

**EASTERN MARKET COMMUNITY ADVISORY COMMITTEE
REGULAR MEETING
MARCH 27, 2019**

MINUTES

Attendance: Chuck Burger, Vice Chair; Nikki Dean; Monte Edwards, Secretary; Tom Kuchenberg, Treasurer; Richard Layman; Susan Oursler; Jonathan Page; Donna Scheeder, Chair, and Jerry Sroufe were present. Angie Brunson, Anita Jefferson, and Mike Bowers (for Bill Glasgow) arrived after the meeting began.

The regular meeting of the Eastern Market Community Advisory Committee (EMCAC) was held on Wednesday, March 27, 2019, 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 February 27, 2019, regular meeting minutes. The minutes were approved as corrected.

April 2019 EMCAC Meeting

The April 2019 EMCAC meeting was rescheduled from Wednesday, April 24, 2019, to Tuesday, April 30, 2019, by unanimous consent.

Special Presentation on Historic Designation for DC Public Library's Southeast Branch

Beth Pucell, Chair of the Historic Preservation Committee of the Capitol Hill Restoration Society (CHRS), made a presentation regarding CHRS's nomination of the Southeast Branch of the DC Public Library for inclusion in the Register of National Historic Landmarks. A handout from the presentation is attached to these minutes.

Mr. Edwards moved that EMCAC support the CHRS's application regarding the DC Public Library's Southeast Branch. The motion was adopted.

Update on the Eastern Market Metro Plaza Project

The Chair reported that the advisory team met the previous week and a hearing occurred before the U.S. Commission of Fine Arts. A public meeting will take place on April 3, 2019, at 7:00 P.M. in the North Hall of Eastern Market. The Chair indicated that she continues to stress in the advisory team meetings the need for the plans to include wayfinding signage and expects the issue to advance in the next meeting.

Treasurer's Report

Mr. Kuchenberg reported that \$680,000.00 for the HVAC upgrade, EMCAC's top priority, was included in the Mayor's 2020 capital budget. He also reported that a number of important capital improvement priorities, including the emergency backup generator, emergency notification system, and brownstone repair, as well as a number of other priorities, were not included in the budget. Mr. Kuchenberg called for DGS to fulfill its responsibility to maintain Eastern Market with an ongoing program to surveil and assess the infrastructure. The list of capital improvement recommendations developed and approved by EMCAC is attached to these minutes.

Mr. Page moved that EMCAC, in its testimony to the DC Council on April 4, 2019, regarding the budget, support the inclusion of funding for the HVAC upgrade, requests for additional funding for the remaining capital improvement projects on EMCAC's list, and a request for the Department of General Services to undertake a multiple year capital budget plan for Eastern Market. The motion was adopted unanimously.

Report of Capital Improvements Subcommittee

Mr. Edwards, Chair of the Capital Improvements Subcommittee, reported that Barry Margeson, Market Manager, requested assistance with the preparation of a RFP for signage. Mr. Edwards plans to explore a possible role in preparing the RFP for Karin Edgett, who designed the signage when the market reopened. He also stated that Mr. Margeson contacted a HVAC contractor that is in the process of providing certain instrumentation on the cooling units so that they can be better analyzed.

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 financial projections for upcoming quarters in his report and additional vendor analysis.

Mr. Edwards requested that individuals interested in being trained as docents for tours of Eastern Market on Sunday, June 9, 2019, in connection with the 10th anniversary of the market's reopening, contact him.

Report of the Tenants Council

Ms. Jefferson, Interim Chair of the Tenants Council, presented a written report of the Tenants Council, which is attached to these minutes.

Report of the Application Advisory Review Subcommittee

Ms. Dean, Chair of the Application Advisory Review Subcommittee, reported that she recently received the first 10 applications and plans to send them out for review.

Community Comments and Concerns

Chander Jayaraman commented on Advisory Neighborhood Commission 6B and EMCAC working together and holding DGS accountable.

Ellen Oppenheimer commented on parking enforcement and a private market manager.

Mr. Edwards announced CHRS's Dick Wolf Memorial Lecture on dismantling the DC streetcar system at 7:00 P.M. on Friday, March 29, 2019, at the Hill Center.

