

**EASTERN MARKET COMMUNITY ADVISORY COMMITTEE
REGULAR MEETING
APRIL 25, 2018**

MINUTES

Attendance: Chuck Burger, Vice Chair; Monte Edwards, Secretary; Chander Jayaraman; Tom Kuchenberg, Treasurer; Susan Oursler; and Donna Scheeder, Chair, were present. Bill Glasgow and Richard Layman arrived at 7:03 P.M. Anita Jefferson (for Nikki Dean) arrived at 7:08 P.M. Angie Brunson arrived at 7:38 P.M. Jonathan Page was excused.

The regular meeting of the Eastern Market Community Advisory Committee (EMCAC) was held on Wednesday, April 25, 2018, at 7:00 P.M., in the North Hall of Eastern Market. The Chair called the meeting to order at 7:02 P.M.

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

Mr. Kuchenberg moved approval of the March 28, 2018, regular meeting minutes. The minutes were approved, as corrected.

Report of the Executive Committee

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

Report on the Budget Briefing with DGS on April 12th

The Chair reported on the budget briefing given by the Department of General Services (DGS) on April 12, 2018, including:

- Annually, in the September to November timeframe prior to submission of the budget to the Mayor, DGS to seek EMCAC input regarding Eastern Market budget matters;
- Eastern Market revenues that are unexpended at the end of the year to carry-over in the Enterprise Fund; and
- Currently, there is no capital budget for Eastern Market, however, EMCAC is working with Councilmember Charles Allen on a capital budget request.

The Chair stated that she sent a summary of the briefing to EMCAC members and requested follow-up questions to continue the budget dialog with DGS.

Strategic Plan Process for Eastern Market and Status of the 300 block

The Chair reported that on April 25, 2018, EMCAC sent a report with recommendations regarding the strategic plan process.

Report of the Market Manager

Mr. Margeson provided a written report of the Market Manager, which is attached to these minutes. He agreed to work with Mr. Glasgow on reexamining opportunities for reasonably priced parking in the 700 Penn development.

Mr. Jayaraman moved that EMCAC send a short communication enforcing the point that there should be an open line of communication with the outdoor vendor community and they should have equal access to meetings with DGS. The motion was adopted.

Finance Subcommittee

Mr. Kuchenberg, the Chair of the Finance Subcommittee, stated his appreciation for the EMCAC Chair's and the Capital Improvements Subcommittee's Chair testimony last month to the District of Columbia Council as well as Councilmember Allen's assistance with the DGS briefing. He highlighted two commitments from DGS for EMCAC participation: (1) review and advise on spending priorities for Eastern Market projects; and (2) advise regarding fiscal year 2020 and future Eastern Market budgets.

Report of the Tenants Council

Anita Jefferson, Interim Chair of the Tenants Council, provided a report, which is attached to these minutes. There was discussion regarding the need to post at all times the name of the "manager on duty," and Mr. Margeson agreed that he would do this.

Community Comments and Concerns

Jerry Stroufe introduced himself as the new commissioner for ANC 6B02, which includes Eastern Market.

Carol Wright thanked Mr. Edwards for his work as EMCAC Secretary.

The meeting adjourned at 8:39 P.M.

Monte Edwards, Secretary



Eastern Market Manager's Report to the EMCAC

April 25, 2018

Finances

March Revenues

Description	Revenue
South Hall Rent	\$ 22,017
Exhibitors & Farmers Line	\$ 24,137
North Hall	\$ 11,745
Application and Event Fees	\$ 105
Flea Market	\$ 6,100
ATM	\$ 2,499
Total Income	\$ 66,603

Included with this report are the finances that were provided to the EMCAC at the finance meeting held on April 12.

Leases

The Director will be meeting with the merchants next week and the leases will be on the agenda.

Capital Improvements

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



Transom window coming down

Transom window getting ready to go to the shop



Transom window in the shop

Schedule for the rest of the work is:

1. Complete installation of Transom in North Hall on Monday May 14
2. Installation of blinds Monday May 14 or 21
3. Begin demolition and office work on Sunday May 20 after 4:00 p.m. and work until May Tuesday 22.
4. Begin Demolition and installation of the front Steps May 28
5. Complete handrail when steps are completed, week of May 28.

