were approved.

Mr. Kuchenberg moved the approval of the May 31, 2017, regular meeting minutes. The minutes were approved.

Mr. Edwards moved the adoption of the agenda as amended. The agenda as amended was adopted.

Mr. Layman moved the approval of the June 14, 2017, special meeting minutes. The minutes were approved.

**Report of the Executive Committee**

The Vice Chair thanked Mr. Kuchenberg for his work with his EMCAC colleagues to formulate recommendations on the appraiser's preliminary report. The Vice Chair highlighted the EMCAC and the EMCAC Executive Committee meeting dates for the balance of 2017 and indicated that a September meeting date will be identified.

**Report of the Market Manager**

Mr. Margeson provided a written report of the Market Manager, which is attached to these minutes. He agreed to: provide signs inside and outside the market regarding the location of the ATM; review a nearby on-street parking space for the disabled that is not restricted on Sunday; provide the names of the three new vendors; review the market's system of monitoring parking; provide a copy of the Eastern Market Main Street letter regarding the 300 block of 7<sup>th</sup> Street SE

and recommending its continued use as a vending space; ensure EMCAC's involvement in the development of any request for proposal to appraise the vending stands and the use of the 300 block of 7<sup>th</sup> Street SE as a market area; and inquire with the Office of General Counsel of the Department of General Services (DGS) regarding a response to EMCAC's letter on EMCAC membership.

#### **Hine Update**

Mr. Page reported that: the office building, garage, plaza building, and associated access are scheduled to be finished in early August; the Eighth Street building is scheduled to open in October; and the re-paving of the east-west alley has not yet been permitted, and, therefore, the schedule is not known.

#### **Report of the Ad Hoc Group on Eastern Marketing and Promotion**

Mr. Burger, Chair of the Ad Hoc Group on Eastern Market Marketing and Promotion, reported that Eastern Market Main Street representatives were invited and attended a meeting on June 27, 2017. The discussion focused on cooperating on marketing and branding opportunities. Halloween and holiday season programming were also discussed. Mr. Burger indicated he would raise with the Executive Committee fundraising, grants, and the Enterprise Fund for the market.

#### **Report of the Application Advisory Review Subcommittee**

Ms. Dean, Chair of the Application Advisory Review Subcommittee, reported that the transition with the former chair has not yet been completed.

#### **Report of the Tenants Council**

Chuck Brome, Co-Chair of the Tenants Council, presented a report, which is attached to these minutes.

The Vice Chair moved that EMCAC write a letter to the proper departments, including DGS, the Metropolitan Police Department, and the District Department of Transportation, to inquire about their policy with respect to security at the market. After debate, the motion was adopted.

#### **Community Comments & Concerns**

Mr. Kuchenberg announced that he will prepare and send invoices for dues and Mr. Edwards will accept payments at the meeting scheduled for July 26, 2017.

The meeting adjourned at 8:17 P.M.

Monte Edwards, Secretary



## Eastern Market Manager's Report to the EMCAC

June 28, 2017

### Finances

#### May Revenues

	<b>May</b>
APPLICATION FEE	\$ 315
ATM	\$ 5,560
NORTH HALL REVENUE	\$ 28,015
OUTDOOR VENDOR REVENUE	\$ 26,832
FLEA MARKET 7TH STREET	\$ 4,000
SOUTH HALL REVENUE	\$ 19,911
<b>Total</b>	<b>\$ 84,633</b>

### Leases

We look forward to receiving feedback from the EMCAC regarding the draft appraisal. This feedback will be incorporated into the comments that DGS provides the Appraiser. We will receive the final appraisal on July 15. We will also be conducting appraisals of vending stands and of the use of the 300 block of 7<sup>th</sup> Street as a market area.

While we have received draft feedback on the lease from the merchants, we are still waiting on their final comments.

### Marketing

#### Social Media:

**Instagram:** 1,339 followers (an increase of 85 followers).

**Twitter:** 31.7k followers to 31.9

**Facebook:** 44K followers

**Ranked** 4.5 stars out of 5 stars on Yelp and Google

#### Other Updates:

**Newsletter hardcopy available:** If you don't get it, please go to our website and sign up.

**New Vendors:** We have accepted 3 new vendors, with the help from the Application Advisory Review Subcommittee.

**Bios of new vendors:** Check the display case next to ATMs

**Potluck** is scheduled for Wednesday, July 19! We are looking for a sponsor for the band. Please contact me if you are interested.

