EASTERN MARKET COMMUNITY ADVISORY COMMITTEE
REGULAR MEETING
SEPTEMBER 26, 2018
MINUTES

Attendance: Angela Brunson; Chuck Burger, Vice Chair; Monte Edwards, Secretary; Bill Glasgow; Anita Jefferson; and Donna Scheeder, Chair, were present.

The regular meeting of the Eastern Market Community Advisory Committee (EMCAC) was held on Wednesday, September 26, 2018, at 7:00 P.M., in the North Hall of Eastern Market. The Chair called the meeting to order at 7:05 P.M.

A quorum was not present, and the Chair announced that only the business that did not require votes would be conducted.

Report of the Executive Committee
The Chair highlighted the EMCAC and EMCAC Executive Committee meeting dates in 2018 and stated that in 2019 the EMCAC meetings would move to the third Wednesday of the month, pending confirmation of the availability of the North Hall.

Update on Budget Matters
The Chair stated that EMCAC received third quarter financial information from the Market Manager and a Finance Subcommittee meeting will be scheduled for early October 2018.

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 information regarding the process of review prior to finalization of the second appraisal, a timeline for all of the remaining steps of putting the leases in place, the number of parking tickets issued, the role Eastern Market’s weekend manager, and whether there is a measure of engagement for the various social media platforms. The report noted the passing of two longtime presences at Eastern Market, Skip Gainous of Pure Shea Store, and Western Murphy, who helped out in a variety of ways around the market, most often with Mel Inman of Market Poultry.

Capital Improvements Subcommittee Report
Mr. Edwards, Chair of the Capital Improvements Subcommittee, provided a written report on the heating, ventilation, and air conditioning (HVAC) system, which is attached to these minutes.
Report of the Tenants Council
Anita Jefferson, Interim Chair of the Tenants Council, presented the written report of the Tenants Council, which is attached to these minutes.

Community Comments and Concerns
Mike Bowers commented that, with respect to the lease negotiations, he would like to receive in writing why the merchants cannot be compensated for the loss of parking spaces.

The meeting adjourned at 8:39 P.M.

Monte Edwards, Secretary
Eastern Market Manager’s Report to the EMCAC

September 26, 2018

Finances

July and August Revenues

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<tr>
<th>Description</th>
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<th>August</th>
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<tr>
<td>South Hall Rent</td>
<td>$15,841</td>
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<td>Exhibitors &amp; Farmers Line</td>
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<td>Total Income</td>
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Financials for the first three quarters were sent to Donna and the Director’s Executive Assistant will soon be sending out an invitation to the next budget meeting.

Leases

The next lease meeting with the merchants will take place on October 17 at 7pm.

Capital Improvements

1. Transom window. Window film will be applied on Monday and the windows will be complete;
2. Installation of blinds - COMPLETE;
3. First floor office - COMPLETE;
4. Demolition and restoration of the front steps - COMPLETE;
5. Front steps - COMPLETE;
6. Uplights - COMPLETE.

Eastern Market Main Street

Agenda of last board meeting attached.
Bowers Fancy Dairy made a request to change their façade grant request from signage to a deli case and the request was approved. This is significant because it means that other merchants will be able to pay (in part) for this important expense with façade grant moneys as well.

The Eastern Market Main Street is offering a cool new program for those of you who would like to have a website and a web presence. See information below and it’s the third opportunity on this page: https://www.easternmarketmainstreet.org/business-resources
North Hall

Public events:

- Produce Plus
- Boogie Babes
- Aerobic Fitness
- Tango
- CHGM’s 3rd Annual Sip and Savor Celebration
- Passion City Church Community Group
- Stroller Strides
- EMCAC

Private events:

- Weddings (3)
- Center Stage Welcome Back
- Brew Across America
- Eastern Market Toastmasters
- Go West Beer Fest
- Dining with Duchenne

Staff completed a targeted summer marketing campaign to state associations; will begin planning the next phase of marketing in the coming weeks.