Eastern Market Main Street

Market Week runs from April 29 to May 6, the same week as Small Business Week. The week kicks off with Night at the Market and continues throughout the week giving opportunities for “customers to invest in their local economy while fostering a walkable, vibrant, and inclusive neighborhood.” There are opportunities to collaborate, sponsor, and volunteer at <https://www.easternmarketmainstreet.org/marketweek>. We have some tickets to Night at the Market on Sun, April 29, 2018 from 6:00 PM – 9:00 PM that we are making available to EMCAC members. Please let me know and I will set aside a ticket for you.

EMMS conducted a customer survey of the Eastern Market corridor and received a total of 500 responses. They have not yet released the report but we reviewed the results at the last board meeting and I’m certain that the results will be valuable to all of us.

Merchants and vendors are welcome to apply for both of the grant opportunities available through the Eastern Market Main Street. I will be sending out another notice of what moneys area available and what the application process requires.

Marketing

We have put a customer feedback box next to the first floor office (old school yelp). No feedback yet.

We have put more restroom signs up around the market and will be putting up ATM signs as well.

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

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

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

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.

3/28/2018	Social Media Advertisements - FB, Instagram, and Twitter	Eastern Market Main Street
3/29/2018	Social Media Advertisements - FB, Instagram, and Twitter	Market Hours: Easter Sunday
3/29/2018	Social Media Advertisements - FB, Instagram, and Twitter	Fine Sweet Shoppe: Merchant
3/30/2018	Social Media Advertisements - FB, Instagram, and Twitter	Blue Iris Flowers: Vendor
4/1/2018	Social Media Advertisements - FB, Instagram, and Twitter	Market Hours: Easter Sunday
4/2/2018	Social Media Advertisements - FB, Instagram, and Twitter	Become A Vendor
4/4/2018	Social Media Advertisements - FB, Instagram, and Twitter	Jonathan Bardzik: Chef
4/4/2018	Channel 9 News	Calomiris Produce: Merchant
4/5/2018	Social Media Advertisements - FB, Instagram, and Twitter	Calomiris Produce: Merchant

4/6/2018	Social Media Advertisements - FB and Twitter	Wunder Around: Vendor
4/9/2018	Social Media Advertisements - Instagram, and Twitter	EM: Window Removal
4/10/2018	Social Media Advertisements - FB, Instagram, and Twitter	Fresh Tuesdays
4/12/2018	Social Media Advertisements - FB, Instagram, and Twitter	Best of DC
4/12/2018	Social Media Advertisements - FB, Instagram, and Twitter	DC DPW: Bins Giveaway
4/13/2018	Social Media Advertisements - Twitter	Lil Fishy Designs: Vendor
4/14/2018	Social Media Advertisements - FB	Calomiris Produce: Merchant
4/14/2018	Social Media Advertisements - FB	Canales Quality Meats: Merchant
4/14/2018	Social Media Advertisements - FB, Instagram, and Twitter	Suzanne Milavitz: Vendor
4/14/2018	Social Media Advertisements - FB, Instagram, and Twitter	Customer Repost
4/15/2018	Social Media Advertisements - FB	Union Meat: Merchant
4/17/2018	Social Media Advertisements - FB, Instagram, and Twitter	Bowers' Fancy Dairy: Merchant
4/18/2018	Social Media Advertisements - FB, Instagram, and Twitter	Pridon G.: Vendor
4/22/2018	Social Media Advertisements - FB, Instagram, and Twitter	Earth Day
4/23/2018	Social Media Advertisements - FB	Jonathan Bardzik: Chef
4/24/2018	Social Media Advertisements - Twitter	Eastern Market Main Street
4/24/2018	Social Media Advertisements - FB	Eastern Market Main Street
4/24/2018	Social Media Advertisements - Instagram and Twitter	Eastern Market Main Street
4/24/2018	Social Media Advertisements - FB, Instagram, and Twitter	Fresh Tuesdays

North Hall

We will have had 27 public events by the end of this month and 4 private events.

