

**EASTERN MARKET COMMUNITY ADVISORY COMMITTEE
REGULAR MEETING
MAY 23, 2018**

MINUTES

Attendance: Chuck Burger, Vice Chair; Nikki Dean; Bill Glasgow; Chander Jayaraman; Anita Jefferson; Richard Layman; Jonathan Page; and Donna Scheeder, Chair, were present. Susan Oursler arrived after the meeting began.

The regular meeting of the Eastern Market Community Advisory Committee (EMCAC) was held on Wednesday, May 23, 2018, at 7:00 P.M., in the North Hall of Eastern Market. The Chair called the meeting to order at 7:00 P.M.

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

Mr. Burger moved approval of the April 25, 2018, regular meeting minutes. The minutes were approved.

Report of the Executive Committee

The Chair highlighted the EMCAC and EMCAC Executive Committee meeting dates in 2018.

Update on Budget Matters

The Chair reported that the first reading of the District of Columbia budget occurred the previous week. The budget has two matters of significant importance to Eastern Market and EMCAC:

- \$300,000.00 from the Enterprise Fund to the Deputy Mayor for Planning and Economic Development to fund a competitive grant to develop the substantive strategic plan for the Eastern Market Special Use Area; and
- \$25,000.00 for a security study and bollards.

Additionally, EMCAC is monitoring the capital improvement projects to ensure that they are funded through the capital improvements budget and not Enterprise Fund monies and expects that \$5,000.00 will be placed in the budget for EMCAC operating expenses. Finally, Barry Margeson, the Market Manager, is working to schedule a follow-up meeting next month with the Department of General Services regarding budget matters.

Report of the Market Manager

Mr. Margeson provided a written report of the Market Manager, which is attached to these minutes. He agreed to observe with Mr. Glasgow the Boogie Babies admission process, discuss with Nicole Aiken the parking instructions given to vendors setting up in the North Hall, work

with Dominiqua Eldridge on market-wide social media posts, include in his written report going forward the preceding two months financial information, and report on findings of a proposed parking voucher system.

Capital Improvements Subcommittee Report

Monte Edwards, Chair of the Capital Improvements Subcommittee, was unable to attend and provided a written report, which is attached, regarding the status of various projects.

Application Advisory Review Subcommittee Report

Ms. Dean, Chair of the Application Advisory Review Subcommittee, reported that she will meet with Mr. Margeson next week regarding pending applications.

Report of the Tenants Council

Ms. Jefferson, Interim Chair of the Tenants Council, reported that the Tenants Council met on May 10, 2018, and, for clarity and closure, discussed matters considered at its previous meeting on April 12, 2018.

Community Comments and Concerns

Ellen Oppenheimer announced that the Eastern Market Preservation and Development Corporation launched a website and issued a report on the management of Eastern Market.

Joe Snyder commented that he read the report and did not find it of value.

The meeting adjourned at 8:07 P.M.

Monte Edwards, Secretary



Eastern Market Manager's Report to the EMCAC

May 23, 2018

Finances

April Revenues

Description	Revenue
South Hall Rent	\$ 22,104
Exhibitors & Farmers Line	\$ 26,898
North Hall	\$ 20,950
Application and Event Fees	\$ 175
Flea Market	\$ 6,100
ATM	\$ 4,734
Total Income	\$ 80,961

Leases

The leases were on the agenda at the last meeting with the Director and will continue to be a main focus.

Capital Improvements

The Transom window has been removed from the North Hall and is being restored. Pictures below:



Glass is back in the transom window. Next is four coats of paint. Then it will be installed and the film applied.

Schedule for the rest of the work is:

1. Complete installation of Transom in North Hall on Friday, May 25. Window film goes on after installation;
2. Installation of blinds Thursday, May 24;
3. Begin demolition and office work on Saturday and Sunday, May 26 and 27;
4. Begin Demolition and installation of the front Steps – Meeting with subcontractor tomorrow or Friday;
5. Complete handrail when steps are completed;
6. Uplights should come in next week.

Eastern Market Main Street

Market Week was a success and the Night at the Market had so many people that they ran low on food.

Two merchants applied for the façade grant program, which pays for up to 70% of a stand improvement or \$5,000, when working with a Certified DC business.

