

**EASTERN MARKET COMMUNITY ADVISORY COMMITTEE
REGULAR MEETING
JANUARY 22, 2020**

MINUTES

Attendance: Mike Bowers (for Bill Glasgow); Chuck Burger, Vice Chair, Nikki Dean; Monte Edwards, Secretary; Jonathan Page; and Donna Scheeder, Chair, were present. Angie Brunson arrived after the meeting began.

The regular meeting of the Eastern Market Community Advisory Committee (EMCAC) was held on Wednesday, January 22, 2020, at 7:00 P.M., in the North Hall of Eastern Market. The Chair called the meeting to order at 7:01 P.M.

Adoption of the Agenda

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

Approval of the Minutes

Mr. Burger moved approval of the November 20, 2019, regular meeting minutes. The minutes were approved.

Report of the Chair

The Chair stated that the absences of Tom Kuchenberg and Susan Oursler were excused. She highlighted the 2020 EMCAC meeting dates. She reported that the District of Columbia Council Committee on Facilities and Procurement scheduled its performance oversight hearing regarding the Department of General Services (DGS) for 10:00 A.M. on Thursday, February 27, 2020, and EMCAC has requested to testify. She noted that hearings regarding the budget have been scheduled and EMCAC also will request to testify regarding the DGS budget. The Chair requested that EMCAC members and others having input for EMCAC testimony email their comments to Mr. Kuchenburg at g.rosen2@verizon.net.

Update on the Strategic Plan

Scott Betz, the strategic plan project manager at architrave, p.c., presented an update regarding progress on visits with public market managers, the market operations analysis, the survey regarding Eastern Market, and stakeholder meetings. Regarding the survey, Mr. Betz reported that architrave, p.c., launched it on January 20, 2020, and contacted 15 community organizations with a request to publicize it. Additionally, Councilmember Allen sent the survey to his mailing list. Catherine Morris with Consensus Building Institute described a workshop process to engage stakeholders and distill findings. The workshops are scheduled to begin at the end of February.

Report of the Market Manager

Mr. Margeson presented a written report of the Market Manager, which is attached to these minutes. He agreed to provide data regarding the use of the validation parking program.

Report of the Tenants Council

Ms. Dean reported that the Tenants Council met with representatives of the strategic plan project and provided feedback on the survey regarding Eastern Market.

Report of the Capital Improvements Subcommittee

Mr. Edwards, Chair of the Capital Improvements Subcommittee, reported that his committee, in preparation for testifying at the hearing on the DGS budget, will be analyzing the budget information submitted by DGS to the mayor and the mayor to the DC Council.

Eastern Market Metro Park Project Update

The Chair reported that an agreement was reached on a design for the pavilion, progress is being made for wayfinding signage on poles and an information kiosk, and coordination is underway for construction beginning in March, including on parking matters during construction.

Community Comments and Concerns

Charles McCaffrey, Executive Director of Eastern Market Main Street, introduced himself.

Adjournment

The meeting adjourned at 8:10 P.M.

Monte Edwards, Secretary



Eastern Market Manager’s Report to the EMCAC

January 22, 2020

Finances

October, November, December Revenues:

	Oct FY19	Oct FY20	Nov FY19	Nov FY20	Dec FY19	Dec FY20
Application Fee	\$ 35	\$ 105	\$ 70	\$ 140	\$ 105	\$ 70
ATM	\$ 9,049		\$ -		\$ 5,811	\$ 3,981
Tuesday Farmers		\$ 660		\$ 836		\$ 572
North Hall	\$ 41,755	\$ 51,386	\$ 22,625	\$ 17,207	\$ 33,108	\$ 3,908
Outdoor Vendors	\$ 23,339	\$ 19,559	\$ 24,951	\$ 22,124	\$ 33,000	\$ 22,222
300 Block		\$ 4,058		\$ 4,910		\$ 580
Weekend Farmers		\$ 2,934		\$ 4,771		\$ 5,343
Flea Market	\$ 6,100	\$ 3,050	\$ 3,050	\$ 3,050	\$ 3,050	
South Hall	\$ 14,938	\$ 11,840	\$ 24,023	\$ 25,726	\$ 15,215	\$ 22,446
Total	\$ 95,215	\$ 93,592	\$ 74,718	\$ 78,765	\$ 90,289	\$ 59,123

FY19	FY20
\$260,222	\$231,480

No news yet regarding MOU with EMCAC. Will provide at next meeting.