## **Fresh Tuesdays**

All farmers are back. Small Produce Plus hiccup re Amish farmers resolved.

## **Operations**

- In June, 32 parking tickets were written for parking in the back alley on Saturdays and Sundays.
- Temporary chiller has been placed in the back of the market. Working to get the current chiller replaced.
- Xcluder door sweeps for vector control now on all doors. Strips on the sides of the doors will come next week.

## **Eastern Market Main Street**

EMMS wrote a letter to the Director of DGS regarding the 300 block of 7<sup>th</sup> St SE. They have recommended its continued use as a vending space. Market Week was successful with the following stats:

Market Week:

- Passports distributed: 1,290
- Events promoted: 62

Night at the Market:

- Net revenues: \$3,465
- Attendance: 160

## **North Hall**

Boogie Babes' Tuesday trial is gaining speed with more attendees.

Tuesday – Boogie Babes Trial

Wednesday – Aerobics Fitness

Thursday – Boogie Babes

Friday – Aerobics Fitness

Eastern Market's participation in IPW on Saturday 6/3 was a success. 12 vendors participated and at least three of them sold product as a consequence. U.S. Travel Association's IPW (formerly International Pow Wow) is the travel industry's premier international marketplace and the largest industry creator of travel to the U.S. Created in 1969, IPW has been held annually in 23 major U.S. cities, but never before in our nation's capital. Eastern Market welcomed two (2) groups of 50 in the North Hall – one in the morning and another in the afternoon. Each group enjoyed a presentation and had an opportunity to explore/shop the market on their own.

Corporate and community events of note:

- Destination DC and IPW
- Lamb Jam
- Summer Youth Employment Program Kickoff
- District Leadership Program Introduction to Eastern Market
- CASA Justice Awards
- Wine and Spirits Wholesalers of America

## **Summer Interns**

District Leadership Program Intern Darielle Anderson will be working on bringing in new clients with potential for annual events.

Summer Youth Employment Program Interns just began working with us on Tuesday. They will be working mostly on marketing activities.

Eastern Market Tenants' Council Meeting Notes  
June 22, 2017

Attending:  
Chuck Brome, Chair  
Nicole Dean  
Anita Jefferson

The Tenants' Council passed the following Resolutions:

**RESOLUTION 6-22-17-01** Respecting the passing of Isiah Brunson. Tenants' Council notes with sadness the recent passing of Isiah Brunson. Condolences are offered to his wife, Angie Brunson of Blue Iris Flowers. His longtime weekend presence at the Market will be missed.

**RESOLUTION 6-22-17-02** Safety for Outdoor sidewalk market until 6:30pm (Passed Unanimously)

Tenants' Council recommends that PSD end time be changed to coincide with the end time for vendors on Broadway and the North Plaza at 6:30 p.m. and not with the opening of 7<sup>th</sup> street to traffic at 6 p.m. The presence of the uniformed officer(s) and their vehicle will act as a deterrent to theft and add a layer of security for vendors in the evening while they are retrieving their vehicles, loading up and leaving. PSD would leave at either 6:30pm or when there are no vendors left, whichever comes first.

**RESOLUTION 6-22-17-03** Defining roles and responsibilities of PSD for Weekend Market. (Passed Unanimously)

Tenants' Council requests from Management definition and scope of PSD responsibilities for Saturday and Sunday. Specifically, what is the number of PSD assigned to the indoor, outdoor and parking throughout the day? What are the general responsibilities of PSD while here? i.e. to patrol certain areas, the whole market, etc. Clarity on this item will help manage expectations, particularly of the outdoor vendors.

**RESOLUTION 6-22-17-04** distribution of Market Safety Plan as it relates to weekday and weekend outdoor markets. (passed unanimously)

Tenants' Council requests distribution of the final safety plan based on previously conducted safety studies. Included should be consideration of prevention and response to massive casualty occurrences. Specifically, what additional safety measures are being considered and/or implemented to provide strong barriers to prevent or slow down vehicles attempting to enter market area with malicious intent.

All the best,  
Eastern Market Tenants' Council

Chuck Brome, Chair (South Hall)  
Mike Bowers, (South Hall)  
Angie Brunson, (Farmers' Line)  
Nicole Dean, (Arts and Crafts/Flea Market)  
Chubb Hoston, (Arts and Crafts/Flea Market)  
Anita Jefferson, (Arts and Crafts/Flea Market)