Marketing

INSTAGRAM

DATE	FOLLOWERS	+
Start	1324	
9/12/17	1410	86
10/24/17	1477	67
11/16/17	1500	23
11/29/17	1517	17
12/21/18	1572	55
1/24/18	1616	44
2/27/18	1727	111
3/27/18	1781	54
4/25/18	1865	84
5/23/18	1922	57

TWITTER

DATE	FOLLOWERS	+
Start	31.9k	
9/26/17	32116	
10/24/17	32252	136
11/16/17	32298	46
11/29/17	32325	27
12/21/18	32385	60
1/24/18	32470	85
2/27/18	32527	57
3/27/18	32609	82
4/25/18	32691	82
5/23/18	32725	34

FACEBOOK

DATE	FOLLOWERS	+
Start	44675	
9/26/17	44719	44
10/24/17	44858	139
11/16/17	44918	60
11/28/17	44946	28
12/20/18	45024	78
1/23/18	45138	114
2/26/18	45227	89
3/26/18	45280	53
4/24/18	45593	313
5/22/18	45671	78

PROJECTS:

Vendors' Profile: Vendors have been encouraged to fill out and submit an online Vendors' Profile form. A total of 39 vendors have submitted a form and are represented on the website.

Social Media: Please feel free to tag us using @easternmarket_dc and #EasternMarketDC on any exciting, interesting photos you take while at Eastern Market so we can share them on our Instagram, Facebook, and Twitter pages.

Social Media Postings: Recently, a spreadsheet has been made to keep track of social media postings. Please view the chart below.

Date	Activity	Purpose	Merchant / Vendor Name
4/25/18	Social Media - FB, Instagram, and Twitter	Postings	Blue Iris: Merchant
4/28/18	Social Media - FB, Instagram, and Twitter	Postings	Eastern Market Main Street
4/28/18	Social Media - Twitter	Postings	Ellen Reich: Vendor
5/30/18	Social Media - FB	Postings	Jonathan Bardzik: Chef
5/1/18	Social Media - Instagram	Postings	Hello May
5/1/18	Social Media - FB, Instagram, and Twitter	Postings	Fresh Tuesdays
5/2/18	Social Media - FB, Instagram, and Twitter	Postings	Blue Iris Flowers: Vendor
5/2/18	Social Media - FB	Postings	Jonathan Bardzik: Chef
5/2/18	Social Media - Instagram, and Twitter	Postings	Eastern Market Main Street
5/4/18	Social Media - FB, Instagram, and Twitter	Postings	Mirasa: Organic Baby Clothing: Vendor
5/4/18	Social Media - FB, Instagram, and Twitter	Postings	Alton McDougle: Vendor

5/5/18	Social Media - FB, Instagram, and Twitter	Postings	The Fresh Mobile: Vendor
5/5/18	Social Media - FB	Postings	Marvin Ogburn: Farmer
5/5/18	Social Media - FB	Postings	Happy Cinco de Mayo
5/5/18	Social Media - FB	Postings	Literary Hill BookFest
5/5/18	Social Media - Twitter	Postings	Literary Hill BookFest
5/6/18	Social Media - FB	Postings	Literary Hill BookFest
5/6/18	Social Media - Instagram and Twitter	Postings	Literary Hill BookFest
5/6/18	Social Media - FB	Postings	Kennard Copeland: Vendor
5/6/18	Social Media - FB	Postings	Keith Ellingsworth: Vendor
5/8/18	Social Media - FB	Postings	Jonathan Bardzik: Chef
5/8/18	Social Media - FB, Instagram, and Twitter	Postings	Farmers Market
5/10/18	Social Media - FB, Instagram, and Twitter	Postings	Mothers Day Ad
5/11/18	Social Media - FB, Instagram, and Twitter	Postings	Mothers Day Ad
5/11/18	Social Media - Instagram	Postings	Blue Iris Flowers: Vendor
5/12/18	Social Media - FB, Instagram, and Twitter	Postings	Mothers Day Ad
5/12/18	Social Media - FB, Instagram, and Twitter	Postings	Eastern Market Grocery: Merchant
5/13/18	Social Media - FB, Instagram, and Twitter	Postings	Mothers Day Ad
5/14/18	Social Media - FB	Postings	Jonathan Bardzik: Chef
5/15/18	Social Media - FB, Instagram, and Twitter	Postings	Fresh Tuesdays
5/15/18	Social Media - FB	Postings	Jonathan Bardzik: Chef
5/15/18	Social Media - FB	Postings	Fresh Tuesdays
5/15/18	Social Media - FB, Instagram, and Twitter	Postings	Fresh Tuesdays
5/17/18	Social Media - FB	Postings	Southern Maryland Seafood: Merchant
5/17/18	Social Media - Twitter	Postings	DSLBD Repost
5/17/18	Social Media - FB and Instagram	Postings	The Fresh Mobile: Vendor
5/18/18	Social Media - FB	Postings	Canales Quality Meats: Merchant
5/18/18	Social Media - FB, Instagram, and Twitter	Postings	Market Lunch: Merchant
5/19/18	Social Media - FB	Postings	Agora Farms: Vendor
5/19/18	Social Media - FB	Postings	Bowers' Fancy Dairy: Merchant
5/20/18	Social Media - FB	Postings	Market Poultry: Merchant
5/20/18	Social Media - FB	Postings	Anthony Reddix: Vendor
5/21/18	Social Media - FB and Instagram	Postings	Jonathan Bardzik: Chef
5/22/18	Social Media - FB	Postings	Market Poultry: Merchant