Indices for Tuesday Farmers, 300 Block and Weekend Farmers are included in the revenues above. For apples to apples comparison of outdoor vendor revenues, if you add together Tuesday Farmers, Outdoor Vendors and Tuesday Farmers for FY20, the numbers would be:

	Oct FY19	Oct FY20	Nov FY19	Nov FY20	Dec FY19	Dec FY20
OVEND	\$ 23,339	\$ 23,153	\$ 24,951	\$ 27,731	\$ 33,000	\$ 28,137

Leases

All but two of the merchants have provided their counter appraisals. Three of the merchants will open their books but we have yet to receive the financials.

Operations

Eastern Market Signage:

Working with the contractor on the scope of work currently.

HVAC:

The DGS Construction Division will be hiring an architect-engineer firm to evaluate the system and provide a path forward. The Construction Division will be leading this project.

Farmers:

Ongoing search for new farmers (not producers) to replace the two farmers that we have lost. We have received signed agreements recently from an urban farm that will begin soon, a fermented and pickled vegetable seller (they have begun coming), and an apiary (will begin in March).

Parking:

Ongoing re parking at Colonial.

Marketing

We have a steady increase of about 250 new followers a month through Instagram. It is time consuming though and so much needs attention at Eastern Market. Consequently, now that we're through the holiday season, I'll be hiring a social media person through our contractor midtown. Simply interviewing as many people as it takes to find someone great.

Holiday decorations and marketing included:

1. Decorations: Bistro lights in the North Hall Plaza (new) and in the North Hall (new). We will not be stringing the poles of the Farmer's line shed. On each of the oculus 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.
2. Music: Each Saturday, there will be a musical performance at 7th St Café (except when it was super cold/rainy)
3. Advertising:
 - a. Radio: On WAMU, we will be advertising from the week before 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, 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.
 - 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 are advertising in both November and December.
4. Promotions: "Shop at Eastern Market" promotional cards and 8.5x11 flyers
5. "Shop at Eastern Market" Postcards to the neighborhood. We will send to a larger "donut hole" than last time and will spend approximately \$2,300 on the mailing.
6. A huge amount of social media:
 - a. Both Instagram and Facebook. Tag @easternmarket_dc and #easternmarket_dc
 - b. Facebook advertising to promote Eastern Market

7. Coordination with the Eastern Market Main Street:
 - a. Google advertising to promote Thehollydays.com
 - b. Additional advertising in the November and December HillRag (print and online), December MidCity (print), special insert in the Washington City Paper (11/25 full run + House/Senate buildings and Downtown Holiday Market, 12/5 partial run);
 - c. Collaborations with The Hill is Home and HillRag on their holiday gift guides;
 - d. Small Business Saturday hospitality station (giving out 100 goody bags with maps/info/goodies - deadline to include materials is 11/15);
 - e. Office Campaign Goody Bags (800 delivered to Capitol Hill and Navy Yard office buildings - deadline to include materials is 11/15);
 - f. Capitol Hill Caroling Marathon on 12/7. Carolers will be at the market and Eastern Market will be the last stop of one group of carolers;
 - g. Letters to Santa Mailbox – Hosted by Mike Bowers;
 - h. A new partnership with Nift (see below); and
 - i. Social media: Tag **@easternmarketms** and **#TheHollyDays** so we can see what you're up to

Sample of Posts



View Insights Promote

Like Comment Reply

Liked by scarvelous and 91 others

easternmarket_dc Noémi Mares with her hand crocheted. On the top right is her mini forest of cacti and on the bottom right are the beautiful wooden alebrijes that she imports from Mexico. Noémi is just outside of our main doors today, under the farmers line shed. Come visit and show your love for international crafts and the amazing people who sell them!