We always get great feedback on the North Hall but we received from very specific information from an event planner for the last wedding that was held here. I thought I’d include it:

Hi Nicole,

I wanted to send a quick note to let you know what a pleasure it was to work with you and your team this past weekend! From planning to day-of execution, I couldn't have asked for a better experience. As a coordinator, it is truly rare to have such a helpful team from a venue and it does truly make a gigantic difference. Kendell was absolutely invaluable in helping managing incoming and outgoing vendors during load-in and Kevin couldn't have been more helpful as the party went into the night. I am grateful to have had you all as part of the wedding team! :

I hope we'll have the opportunity to work together again in the future!

All the best,

Amanda
Operations

Parking:

- The review of parking in the back alley showed that:
  - Weekend parking is always tight. We’ve known that. I’ve assigned an additional responsibility to Brenda Sansbury, who has been helping out with Katrina in managing the market on the weekends. She will now spend a portion of that time greeting customers and monitoring parking in the back alley.
  - Weekday parking is especially busy from 10am-2pm and we have begun monitoring the back alley to ticket during these hours. We’ll also ticket outside of these hours as we did yesterday afternoon evening. Regardless of last night’s success in ticketing a regular offender, we do not yet have a process that I’m satisfied yet for ticketing quickly.
- We’ll be adding a 15 minute temporary parking space near the dumpsters for use after the dumpsters have been picked up. The sign will be movable. If it’s successful, we’ll put up more of them;
- Mike Bowers and I spoke with the owner of a company that does online ordering and online payment processing for pick-up – Crave Food Systems. I met them at the National Association for Produce Market Managers conference. The company charges a very small fee for processing and customers find that there is significant net new revenue generated through the app;
- We have applied for one hour validated parking at the surface Colonial lot. The application process is standardized and neither customer friendly or negotiation friendly. The prices will be $8.00 per hour, DGS will pay for the first 48 stickers and we’ll see how things go from there. We’ll create signs for marketing the program.
- I’ve asked 700 Penn to provide us with pricing for both two hour and full day parking at a reduced rate. They are in the middle of end of fiscal year closeout and have not responded to the Eastbanc representative with a response.
To get a better understanding of how we are doing in the social media world in comparison with competitors, we are running analytics by three different apps that do social media benchmarking. One is complete, the other two are in the works. We’ll let you know the results.

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### Insights

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#### SEP 2018 SUMMARY
- **Tweets**: 2
- **Profile visits**: 734
- **New followers**: 91
- **Tweet impressions**: 10.9K

#### AUG 2018 SUMMARY
- **Tweets**: 7
- **Profile visits**: 731
- **New followers**: 86
- **Tweet impressions**: 27.5K

#### Page Views
- **September 18 - September 24**: 240
- Total Page Views **↓30%**

#### Reach
- **September 18 - September 24**: 347
- People Reached **↓48%**
## PROMOTION:

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<th>Activity</th>
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<td>Feature</td>
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There have been two sad losses in the Eastern Market community recently. Very recently, Skip Gainous, of Pure Shea Store/Savannah Essentials passed, unexpectedly. He was young and full of energy and life. The most common thing I’ve hear this week has been, “But I just talked with him this past weekend.” Such a sad loss. I don’t know anything about the circumstances of his death so I cannot share anything in that regard. We are awaiting news on services, if there will be services. The picture of Skip below really catches the essence of him. Whenever he was at Eastern Market he had a smile on his face. We will truly miss him.

The other sad loss is of Western Murphy who helped out in a variety of ways around Eastern Market, most often with Melvin Inman of Market Poultry and David Morgal, the outside fruit and vegetable farmer. He was also known of as Drac. Western lived in front of the Rumsey Aquatic Center on one of the benches and would greet me on Tuesdays and Saturdays when I opened the market early. Unfortunately, we don’t have any photos of Western to share. Regardless of his difficult living conditions, he was always kind and positive. Western was in the hospital for several weeks before he passed. Those of us who knew Western miss him.
A meeting of the Board of Directors of Eastern Market Main Street was held at The Yard on Thursday, July 19th. The meeting was called to order at 8:40am.