North Hall

We will have had 24 public events by the end of this month and 6 private events.

Public events:

- Aerobic Exercise
- Boogie Babes
- Tango
- Literary Hill Bookfest

- DCFF Burn Foundation Fundraiser
- Stroller Barre
- EMCAC

Private events:

- eBay held its second annual event in the North Hall
- (3) weddings/wedding related-events
- Workshop for Office of the City Administrator
- Farmers' Market Nutrition Program Meeting

Produce Plus will begin distribution in June.

Current North Hall promotion:



Operations

Boogie Babes ... a detailed analysis! I've been at the start and end of every Boogie Babes since our last meeting, greeting the mothers, fathers, nannies and children. I've spoken at length with the organizers, and reviewed video feeds of the line concern. What I've found is this:

Boogie Babes happens every Thursday from 10:30 a.m. to 11:15 a.m. and is an opportunity for merchants to tap into a captive audience of the representatives of an average of 125 families each Thursday. An average of 144 parents and nannies come to Eastern Market by foot (not taking up any parking spaces), they are equipped with strollers to carry products back home, and they are in a very positive frame of mind. After the show, ¾ of them leave the market for their homes in the neighborhood and may be interested in picking up items for lunch or for their families for dinner. About ¼ of them stay around the market area until the North Hall reopens. They might be potential customers for those of who sell products that they can eat on-site or nearby.

Some of the merchants have reached out to us about a concern about the line to get into Boogie Babes. Often, without clear information that we can look at, issues appear larger than they are and can become confused. From my analysis, while there was an issue several years ago when Boogie Babes started, there no longer appears to be an issue. Over the last years, the Boogie Babes team has been extremely accommodating and

made a number of key changes to how they operate their event. To clear things up, I'd like to go into this line issue briefly before further discussing the opportunity. Our analysis shows:

1. The Boogie Babes line lasts for an average of 4.5 min
 - a. 2/22/18: 6 minutes
 - b. 3/22/18: 2 minutes
 - c. 3/29/18: No Boogie Babes (Spring Break)
 - d. 4/5/18: 4 minutes
 - e. 4/12/18: 6 minutes
 - f. 4/19/18: 5 minutes
 - g. 4/26/18: 4 minutes
2. The line is at its max length for an average of 1 min;
3. At its max length, the line reaches can go just to Southern Maryland Seafood and can go to Calomiris, depending on the day.

Changes the Boogie Babes team has made:

1. The attendees wait outside the market until the Boogie Babes Team opens up the North Hall;
2. The team works very hard to get their customers into their space as fast as they humanly can with two staff members getting the audience members into the space. On occasion, the line is longer due to highly anticipated performers or the weather. Boogie Babes staff has a good sense of what performers draw larger crowds and works with EM staff to avoid as many issues as possible.

Possibilities:

For making the line even shorter and faster than it already is: The Boogie Babes staff was thrilled that they were able to make the line end in only 4.5 minutes and are hoping to get the average time down to 3 minutes.