The meeting adjourned at 9:01 P.M.

Monte Edwards, Secretary

Southeast Branch Library (1922, designed by Edward L. Tilton)

Public libraries in the US & Carnegie libraries

Boston Public Library: 1887, trustees want a new library, "a palace for the people."

Competition winner: McKim, Mead and White, a famous architectural firm. How to deliver a library palace for the people? Look to Classical and Renaissance examples.

Renaissance Italian palaces: ample windows on street floor where rich merchants conducted business, and on the second floor, where the family lived, much larger and rounded windows with taller ceilings, the *piano nobile*. The *piano nobile* has the reading rooms for the public, with large rounded windows and beautiful natural light, the best part of the "palace." Boston Public Library is one of the most famous libraries in the US.

Our Southeast Branch Library, built in 1922, has a direct connection to the Boston Public Library. - Edward L. Tilton, who designed the Southeast Branch Library, worked at McKim, Mead and White when the firm was working on the Boston Public Libraries. He became an expert on library design, specialized in libraries, and became a noted expert.

Meanwhile, in 1886, Andrew Carnegie had begun his charitable work of funding libraries across the country. He would pay to construct the building if the municipality provided the land and funding for operations. He paid for 1,681 libraries, including four in DC: Main library at Mt. Vernon Square (1903), and three branch libraries: Takoma Park (1911), Southeast (1922) and Mount Pleasant (1925). The key decision maker for awarding Carnegie library grants respected Tilton, so it was not a surprise that the DC library trustees selected Tilton to design the Southeast Branch Library.

Direct connection to the Boston Public Library: Renaissance Palace - reading rooms on the *piano nobile*, and the entrance is the entrance to a Roman temple.

Children's education: Boston Public Library innovation, included in our library. Fireplace, welcoming and homey. And, from the beginning, a children's' librarian and programs.

DC public libraries were integrated from the beginning. The Southeast Branch Library was planned to serve approximately 8,000 African Americans and 33,000 whites.

As a contributing building in the Capitol Hill Historic District, any changes to the exterior of the Southeast Branch Library are subject to review by the Historic Preservation Review Board, which for example, reviewed the changes to the Northeast Library. In addition, as a DC government project, any changes to the exterior are must be approved by the DC Historic Preservation Office. For example, the changes to the Northeast Library, which is not a landmark, were reviewed and approved by HPRB in 2012. HPA 12-303.

Adding the Southeast Branch Library to the list of historic landmarks does not change, or add to, the review process for any changes to the exterior of the library. (The library nomination does not cover the interior; in fact only about 11 historic buildings in the city include the interior.) The nomination does add to the knowledge and appreciation of the building.

Categorized Projects for Inclusion in Budget

Historic Renovation Work	Replace spalling stonework	2	\$ 350,000	Replace foundation stones at the market that are spalling
	North Hall Brickwork	1	\$ 40,000	Replace brickwork in North Hall Plaza - Trip hazard
	Replace Pottery Studio stonework	2	\$ 51,600	Replace stonework outside pottery studio
	Roof inspection and repair	3	\$ 70,000	Inspect roof, esp near sky light and repair as required
	Repaint Market	3	\$ 45,000	Repaint entire market including shed
	Total		\$ 556,600	
HVAC	Chiller replacement		\$ 400,000	Replace chiller part of HVAC system
	Longterm HVAC Repairs		\$ 125,000	Follow-through on all HVAC system repairs based on FY19 Report
	Building Management System		\$ 155,000	Establish connection between building mgmt system and circular windows
	Total		\$ 680,000	
Strategic Infrastructure Upgrades	Generator	2	\$ 550,000	Back-up Electric Generator
	Complete North Hall acoustical treatment	3	\$ 64,500	Treat additional wall of North Hall and install sound reducing blinds
	Replace door hardware	3	\$ 110,000	Replace all door hardware with programmable magnetic locks
	Emergency Broadcast System	2	\$ 76,000	Design and install emergency broadcast system for inside and outside
	Eastern Market Exterior signage	2	\$ 55,000	Add Eastern Market sign to exterior of market
	Waterproof Market Poultry	3	\$ 35,000	Waterproof Market Poultry
	Uplights	3	\$ 11,000	Fix the up lights in the North Hall and South Hall
	Seal Floors	3	\$ 15,000	Seal all floors of the market
	Repair or replace freight lift	3	85,000	Repair or replace freight lift that breaks down regularly
	Total		\$ 1,001,500	
Total			\$ 2,238,100	