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

Lona Valmoro motioned to approve the minutes from the June board meeting. Sean Pichon seconded the motion, and it passed unanimously.

On behalf of the Organization Committee, Madeleine gave an update on overall fundraising, including new donations and outstanding pledges.

We also reviewed the FY19 DSLBD Grant Agreement. Compared to last year’s agreement, there is no difference in the agreement except the addition of a DC Main Streets Program Coordinator. Mike Berman motioned to approve the signing of the agreement, Manuel Cortes seconded the motion, and it passed unanimously.

The board discussed the Traffic and Use Assessment Draft and decided to ask for a second full meeting with Symmetra Design in August.

Madeleine met with the CVS property manager who agreed to consider fixing up the Lil Pub Space on Pennsylvania Avenue. Constitutional and Holly Days materials will be distributed to EMMS businesses in mid-July.

Our next board meeting will be a happy hour on Wednesday, August 22nd (location Tbd). The board meeting adjourned at 9:40am.

Respectfully submitted,
Lona Valmoro
Secretary, Eastern Market Main Street
Eastern Market Main Street Sept 20 Board Meeting Agenda

Eastern Market Main Street
Meeting of the Board of Directors
Thursday, September 20, 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 July 19, 2018 Board meeting*

2. Committee Updates
   a. Organization
      i. 2018 Financials and Fundraising
      ii. 2018 Stakeholder Engagement
      iii. 2019 Workplan and Budget*
      iv. 2019 Fiscal Sponsorship Agreement and LOA with Woodley Park Main Street*
      v. Board Cards and Year-End Review
      vi. Traffic and Use Assessment Updates
   b. Design
      i. Next Meeting: Friday, November 9
   c. Promotions
      i. Constitutional (n) – October 20
      ii. Next Meeting: Thursday, September 27
   d. Economic Vitality
      i. Next Meeting: Thursday, October 4

3. Corridor Updates
   a. Opened
      i. Tricking Springs Creamery
      ii. Nailsalon
      iii. STEM Preschool
   b. Opening/Relocating
      i. Eastern Market Nails – September 16
      ii. Orangtheory Fitness
   c. Closed
      i. Forecast
   d. Other

4. Next Meeting
   a. October 19, 8:30am-9:30am, The Yard: Eastern Market

5. New Business
   a. DDOT Small Cell Guidelines Draft
   b. Changes to 7th Street metered parking

*Requires Board Approval
The Eastern Market Budget for the upcoming fiscal year provides $34,720 to evaluate problems with the HVAC system at the Market. In order to determine what needs to be evaluated and how to best accomplish that evaluation, I contacted Baird Smith, the lead architect of the Quinn Evans team that designed the restoration of the Market after the fire, who is now retired from QuinnEvans. Mr. Smith put me in contact with Michael Emmerich of Grotheer & Co, the designer of the HVAC system. Mr. Emmerich reviewed the July 25 Capital Improvements Report to EMCAC and the relevant HVAC design documents and agreed to work with us in developing the Scope of Work to accomplish the evaluation.

On September 17 Messrs Emmerich, Smith, Margeson and I met for 2+ hours at the Market, did a walk-thru of all of the HVAC equipment, and concluded with a sit-down to discuss how to navigate the DGS contracting procedures to most efficiently spend the $34,720 that has been appropriated. We clearly need the engineering consultants who designed the HVAC system (Grotheer & Co) to coordinate the process, with qualified HVAC contractors doing the on-site testing and data gathering. Since that time, with input from all involved, the July 25 Capital Improvements Report to EMCAC has been revised and expanded to serve as the Scope of Work for the evaluation and now consists of:

**Eastern Market HVAC Equipment**  
**Background and Description of Issues for the Scope of Work**

The Eastern Market Budget for the upcoming fiscal year provides $34,720 to evaluate the HVAC system at the Market. The issues and background information described below need to be included in the Scope of Work that will be issued to the contractor(s) who will provide that evaluation.