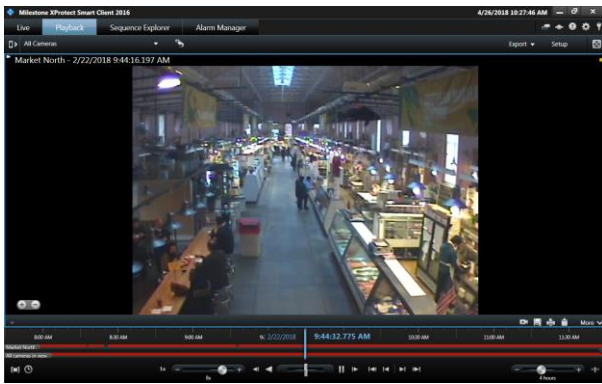
For merchants to take advantage of a captive market: In all of the video footage, it was clear that the attendees were shopping at Eastern Market stands after the events; several patronize merchants prior to the show. If merchants are interested in attendees shopping even more than they currently are, we are willing and interested in working with the merchants and Boogie Babes to promote new items to their attendees. We have a great working relationship with Boogie Babes staff; if there are any offers that you would like us to promote, we are more than happy to either pass on a flier or make a flier for a group of merchants. The Boogie Babes team is receptive to including EM announcements during their shows.

Below is a summary of line flow on two Thursdays (we have six on video but they all look about the same).

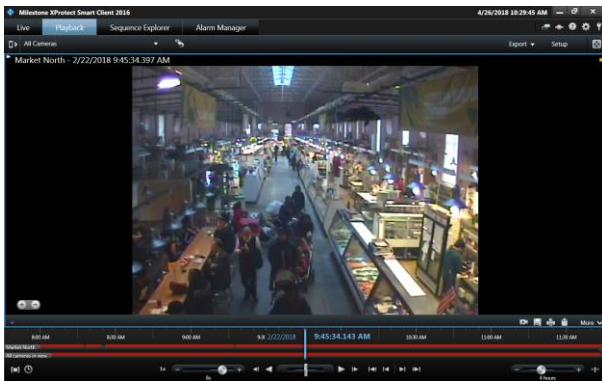
2/22/18

Line started at 9:45, reached max (Union Meat) in 5 minute and was gone 2 minute later at 9:51. Total of 6 minutes of Boogie Babes line.