Not Capital Expenditures	Restripe Alley		\$ 1,500	Restripe back alley
	Dance Floor		\$ 9,800	Replace Dance Floor for North Hall
	Repair bathroom tile and fixtures		\$ 5,000	Fix bathroom tile
Total			\$ 16,300	

Notes:

1. The North Hall Plaza Brickwork would appear to be a capital expenditure, but whether responsibility of DGS or DDOT is unclear, since the Plaza is "Public Space" generally controlled by DDOT. In 2009, DDOT was involved in the redesign of the North Plaza in terms of relocating the tree boxes, selection of trees, location of the bicycle racks and other aspects of the redesign. Whatever the cost responsibility, it requires review and comment by EMCAC.

2. The need for Replacement of Pottery Studio Stonework, Generator, Emergency Broadcast, Eastern Market Exterior Signage have been reviewed and endorsed by EMCAC in concept. They constitute capital expenditure, but the final capacity, location, design and implementation will require review by EMCAC

3. The need for Repaint Market, Roof Repairs, Replace Door Hardware Complete North Hall Acoustic Treatment, Waterproof Market Poultry, Uplights, and Repair or replace freight lift all appear to be capital projects, but EMCAC has not reviewed any of these projects and needs to do so pursuant to DC Code §37-111(g)(3)(C) and (h).



Eastern Market Manager's Report to the EMCAC

March 27, 2019

Finances

January & February Revenues

	January	February
APPLICATION FEE	\$245.00	\$70.00
ATM	\$2,499.00	\$4,286.70
NORTH HALL	\$7,586.87	\$15,915.00
OUTDOOR VENDOR	\$9,976.07	\$13,397.08
FLEA MARKET 7TH STREET	0	\$3,050.00
EVENT FEE		\$1,150.00
SOUTH HALL	\$21,165.60	\$13,707.86
Total	\$41,472.54	\$51,576.54

Financials are complete for FY18. Financials for Q1-2 of FY19 will be ready by April 19. Please propose a meeting time and we will work to make it happen.

MOU with EMCAC – This will be a relatively straightforward Memorandum of Understanding (MOU) process. Once we've received feedback on the MOU from EMCAC, we will route this for signature.

Strategic Plan – The Eastern Market Strategic Plan will be conducted by DMPED.

Leases

By April 4, we will hear back from the merchants' counsel regarding the appraisal and the leases.

Operations

300 Block

DGS will be managing the 300 block until further notice. The Director of DGS, Keith Anderson, sent a letter to ANC Commissioner Jayaraman.

Bollard Study

I will be putting the Scope of Work into the system next week.

Eastern Market Signage:

The Scope of Work for the signage is waiting for one final review and we will be put into the system once that review is complete.

HVAC:

Multistack engineer from Boland Trane has begun review of the Multistack system. RSC will be providing a quote for putting the pottery studio on one thermostat. RSC is reaching out to Johnson Controls for costs regarding the BAS work.

Pest Control:

A joint walk-through was conducted between DGS pest control contractor, the COTR, and the contractor for 3 of the merchants. I sent out deliverables for all merchants and for DGS. DGS items include:

- Further sealing doors, which has begun
- In all remaining instances, sealing space between walk-ins and walls

Parking:

Parking validation program for customers has begun with 700 Penn. Chaser tickets for \$4.00 off are in the office for distribution and signs for merchant stands have been distributed.

Maintenance:

Repaired acoustical walls in North Hall, replaced two grease traps (under warranty), replaced uplights in South Hall, window film on doors removed.

Toastmasters:

Club has 21 members and has chartered.