View Insights Promote

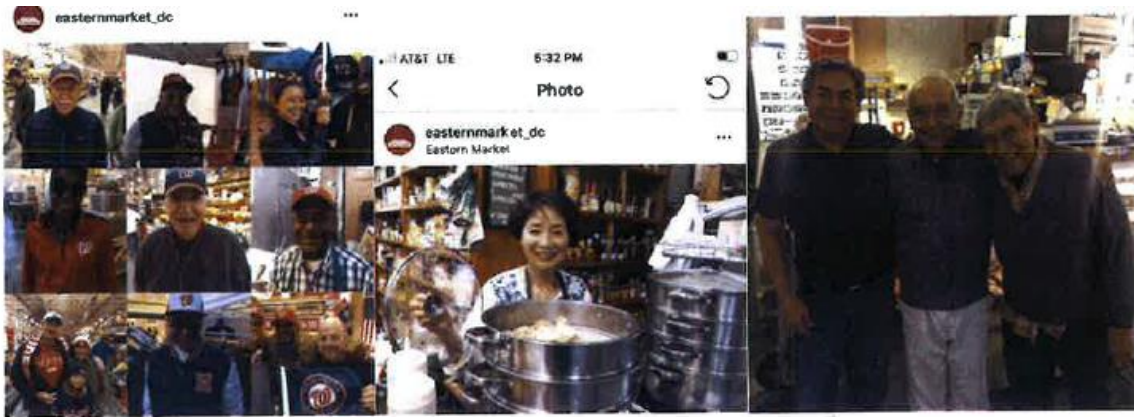
Like Comment Reply

Liked by easternmarketms and 194 others

easternmarket_dc Game 7 Rally pricing at Eastern Market's Bowers Fancy Dairy. 7% off when you mention this promotion! Available on purchases made on Wednesday, October 30, 2019 only. Let's go Nats! Let's finish this fight! @bowers.cheese

View 1 comment
October 29, 2019

View 1 comment
October 30, 2019



View Insights

Promote



Liked by wunderaround and 139 others
 easternmarket_dc Nats fans gathering at #easternmarketdc in advance of the big parade. Make Eastern Market your #meetingpoint before heading over at 2pm. .

View Insights

Promote



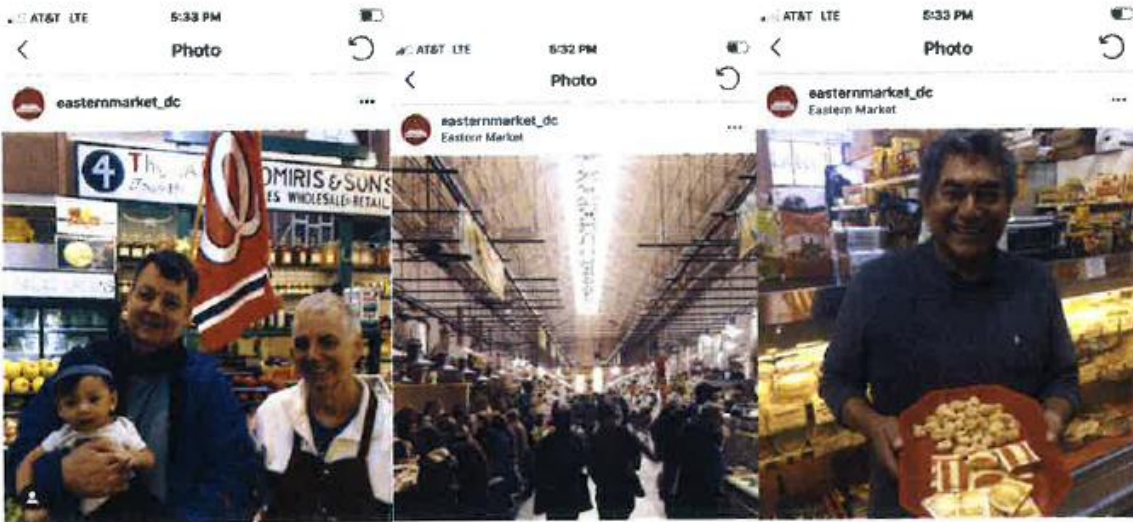
Liked by wunderaround and 97 others
 easternmarket_dc (👤: @lightman) Read about Joanne and her business in the @hillrag article, Paik Produce: An Asian Oasis.

View Insights

Promote



Liked by wovenhistory and 66 others
 easternmarket_dc The three Canales brothers - Juan Jose on the left is the owner of Canales Deli; Emilio, Canales Quality Meats; and Jorge on the right, Eastern Market Grocery. Jose was the first to come over from El Salvador back in the days of the Civil War. After Jose had settled a bit in the states, Emilio and Jorge came over. Eastern Market wouldn't be the same without you guys! .



View Insights

Promote



Liked by bowers..cheese and 70 others
 easternmarket_dc It's family day at Eastern Market! We don't get brothers Tom and Leon out at the same time much but to have little Chris here was a truly unexpected surprise. Welcome young man! We love your beautiful smile and enthusiasm, our #nextgen natsfan! ❤️ @sonscalamis .

View Insights

Promote



Liked by caphillartieague and 80 others
 easternmarket_dc Seasonal deliciousness from Jorge Canales at Eastern Market Grocery. He's got butternut squash ravioli up front, pumpkin ravioli in the middle, and sweet potato gnocchi in the back. We couldn't resist and just ... um ... got them all. You won't judge will you?

View Insights

Promote



Liked by wovenhistory and 114 others
 easternmarket_dc Beautiful, busy sunday at the market! .