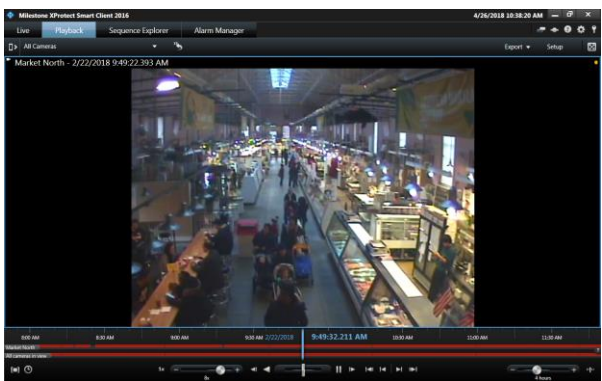
9:44 – No line



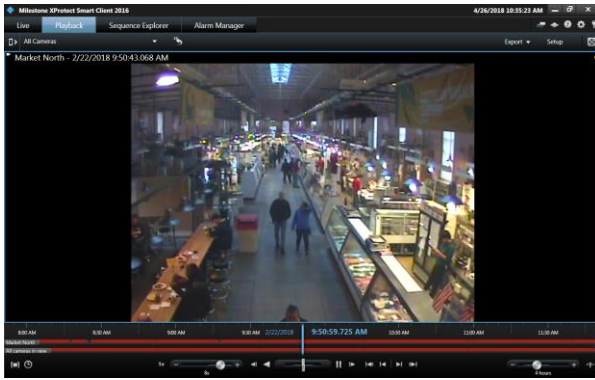
9:45 – Line begins



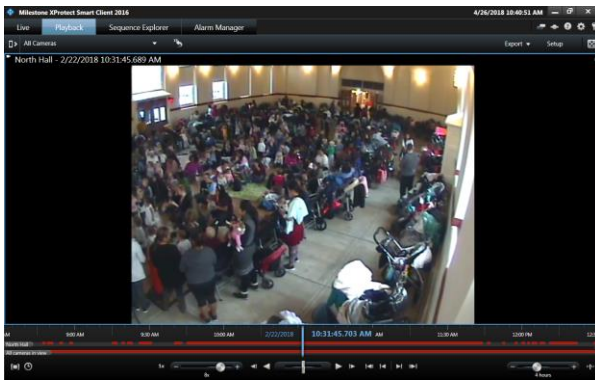
9:49 – Max line – Union Meat



9:51 – No line



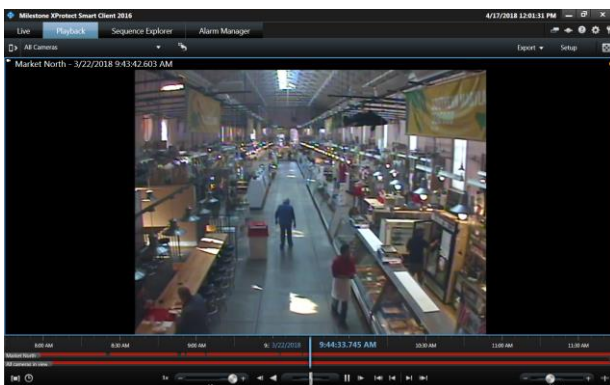
10:31 – Full house



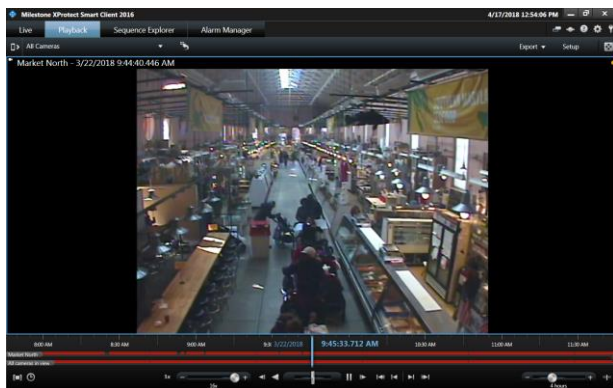
3/22/18

Line started at 9:45, reached max (Union Meat) in 1 minute and was gone 1 minute later at 9:47. Total of 2 minutes of Boogie Babes line.