**Background**

a. The HVAC system worked fine over the first five years or so. The Building Automation System (BAS) controlled the heating and cooling levels automatically. It is noted that a secondary system to open the oculus windows along with operation of the roof-top exhaust fans was never used effectively and has basically been unused from the beginning.

b. We are reminded that the original design for the South Hall included separating the individual refrigeration compressors from every walk-in cooler and display case and placing them all in the basement, in a single, well-ventilated rom. This eliminated many sources for noise and excess heat from the South Hall; however, this has caused its own problem to the overall HVAC system.
c. In order to address heating and cooling concerns that arose in 2017 and 2018, manual inputs to the HVAC system were favored over the BAS. The control system for the Pottery Studio is inoperative and manual operation sometimes results in one of the two units serving that space cooling and the other heating. There have been a series of problems with individual parts of the overall system, to the point that by the winter of 2017, the heating system failed to maintain temperature on more than one occasion and there were serious questions about the cooling capabilities of the system. The heating system was repaired, but in order to address the cooling needs, a temporary chiller was rented and installed to supplement the existing, operational chillers. This is the condition today.

d. Operation and maintenance of the HVAC and other building system is a DGS responsibility. There is a building engineer assigned to EM, but he/she is also assigned many other DC properties. Part of what needs to be done in the future is to find ways to assure dedicated maintenance inspections and ongoing repairs of the various systems at EM.

Issues for the Scope of Work

Up to three of the seven-chillers (located in the second floor of the Center Hall) that provide cooling for the building have failed. In order to provide cooling, a temporary-large capacity chiller has been rented and is installed in the alley, surrounded by chain link fencing. The type of cooling equipment installed after the fire should have a useful life of 20+ years – we have experienced erratic behavior/poor cooling for some time and failures after less than 10 years of operation.

The operation of the heating, air conditioning and ventilation (see item 3, below) systems need to be evaluated and revised to achieve more efficient operation. This requires maintenance to the many operating and control parts, may require replacement of worn elements and/or changes to the systems.

2. South Hall Compressor Room.
The compressor/condenser units that serve the merchant refrigeration equipment in the South Hall are located in the basement. Heat from the units is exhausted with two fans, one blowing into the areaway next to the Market and one exhausting to the vent-stack located on the other side of the alley. Make-up air is drawn from the basement, thus exhausting air that has been cooled in the summer or heated in the winter. We find now that this ventilation mode may not follow the original design intent.

A means of drawing make-up air from the outside, rather the inside conditioned air, needs to be devised for the South Hall compressor/condenser room. Devising a summer and winter ventilation mode may be appropriate.
3. Shoulder Season Ventilation and Make-Up Air for the South Hall
The HVAC system that was installed after the fire was described as highly energy efficient. This was largely because fresh air ventilation could satisfy the space-conditioning requirement in the mild months, perhaps 25 percent of the year. For the South Hall, this was to be accomplished using the rooftop fans in conjunction with motorized control of the oculus windows to provide make-up air. The rooftop fans were described as being able to operate at variable speeds with different numbers of the fans operating depending on the indoor and outdoor temperatures. Unfortunately, this has not been achieved: it requires a special operator to be able to operate the fans in only one of two modes: full on or full off. The roof top fans do not operate to provide different rates of airflow based on indoor and outdoor conditions. The oculus windows, designed to automatically provide make-up air for what is exhausted by the rooftop fans, do not operate, but rather remain closed, with the result that when the fans are all on or even half on and half off, the doors slam due to the negative pressure and make-up air is provided through the gaps under the doors, bringing in dirt and dust. And the air conditioning is being required to run considerably more.

The shoulder season ventilation system needs to be evaluated so that it operates the way it was designed to operate. It is possible the originally intended systems operation was never understood nor followed.