North Hall

North Hall at Eastern Market Public Event Calendar

Today: ◀ ▶ **November 2019** ▼ Print Week Month Agenda ▼

Sun	Mon	Tue	Wed	Thu	Fri	Sat
27 10am Private Event	28 North Hall Closed to the General Public 10am Puppet Show Tuesdays 5pm Smart Growth Social	29 North Hall Closed to the General Public 8am Aerobic Fitness 9am Private Event	30 North Hall Closed to the General Public 8am Aerobic Fitness 9am Private Event	31 9:30am Stroller Strides 4pm North Hall Closed to the General Public 7pm Tango DC 7pm North Hall Closed	Nov 1 North Hall Closed to the General Public 8am Aerobic Fitness 1pm Private Event	2 9pm Tango DC
3	4 7am North Hall Closed to the General Public 10am Puppet Show Tuesdays	5 7am North Hall Closed to the General Public 8am Aerobic Fitness 1pm North Hall Closed to the General Public 7:30pm Passion City Church/Community	6 4pm North Hall Closed to the General Public 7pm Tango DC	7 North Hall Closed to the General Public	8 North Hall Closed to the General Public 8am Aerobic Fitness 10:30am Private Event	9
10	11 7am North Hall Closed to the General Public 10am Puppet Show Tuesdays	12 7am North Hall Closed to the General Public 8am Aerobic Fitness 9:30am Stroller Strides	13 North Hall Closed to the General Public 1pm Private Event 7pm Tango DC	14 North Hall Closed to the General Public	15 7am North Hall Closed to the General Public 8am Aerobic Fitness 10:30am Sing Along Fridays featuring Ki	16
17	18 North Hall Closed to the General Public 10:30am Puppet Show Tuesdays 7:30pm Passion City Church Capitol Hill	19 7am North Hall Closed to the General Public 8am Aerobic Fitness 7pm EMCAC	20 4pm North Hall Closed to the General Public 7pm Tango DC	21 7am North Hall Closed to the General Public 8am Aerobic Fitness 9:30am Stroller Strides 10:30am Sing Along Fridays featuring Ki	22	23
24	25	26 7am North Hall Closed to the General Public 8am Aerobic Fitness 9:30am Stroller Strides	27	28	29	30

North Hall at Eastern Market Public Event Calendar

Today: ◀ ▶ **December 2019** ▼ Print Week Month Agenda ▼

Sun	Mon	Tue	Wed	Thu	Fri	Sat
Dec 1	2 7am North Hall Closed to General Public 10:30am Puppet Show Tuesdays	3 North Hall Closed to General Public 7am North Hall Closed to the General Public 8am Aerobic Fitness 9:30am Stroller Strides 1pm Private Event	4 North Hall Closed to the General Public 7am North Hall Closed to the General Public 12pm Private Event	5 North Hall Closed to the General Public	6 7am North Hall Closed to the General Public 8am Aerobic Fitness 9:30am Stroller Strides 10:30am Sing Along Fridays featuring Ki	7 5pm North Hall Closed to the General Public 9pm Tango DC
8	9 7am North Hall Closed to General Public 10:30am Puppet Show Tuesdays	10 7am North Hall Closed to the General Public 8am Aerobic Fitness 9:30am Stroller Strides	11 North Hall Closed to the General Public 1pm Private Event 7pm Tango DC	12 North Hall Closed to the General Public	13 North Hall Closed to the General Public 8am Aerobic Fitness 9:30am Stroller Strides 10:30am Private Event	14
15	16 7am North Hall Closed to General Public 10:30am Puppet Show Tuesdays	17 7am North Hall Closed to the General Public 8am Aerobic Fitness 9:30am Stroller Strides	18 4pm North Hall Closed to the General Public 7pm Tango DC	19 7am North Hall Closed to the General Public 8am Aerobic Fitness 9:30am Stroller Strides 10:30am Sing Along Fridays featuring Ki	20	21
22	23	24	25	26	27 North Hall Closed to the General Public 8am Aerobic Fitness 9:30am Stroller Strides 10:30am Sing Along Fridays featuring Ki 5pm Private Event	28
29	30 North Hall Closed to General Public 1pm Private Event	31	Jan 1	2 4pm Private Event	3 North Hall Closed to the General Public 9:30am Stroller Strides 10:30am Sing Along Fridays featuring Ki	4 2pm North Hall Closed to the General Public 3pm Private Event

Eastern Market Main Street:

Work has been progressing steadily since the hiring of Charles McCaffrey as Executive Director of the Eastern Market Main Street.