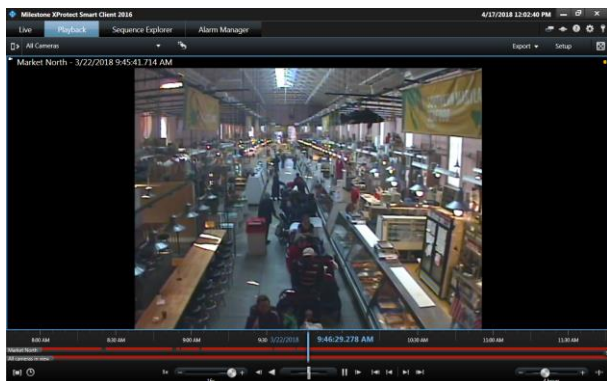
9:44 – No line



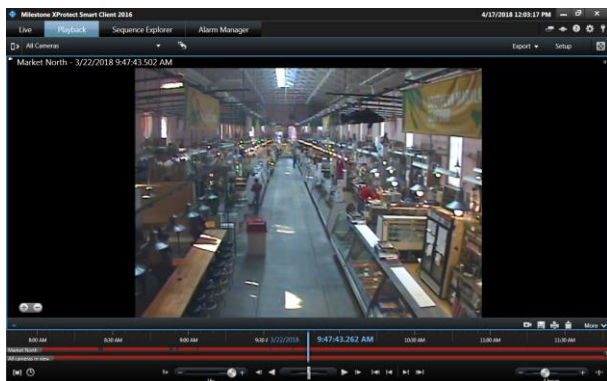
9:45 – Line begins



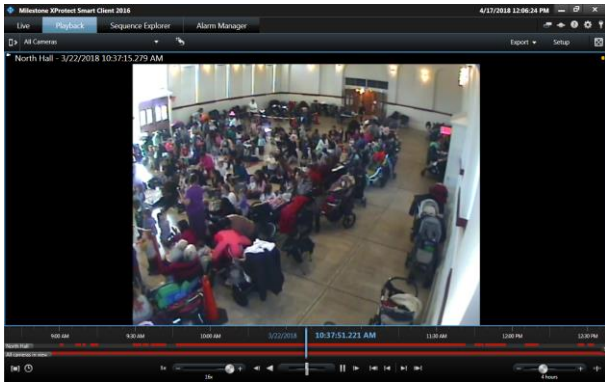
9:46 – Max line – Union Meat



9:47 – No line



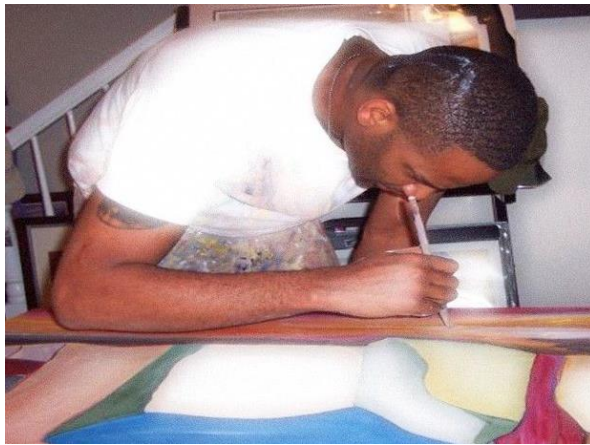
10:37 – Full house



As Couple of our New Vendors

Ray Hart

Ray Hart writes, “I am self-taught artist; however, my course of study is held in Sociology and lends greatly, to the art which I create. After graduating from college, I quickly became disenchanted with the field of social work. Yet, I was determined to serve my community in some form. Therefore, through a great deal of adversity and struggle, I discovered this gift of art creation within me. From simple poetry writing to ink drawings, I gave birth to my unique painting style. And I haven't looked back. Today, I serve many communities with this gift of art creation.”



Hunter Haynes, Snowbird Farm

Snowbird Farm was founded because we believe in honesty. Honestly grown produce of the highest quality. Without a tractor or tiller. Without synthetics or petroleum fertilizers. Everything on our farm is cultivated meticulously with hand tools to reduce weed pressure and produce healthy delicious food. We enjoy what we do, and the lifestyle that comes along with it. We travel in the winter and return when Virginia warms up.



Eastern Market Community Advisory Committee Capital Improvements

Report to the EMCAC Concerning Launch Pad projects

May 22, 2018

1. Replacing Brownstone steps to South Hall main entrance.

The proposed sample had white exposed aggregate and a rough texture:



Brownstone, a form of sandstone, does not have the gravel-like inclusions and the texture on the sample is too rough, although probably a good color. I questioned whether this was a Cathedral Stone product, or had been prepared by a certified Cathedral Stone technician who had gone through a JAHN-Certification Masonry Restoration Workshop.

See: <https://cathedralstone.com/pages/training-1>

The response explained that

“the textured face because we have used it in restoration to give the appearance of a weathered stone. Now that I have to color combination. I can cast another sample with a smoother finish.”

And this was the next, smoother finish sample:



I pointed out that the color was clearly wrong and now we have contrasting black specks. On May 21, Barry and I met with Anne Brockett, Architectural Historian of the HPO. Ann pointed out that the permit specifies repair, not replacement of the stairs. The three of us agreed that the restored stairs should match the Pottery studio stairs, with no exposed aggregate. Barry shared these concerns with the contractor and has provided the contractor with information about Federal Masonry, the installer who did the Pottery Studio steps.

2. Install historically appropriate hand rails to the front steps.

The handrails will be installed after the stairs are restored

3. Install window blinds to the oculus windows in the South Hall

The window covers for the oculus windows have been fabricated and were being installed on Monday, May 21. They match very closely the previously installed window shades.

4. Renovate First Floor Market Manager's Office.

The wood paneling has been removed, exposing the original plaster-direct wall, the lower portion of which was the same salmon color as the main South Hall. There is evidence of a chair-rail, the profile of which is unknown. Complicating any restoration of the walls of the office is the extensive array of electric conduit and raceways housing receptacles, the current location of which is several inches away from the now exposed walls.

On Monday, May 21, Barry and I met with Anne Brockett, Architectural Historian, of the HPO. A consensus was reached that:

- The walls will be plastered.
- A wood chair rail will be installed (painted to match the window trim), and the walls painted with a salmon (to match the main South Hall) below the chair rail and a white/cream (to match the adjacent entry) above the chair rail.
- The electric conduit will be reconfigured to be flush with the new plaster walls.
- The rectangular raceways that house the receptacle will be reconfigured to be flush with the new plastered wall, but at its present height.

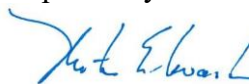
5. Replace uplights, three on each side of main entrance

These have not yet been installed

6. Repair North Hall Window (the transom or arch top window)

The window has been removed to the workshop of the Craftsmen Group where it is being disassembled and rebuilt with new, more rigid muntins, and the glass will be covered with 3M Prestige 40 film - the same treatment that was applied to the South Hall windows. The rebuilt window is expected to be installed this week.

Respectively submitted,



Monte Edwards

Chair, Capital Improvements Subcommittee