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:

<table>
<thead>
<tr>
<th></th>
<th>Oct FY19</th>
<th>Oct FY20</th>
<th>Nov FY19</th>
<th>Nov FY20</th>
<th>Dec FY19</th>
<th>Dec FY20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Application Fee</td>
<td>$35</td>
<td>$105</td>
<td>$70</td>
<td>$140</td>
<td>$105</td>
<td>$70</td>
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<td>ATM</td>
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<td>$660</td>
<td>$836</td>
<td>$5,811</td>
<td>$3,981</td>
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<tr>
<td>Tuesday Farmers</td>
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<td>$51,386</td>
<td>$22,625</td>
<td>$17,207</td>
<td>$33,108</td>
<td>$3,908</td>
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<td>North Hall</td>
<td>$23,339</td>
<td>$19,559</td>
<td>$24,951</td>
<td>$22,124</td>
<td>$33,000</td>
<td>$22,222</td>
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<tr>
<td>Outdoor Vendors</td>
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<td>$19,559</td>
<td>$24,951</td>
<td>$22,124</td>
<td>$33,000</td>
<td>$22,222</td>
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<tr>
<td>300 Block</td>
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<td>$4,771</td>
<td>$580</td>
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<td>Weekend Farmers</td>
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<td>$3,050</td>
<td>$3,050</td>
<td>$3,050</td>
<td>$3,050</td>
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<tr>
<td>Flea Market</td>
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<td>$3,050</td>
<td>$3,050</td>
<td>$3,050</td>
<td>$3,050</td>
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<tr>
<td>South Hall</td>
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<td>$25,726</td>
<td>$15,215</td>
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<tr>
<td>Total</td>
<td>$95,215</td>
<td>$93,592</td>
<td>$74,718</td>
<td>$78,765</td>
<td>$90,289</td>
<td>$59,123</td>
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<table>
<thead>
<tr>
<th></th>
<th>FY19</th>
<th>FY20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>$260,222</td>
<td>$231,480</td>
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</table>

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:

<table>
<thead>
<tr>
<th></th>
<th>Oct FY19</th>
<th>Oct FY20</th>
<th>Nov FY19</th>
<th>Nov FY20</th>
<th>Dec FY19</th>
<th>Dec FY20</th>
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<tbody>
<tr>
<td>OVEND</td>
<td>$23,339</td>
<td>$23,153</td>
<td>$24,951</td>
<td>$27,731</td>
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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
liked by wunderaround and 139 others

easternmarket.dc first farm gathering at Eastern Market in advance of the big parade Make Eastern Market your neighborhood before heading over at 2pm.

liked by wunderaround and 97 others

easternmarket.dc egg: egg man Read about Joanne and her business in the @washington post Produce: An Asian Oasis

liked by wundersheep and 70 others

easternmarket.dc Its family day at Eastern Market! We don't get booted out of Leon like this at the same time. Expect little Chris here with a truly unexpected surprise. Welcome young man! We love your beautiful smile and enthusiasm, our newest ambassador! @chriscincluding.

liked by wundersheep and 80 others

easternmarket.dc Seasonal deliciousness from Jorge Canales at Eastern Market Grocery. He's got butternut squash rounds 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?

liked by wundersheep and 74 others

easternmarket.dc Beijing, busy Sunday at the market.

liked by wundersheep and 74 others

easternmarket.dc The three Canales brothers - Juan Jose on the left is the owner of Canales Grill, Ernillo, Candles 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, Ernillo and Jorge came over. Eastern Market wouldn't be the same without you guys!
North Hall

Eastern Market Main Street:

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