North Hall

Public events:

- Aerobic Fitness
- Alchemy of Great Taste
- Basis DC Boosters Supernova
- Boogie Babes
- EMCAC
- First planning meeting for an event celebrating the 10th anniversary of market reopening
- Maury at the Market
- Mayor Bowser's Women of Excellence Awards
- Passion City Church Community Group
- St. Patrick's Day Ceili
- Stroller Strides
- Tango

Private events:

- A New Roadmap to Sustainability
- Eastern Market Toastmasters
- FOCUS Gala



EASTERN MARKET

Marketing Report

FOLLOWERS UPDATE

INSTAGRAM			TWITTER			FACEBOOK		
DATE	FOLLOWERS	+	DATE	FOLLOWERS	+	DATE	FOLLOWERS	+
9/26/18	2253	193	lost around 11 followers per day			9/25/18	46111	181
11/28/18	2513	260	9/26/18	32668	171	11/27/18	46199	88
1/23/19	2710	197	11/28/18	32767	99	1/22/19	46251	52
2/27/19	2785	75	1/23/19	32789	22	2/26/19	46229	-22
3/27/19	2874	89	2/27/19	32767	-22	3/26/19	46258	29
			3/27/19	32828	61			

Eastern Market Marketing Checklist / Plan

2015 - 2019

COMPLETED:

- ✓ 2015: **Eastern Market map**
- ✓ 2015 – 2017: **Eastern Market Potluck**
- ✓ 2015 – 2018: Revamped and Updated **Eastern Market's website**
- ✓ 2015 – 2018: **Marketing Materials** – Eastern Market brochures, North Hall brochures, Become A Vendor postcards, and Fresh Tuesday postcards and signage
- ✓ 2015 – 2018: **Holiday Celebration**
 - Radio advertisement on WAMU and WTOP
 - 2017: WMATA – “Shop at Eastern Market this Holiday Season” Posters and dioramas
 - 2017: 2,000 postcards (4x6), 30 flyers (8.5x11), and 15 posters (11x17) printed, posted, and handed out
 - Advertisement within the City Paper and HillRag
 - Social Media postings
 - 2018: Participated in the Office Campaign - Eastern Market Main Street distributed 1,000 goody bags to various professional offices on the corridor and a bit beyond to engage more people who work in the area. Featured was 1,000 “Shop at Eastern Market this Holiday/ Thanksgiving Season” Postcards.
 - 2018: Participated in Small Business Saturday - Eastern Market Main Street handed out 200 Small Business Saturday giveaway bags. Featured was 200 “Shop at Eastern Market this Holiday/ Thanksgiving Season” Postcards.
 - 2018: Modern Postcards – 3,000 postcards printed, 2,500 shipped by December 3, 2018 to residence within a 5 miles radius of Eastern Market. The 500 remaining postcards were distributed to merchants and vendors for promoting during Market hours.
- ✓ 2015 – 2019: **Newsletters**
 - **Holiday Celebration - Wed, November 25th, 2015 4:46 PM to 7K recipients**
 - **Message from Market Manager - Thu, January 19th, 2017 2:48 PM to 7K recipients**
 - **Valentine's Day Guide - Tue, February 7th, 2017 9:51 AM to 7K recipients**
 - **Happy Valentine's Day - Tue, February 14th, 2017 11:51 AM to 7K recipients**
 - **Vendor Promotion - Wed, June 21st, 2017 4:51 PM to 7K recipients**
 - **Vendor Promotion - Mon, July 17th, 2017 11:08 AM to 6K recipients**
 - **National Farmers Market Week - Fri, August 11th, 2017 5:17 PM to 6K recipients**
 - **Outdoor Vendor Promotion - Fri, October 13th, 2017 3:13 PM to 6K recipients**
 - **Outdoor Vendor Promotion - Fri, October 20th, 2017 3:00 PM to 6K recipients**