4. Operations of North Hall and South Hall
The South Hall is a daytime operation, generally closing around 7 PM. The North Hall hosts evening events that generally begin at 7 PM and continue until after midnight. As we all know, the rental use of the North Hall has increased well beyond expectations and now requires a fresh look. The HVAC of the entire building operates whenever either of these spaces is in use. Under current procedures, the North Hall is kept open for public use whenever the South Hall is operating, but there is not a similar need to keep the South Hall space conditioned in the evening whenever there is an event in the North Hall. While there are separate air handlers to serve the separate spaces (two for the North Hall and four for the South Hall), they do not operate separately.

A second issue involves whether and how the HVAC energy use of the North and South Hall can be separately measured: the North Hall is typically rented for events and the associated costs are supposed to be assigned to those rental operations. Likewise, when evaluating South Hall rents, cost responsibility for their HVAC expense should be determinable. Unfortunately, there is no provision for separate metering.

Heating, ventilation, and cooling for the North Hall and South Hall should be separately operated and the feasibility of separate metering of HVAC and electricity needs to be evaluated. Further, as in the case of the South Hall fans, a competent operating plan needs to be devised and competent operators trained.

5. Routine HVAC Maintenance and Management
It appears that current practice is to respond when there is a malfunction. This is a defensive, rather than a proactive posture. There does not appear to be periodic systems testing or routine maintenance.
DGS needs to address these needs with a dedicated, multi-year HVAC maintenance contract.

The Market Manager is working with the DGS contracting people, using the above to define the Scope of Work and has confirmed that Grotheer is an active CBE. The DGS contracting people are currently swamped with FY Close-Out work, but were able to tell Mr. Margeson that our approach appears sound but they need to wait until October (the start of FY 2019) to implement the process.

Respectively submitted,

Monte Edwards
Chair, Capital Improvements Subcommittee
September 13, 2018 Tenants Council Meeting minutes

Meeting dates:

10/11/ and 11/8 no meeting in December. (dates may change after EMCAC meeting)

Attending: Katrina Cuffey, Mike Bowers, Anita Jefferson, Chubb Hoston, Jamie Langhoff, Brian VanFleet

Tenant’s Council recording secretary position is being filled by Jamie Langhoff.

There were only two (2) agenda items from July and due to that the meeting was cancelled, the two agenda items were sent to each TC member via text for approval or disapproval. Receiving no disapproving feedback, the items go into record and were then sent to Management to address, and were submitted to EMCAC as Tenant’s Council minutes. They were as follows:

Resolution 071201801 Repainting booth markings on street

Katrina needs to contact DGS and/or DOD for proper paint color and clearance to use. Expected this to take about two weeks.

Markings need to comply with Eastern Market historic preservation society rules and/or guidelines

Will also consider alternatives to paint, such as hammered in marking stakes which are permanent but low profile so do not pose threat to daily thru traffic on the street. Mike Bowers and Brian VanFleet offered to research their ideas.

Resolution 071201802 enforcing tent weights. TC requested that management resend under separate cover the requirements for weights on tent legs. This is for the safety of all. Management has sent out an additional email regarding tent weights in September.

New Issues for discussion in September Meeting:

1. What to do with vendor complaints on space assignment/product competition

When it comes to space assignments, the Lottery, and the maps that go out for the weekend, the weekend market manager feels that vendors should be more responsible for reporting to her when they do not plan to set up. This allows her to do a better job of placing people.

TC requested that the weekend market manager send out under separate cover an email explaining just that. Currently the request is attached to an announcement of placement for that weekend, which is not read by those who already have a permanent space. The current email has a highlighted line requesting to tell management if they do not plan to set up. The current email goes out around Wednesday. Mike Bowers and Brian VanFleet agreed to research apps available that would allow vendors to register by the day.
TC also pointed out vendor reluctance to release their space early in the week could in part be due to fear that a vendor of similar product would be put in that place creating an opportunity for poaching of customers.

We did not reach an agreement with management on sending out this separate email for clarity, however we believe that it would do no harm and could possibly lead to greater compliance.

As it relates to product competition, TC has in the past several years suggested that Management compile a master list of products being sold at the Market. Management can cap the number of new vendors who sell a type of product and not allow new applications for these types of product until a vendor leaves. This would be a function of the AARC process.