Public events:

- Aerobics Fitness
- Stroller Strides
- Boogie Babes
- Tango
- Maury at the Market

- EMCAC
- Night at the Market
- DOEE (paid a rental fee) held the 2018 District Sustainability Awards in the North Hall on 4/18 – the mayor was in attendance.

Private events:

- Two weddings
- One rehearsal
- One business reception

Current North Hall promotion:



EASTERN MARKET TENANT'S COUNCIL MEETING APRIL 12, 2018

- Meeting Dates: Please mark your calendars

5/10, 6/14, 7/12, 9/13 10/11, 11/15.

- Strategic plan stakeholders meetings

The Tenants Council agreed to construct a broad list of concerns and suggestions in preparation for the stakeholders meetings. This will allow any merchant, farmer or vendor to have their issues heard regardless of whether they can participate in the meetings. It will also assist all TC reps in being knowledgeable about the issues that are concerning not just their constituents but the whole market.

- Non food vendor elections

Call for nominations and job descriptions went out 4/2/18

Nominations closed 4/16

Elections will take place this weekend in the North Hall 8am – 10 am both days.

We have one Nominee for EMCAC: Nicole Dean

We are pleased to announce a robust response to the one open TC spot. While we had a total of 6 Nominees, the field has been narrowed to just three due to three withdraws.

Habiba Bahri

Jamie Langdon

Brian VanFleet

We hope this enthusiasm carries over to next year's elections where all seats will be open for non-food vendors.

- Security Issues:

Revisited TC resolution to have security (PSD) on site until 6:30 pm as vendors along Broadway and under shed have till then to pack up. This was addressed by management and PSD last year however with the change of season and time it needs to be revisited with PSD. Katrina attended the meeting and agreed to discuss it with Barry.

Revisit TC resolution highlighting need for signs that say street closed to have "market vendor traffic only" added. This seems to work at bottom of 7th street and as we enter what we hope is busy months of summer it will cut down on public traffic entering at C st and/or the alley and driving up to North Carolina before 6pm.

Resolution 5-13-15-05 7th Street Safety and Signage (passed 6 to 0)

The market manager's proposed "talley of signs required" does not include "do not enter, vendors only" signs for 7th street ends and alley access point to 7th street. The TC has passed numerous resolutions requesting these signs, we find it absolutely imperative that they be included in the new signage for the extended street closure on 7th street.

- TC requests to have Management Hours made public so that during the week Merchants know who is in charge and on duty at all times should issues arise that require immediate attention. On weekends it's desirable to know who is on duty both am load in and pm Load out. It is desirable to have management on site and visible from open to close daily including weekends.
- TC requests management revisit the Pest Control study with Merchants and address any unresolved issues and provide a timeline for remediation.

Resolution 1-18-18-04(Passed 6-0) PRESTO program report

TC urges management to review and take immediate action on the PRESTO program report dated Dec. 6th, 2017.

- TC requests an update from EMCAC on the grievance process.
- TC requests an update from management on the HVAC failures of Dec/Jan 2017 Holidays. A recap report on issues identified and remediation recommended and/or taken.

Resolution 1-18-8-05 (passed 6-0)

TC urges management to report to Tenant's Council and to the EMCAC the causes of HVAC shortcomings in the Eastern Market building during the recent extreme cold. Further, the Council urges immediate solutions be implemented to forestall recurrences during the remaining cold season.

TC worked with weekend market manager Katrina, to identify a more desirable solution for this resolution. To prevent the line of Boogie Babes participants waiting to purchase tickets and enter the North Hall, from blocking customer access to South Hall Merchant stalls, the solution agreed to was to relocate the ticket table deeper into the North Hall and use cones or other crowd control devices to guide the flow of traffic. This will keep the walk way from the restrooms back into the South Hall clear for safety purposes and will not interrupt merchant's businesses.

Resolution 4-23-15-02 Boogie Babes entry line (passed 4-0)

The TC requests that line formed for entering Boogie Babes performances in North Hall be relocated outside the South Hall, where it backs up for a significant amount of time.