- **Outdoor Farmers Promotion - Thu, May 31st, 2018 1:04 PM to 6K recipients**
- **Father's Day Guide - Fri, June 15th, 2018 9:05 AM to 6K recipients**
- **Thanksgiving Guide - Fri, November 2nd, 2018 11:06 AM to 6K recipients**
- **Holiday Season Guide, Outdoor Vendors - Fri, December 7th, 2018 10:37 AM to 6K recipients**
- **Holiday Season Guide, Indoor Merchants - Fri, December 14th, 2018 10:44 AM to 6K recipients**
- **Valentine's Day Guide - Fri, February 1st, 2019 12:16 PM to 6K recipients**
- ✓ 2016: Partnered with **Toursave and Old Town Trolley** for a one page feature within their DC booklet
- ✓ 2016 – 2019: **Eastern Market tours**
- ✓ 2016 – 2019: Membership with **Destination DC**
 - Attended networking events to promote the market
- ✓ 2016: **North Hall Open House**
- ✓ 2016 – 2019: **North Hall Signage**
 - North Hall closure directional signs to South Hall
 - North Hall Posters in the Center Hall
- ✓ 2016 - 2019: **North Hall Marketing**
 - Outreach to State Societies
 - North Hall seasonal promotions
 - Partnered with Destination DC events
- ✓ 2016 – 2019: **New Outdoor Vendors**
 - 2016: 40
 - 2017: 31
 - 2018: 23
 - 2019: 9
- ✓ 2016 – 2019: **Press Inquiries** – some of the features:
 - U.S. News Travel
 - Washington, DC The Hunt 3rd Edition
 - Fodor's Travel
 - pathfinderstravel.com
 - BH&G Shopkeeper
 - The Experts, a UK travel magazine
 - RES Travel Magazine Sweden AB
 - Toronto-based Today's Parent
 - "Travel" magazine in Greece
 - Country Living magazine
- ✓ 2016 – 2019: Destination for **Photoshoots and Interviews**
- ✓ 2017: Destination DC , IPW 2017 **All-Delegate Sightseeing Tour** showcased Eastern Market's history and outdoor vendor products
- ✓ 2017: Featured on **NBC Sports** for Small Business Saturday
- ✓ 2017 – 2019: **Cross marketing** with Eastern Market Main Street, local hotels, Destination DC, and visitor centers
- ✓ 2018 – 2019: Created and Updated **Vendor and Merchant Profiles** on Eastern Market's website
- ✓ 2019: Encouraged customers to vote for Eastern Market as **Best of DC Food Market**
 - Flyers
 - Social media postings
 - Website banners
- ✓ 2019: **Become A Vendor** promotion
 - HillRag
 - Social media postings
 - Website banners
- ✓ 2019: NEW Sandwich Board **Welcome Signs** – 10 signs printed and displayed November 2018

ONGOING FOR 2019:

- Events:
 - 10 Year Anniversary Event
 - Autumn/Fall Event

- Zip Trip Fox 5
- Follower outreach goal:
 - Instagram: +7,000
 - Twitter: +6,000
 - Facebook: +10,000
- New vendor promotion for 300 block of 7th Street
- 75 Vendor Profiles total (Increase of 22 from current 53)
- Monthly Newsletters
- Signage Project for FY19
 - NEW Smoking Signs
 - NEW Parking Signs
 - NEW Traffic Signs
 - NEW Door Operation Signs
 - NEW Door Signage
- Website updates
- Plan for Halloween, Thanksgiving, Christmas/ Holiday Celebration, and New Years
 - Newsletters
 - Signage
 - Web banners
 - Flyers/ postcards

Pages to Watch

Compare the performance of your Page and posts with similar Pages on Facebook.

Add Pages

Reactions, Comments & Shares *i*

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
YOU 1  Eastern Market	48.1K 	0%	10	2.2K 
2  Union Market DC	47.3K 	▲0.2%	0	4K 
3  The Flea Market at East...	11.1K 	0%	2	104 
4  Columbia Heights Farm...	3.1K 	▼0.2%	5	92 
5  Brookland's Monroe St ...	1.9K 	▲0.1%	4	99 
6  Eastern Market Main Str...	715 	▲0.3%	23	172 

See More Pages

Rediscover Eastern Market Event on June 7, 8, 9 (DRAFT)

Alternative names:

- Refresh
- Reopening
- Focus Forward

Three Day event:

- All weekend:
 - Photo Documentary of Eastern Market's people and history
- Friday
 - Morning:
 - Fox Five Zip Trip
 - Boogie Babes – music for kids

- Stroller Strides
 - Aerobics
 - Local non-profits
 - Vendors
- Evening:
 - Night market
 - Kick-off community potluck dinner in the North Hall
- Saturday
 - Standard weekly vendor set-up
 - Coordination with second Saturday
- Sunday – Grand Finale
 - Standard weekly vendor set-up
 - Music
 - Historical tours of the market
 - Cake
- Takeaways TBD

Eastern Market Main Street Update

Annual Meeting was a success!