As it relates to vendors with similar products being set up next to each other, TC requested that weekend market manager try to understand why this is such a sensitive issue as we are all small businesses next to each other, not co-workers. Understanding that there are many variables in play during the morning space assigning, TC feels there is room for more discussion and understanding on this topic.

In the past, TC has asked for and worked with Market Manager on a procedure for vendors who have permanent spaces but wish to relocate. We feel that this needs to be revisited as it would eliminate or reduce issues surrounding similar products being located next to each other.

2. Update on Application Committee

TC has requested an update from the Chair of AARC.

Jamie and Nikki to sit down and discuss how they can work together to revive the AARC as the transparent and inclusive process for vendors by vendors that it was designed to be.

It may be advantageous for EMCAC chair to consider a co-chair position to assist in the work load. Jamie, the newest elected Tenants Council non-food vendor representative, is highly enthusiastic about assisting in this process.

3. Literary feast

Unfortunately this has made its way onto the September agenda once again and that is too late in the process to bring to the almost 200 outdoor vendors and farmers.

A request was sent to Brian Pate to put a visit to the TC meeting in June next year on his calendar. This will provide enough time to work on finding some way for those who choose, to get involved.

4. Issue: Handicapped door by Cheese entrance to south hall foot plate is loose and catching wheels of chairs and strollers. This item was reported to the weekend market manager who was present at the TC meeting. She agreed to put in a requisition for repair.

5. New Resolution 0913201801 passed 3 yes 1 abstained (This is a repeat and ongoing request since 2010)
TC Request management to prepare and print copies of **BOTH** annual permits **AND** Attachment A (Rules and Regulations) to be handed **SIMULTANEOUSLY** to vendors for signature. The signature is an agreement to abide by what is in Attachment A, yet the Attachment has traditionally been emailed under separate cover, or at the protest of TC been distributed after more than half of vendors had already signed their permits and returned them. It is a matter of protocol, and just makes sense.

6. **New Resolution 0913201802** passed 3 yes 1 abstained  
TC needs to receive most recent redlined Attachment A **before** annual permits are printed, distributed and signed by vendors. The last discussion between TC and Manager on Attachment A occurred in 2017 and no final document has been reviewed by TC. We are entering into a new year.

7. **New Resolution 0913201803** passed 3 yes 1 abstained  
Handicapped clearance on “Broadway” and special allowances for only three vendors.

TC continues to request management consider the many many handicapped/physically challenged patrons that visit each weekend, and provide them safe clearance from curb cut to handicap entrance.

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.

Vendors along broadway are only allowed to use 7x10 space. This is 7 ft from the wall of the bldg. While all other vendors comply with this rule three vendors along the south end beginning in front of Pottery studio do not now nor have they ever set up in the 7x10 requirement. The issue of how to bring these three vendors into compliance has been an ongoing discussion with management with the last discussion being February 2017. While not deeming it an issue worthy of a market violation, Management has not been able to convince them to leave the required walk space needed for safe and easy clearance of wheel chairs, walkers, strollers etc.

The failure to bring these three into compliance is also complicated by the fact that the rate these vendors pay is the same $28 per space that those who set up with 7x10 configuration pay but they use three feet more of space and have been doing so for more than 5 years! The vendors on 7th street pay $44 for 10x10 and on North Hall Plaza a 10x10 is $56 or double the $28 rate. Since these vendors are in attendance almost all of the 52 weekends per year. Even if you assumed they only attend half the year(26 weeks) paying $16 less per day than the other vendors using the same10x10 space, they are effectively paying $832 LESS each per half a year.

**Tabled items for discussion in October**

1. Disaster and/or emergency preparedness for E mkt operations. Where are we with this for both weekdays and weekends. Also where are we with snow removal plan.

2. October 1 (start of new Fiscal year) is near, where are we with planning stakeholder meetings, RFP for strategic plan provider etc. and safety enhancements like signs and bollards.