Eastern Market Main Street

EASTERN MARKET MAIN STREET MEETING OF THE BOARD OF DIRECTORS Thursday, January 17, 2019

A meeting of the Board of Directors of Eastern Market Main Street (EMMS) was held at The Yard on Thursday, January 17th. The meeting was called to order at 8:40am.

Board members attending included Terry McDonald, Alex Golding, Mary Quillian, Mike Berman, Sean Pichon, Loren Bushkar, and Barry Margeson. Also attending was Executive Director Madeleine Odendahl and Program Coordinator Tiffany Branum. A quorum of the voting members of the board was present.

Mike Berman motioned to approve the minutes from the November board meeting. Loren Bushkar seconded the motion, and it passed unanimously.

In a review of 2018, Madeleine provided a financial summary and highlighted results from the board assessment. Board members expressed a desire to include financial strategy planning and fundraising training in future meetings.

On behalf of the Organization Committee, Madeleine gave an update on office relocation and staffing change. We reviewed the revised budget for 2019. Mary Quillian motioned to approve the budget, Terry McDonald seconded the motion, and it passed unanimously.

On behalf of the Design Committee, Madeleine shared Eastern Market Metro Park (EMMP) project updates and street changes. We discussed concerns about the project and Board member involvement, the shift to No Right Turn on Red at the intersection of 7th Street and Pennsylvania Avenue Southeast, and forthcoming EMMS light pole banners. The next meeting of the Design Committee will be Friday, March 8th.

On behalf of the Promotions Committee, Madeleine presented The Holly Days Impression Report, which showed increased total impressions from last year due to successful advertising. Madeleine also shared updates on the City Walker app official launch and newsletter revamp—now in two segments: The Beat geared toward residents and Business Beat designed for businesses. The next meeting of the Promotions Committee will be Thursday, January 24th.

Additionally, Madeleine noted that the first Third Thursdays Subcommittee met Tuesday, January 15th to increase stakeholder participation and support for the upcoming event series. The next Subcommittee meeting is Tuesday, March 5th.

The most recent Economic Vitality Committee was rescheduled due to weather for Friday, January 18th. Corridor updates were briefly discussed. The next meeting will be Thursday, February 7.

The board meeting adjourned at 10:01am.

Respectfully submitted,
Tiffany Branum
Program Coordinator, Eastern Market Main Street

Eastern Market Main Street

2018: WHAT HAVE WE BEEN UP TO?

TOTAL REACH

130,789

PASSPORT REACH

1,961

MAP ENGAGEMENT



AT MARKET WEEK HEADQUARTERS, EMMS HAD A MAP OF THE DC REGION, UNITED STATES, AND WORLD. VISITORS COULD PLACE A STICKER OVER WHERE THEY WERE FROM.
TOTAL PARTICIPANTS: 245



The second annual Market Week celebrated businesses with a full week of activities and events. The week kicked off with Night at the Market, a lively, community-oriented gathering that gave over 300 attendees "tastes" from 10 local restaurants and breweries. The Market Week Passport, distributed to over 1,900 visitors, introduced customers to the wide variety of businesses on the corridor.

NEW & RELOCATED BUSINESSES ON EASTERN MARKET MAIN STREET IN 2018



GRANTS TO SMALL BUSINESSES

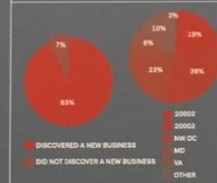
Through the Facade Improvement Program, EMMS awarded 13 grants totaling \$28,439 for new and replacement projects including signage, awnings, stairs, windows, and lighting. Through the Technical Assistance Program, EMMS awarded nine grants totaling \$10,000 for accounting, marketing, and legal assistance.

SOCIAL MEDIA FOLLOWING

EMMS saw tremendous growth across our social media channels in 2018, more than doubling our Instagram following. Across all channels in total, EMMS saw a 44% increase from 1,482 to 2,664.

CONSTITUTIONAL (N) PROHIBITION

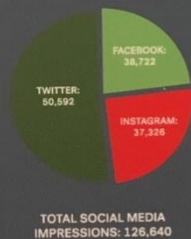
ATTENDEES



Through Constitutional(n): Prohibition, the first neighborhood tasting tour with a historical twist, EMMS highlighted local restaurants and regional drinkeries while showing guests a glimpse of what the Capitol Hill area was like during Prohibition.

TOTAL REACH: 99,366

SOCIAL MEDIA



TOTAL SOCIAL MEDIA IMPRESSIONS: 126,640



HIGHLIGHT

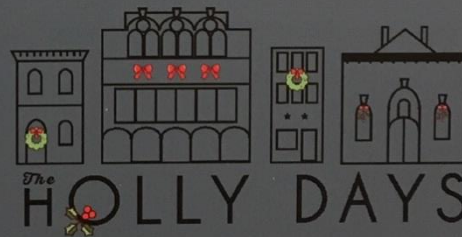


EMMS saw the National Main Street to Main Street Small Business Saturday campaign, signed 1,700 names on Facebook. In this video, we talked with three local businesses about their plans and events for Small Business Saturday and encouraged everyone to participate.

PRINT

HillRag • 27,000
DC • 13,500
PAPER • 75,350

TOTAL PRINT IMPRESSIONS: 115,850



A campaign to draw customers and visitors to the corridor during the busiest shopping season of the year, The Holly Days included a comprehensive digital, print, and on-site marketing campaign that kicked off on Small Business Saturday, included the second annual Capitol Hill Caroling Marathon, and ran through the end of December.

TOTAL IMPRESSIONS: 243,317



Eastern Market
Main Street

Read more about our efforts to support small businesses through the Main Street First-Point Approach (organization, promotion, design, and economic vitality) in our Annual Report or online at www.easternmarketmainstreet.org



Eastern Market Main Street is a 501(c)(3) non-profit organization. DC Main Street Partnership is a 501(c)(3) non-profit organization. Eastern Market Main Street is a 501(c)(3) non-profit organization.

Tenants Council March meeting

In preparation for meeting with DGS TC discussed what are the top issues needing attention by management.

The TC sends condolences out to Shobha Ohal, Mu Tu-Sanguan, and Barbara Chowney and their respective families on the loss of their loved ones.

TC shared list of outstanding resolutions from 2018 that needed closure with Barry. We will review the solutions he proposed in our April meeting and advise if there are any discrepancies.

Other areas of concern:

Regarding the Saturday use of lower 7th street (300 block) some concerns are:

The clear difference between what the legislation outlines as acceptable products for upper 7th street i.e. handmade arts and crafts, antiques and collectibles, ethno-specific is not same as what the Flea Markets allowed. If DGS is to manage both, they will need a clearly outlined plan on how they will review applications for products on the lower half. If they accept any of the current Flea Market vendors then those vendors should not be moved to upper 7th on days when there are not enough vendors or inclement weather.

TC want to ensure the quality standards for new products and vendors is upheld.

What changes to the application will be made for lower 7th. TC requests to see new applications.

Concern:

Safety-what is plan to keep vendors safe and manage emerging issues throughout the day outside with addition of the lower half of 7th. How many new PSD will there be. What is the written plan for management concerning how/when to close off the street, how many cones? Where placed? What is PSD supposed to be doing all day?

TC would like to see written plan for how new vendors will be given spaces, where they enter and exit and how are they being told what their process is? Orientation??

TC would like to know what changes in operating expenses will occur with addition of lower 7th.
Additional onsite management? Will Katrina be walking from natatorium to Pennsylvania on weekends?
How will you manage and track the additional money brought in by lower 7th

Ongoing issues TC requests be addressed that are not covered by strategic plan.

Safety: TC continues to request better PSD presence and clearer expectations of what they are to do while there. How many and what time are they leaving in evening.

Consistent and equitable treatment of all vendors, farmers and merchants specifically when dealing with problem resolution.