

**EASTERN MARKET COMMUNITY ADVISORY COMMITTEE  
REGULAR MEETING  
JANUARY 27, 2021**

**MINUTES**

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

The regular meeting of the Eastern Market Community Advisory Committee (EMCAC) was held on Wednesday, January 27, 2021, at 7:00 P.M., via Zoom. The Chair called the meeting to order at 7:03 P.M.

**Adoption of the Agenda**

Ms. Oursler moved that the agenda be adopted. The agenda was adopted.

**Approval of the Minutes**

Mr. Edwards moved that the November 18, 2020, regular meeting minutes be approved. The minutes were approved.

**Report of the Chair**

The Chair highlighted the dates of the scheduled EMCAC regular meetings through September 2021 and indicated she would review the date of the September meeting.

**Report of the Market Manager**

Market Manager Barry Margeson presented a written report of the Market Manager, which is attached to these minutes. Mr. Margeson agreed to (1) contact the Acting Director of Portfolio Management with the Department of General Services (DGS) regarding a meeting with EMCAC representatives on Eastern Market's fiscal year 2022 budget request, (2) survey merchants, vendors, food providers, and farmers regarding the loss of business due to earlier closing time, (3) clarify set-up restrictions for vendors, (4) learn and share with EMCAC the difference between a Request for Proposal and a Request for Task Order Proposal (RFTOP), and (5) contact DGS regarding finalizing the grievance process.

**Report of the Capital Improvements Subcommittee**

Mr. Edwards, Chair of the Capital Improvements Subcommittee, reported that he (1) is reviewing the heating, ventilation, and air conditioning RFTOP, comparing it to the previously prepared scope of work, and (2) plans to participate in the walk-through scheduled for Friday, January 29, 2021.

### **Report of the Tenants Council**

Ms. Jefferson, Interim Chair of the Tenants Council, reported the following ongoing concerns: weekend safety and security, including prevention of cars traveling on closed streets during scheduled business hours, and the onsite management plan for weekends.

### **Update on the Eastern Market Metro Park Project**

Commissioner Sroufe stated that the islands for both sets of slip lanes were removed, the rose bushes were removed, the trees were planted, the plumbing and electrical work is complete, and the selected public artwork will be installed. The Chair stated that Barracks Row Main Street is supporting the installation of another piece of artwork on the playground portion of the park, the installation of a third piece of public artwork is being considered, and a publicly displayed map of the area is being developed.

### **Community Comments and Concerns**

Mr. Burger reiterated his concerns regarding Eastern Market's safety and security. The Chair stated that she would work with him to develop a letter outlining EMCAC's concerns regarding these issues.

### **Adjournment**

The meeting adjourned at 8:09 P.M.

Monte Edwards, Secretary



## Eastern Market Manager's Report to the EMCAC

January 27, 2021

**Happy New Year and Happy Inauguration!!!**

### Finances

#### Eastern Market Revenues:

	Q1
South Hall Rent	\$54,896.52
Exhibitors & Farmers Line	\$67,526.00
North Hall	\$4,860.00
Application and Event Fees	\$315.00
Flea Market	\$3,050.00
ATM	\$1,918.08
<b>Total Income</b>	<b>\$132,565.60</b>

Financial numbers for FY20 will be finalized in February and we'll be able to adapt them to the format that the EMCAC is used to seeing.

### Leases

We started working in earnest with Jose Canales on his lease agreement over a year ago. The lease is fully executed as of last week. Other leases are currently on hold. We are currently considering the recommendations of the Strategic Plan, which are:

## 3.2

### Establish current leases for the South Hall merchants.

**Why:** Leases protect merchants and allow management to more sustainably plan for the medium and long-term. While the vast majority of public markets that we studied issue 1-year leases to all merchants, we recommend giving long-time merchants longer lease renewal terms. The case studies show that shorter lease terms at other public markets have not affected the ability of long-time and intergenerational tenants to continue to thrive. The [Case Studies section](#) gives more details on the precedents we used for these recommendations.

**How:** Establish 1-year modified gross license agreements for new tenants; establish 3-year modified gross lease agreements for long-term settled tenants and those with fit-out improvements and equipment.

The following typical public market lease terms and goals should be incorporated:

- Use rent tiers to incentivize affordability, quality, to maintain a balanced fresh food mix.
- A Common Area Maintenance (CAM) fee should incorporate some pass-through maintenance costs and advertising costs. Merchant's should have input through EMCAC on how the CAM budget is allocated.
- Rents should incentivize dense and efficient use of stall space. The legislation allows market management to reassign stall sizes.
- Reassess rents with lease renewals to keep pace with the rate of inflation based on the Consumer Price Index.
- Leases and license agreements should enforce product category and rent schemes should be based on product category. Lease and license agreement renewals should take into account product mix guidelines and periodic customer surveying (both should be updated at least every 5 years).
- Leases and license agreements should enforce merchant hours; all stalls should remain open during market hours.
- Confidential quarterly gross sales reporting to management should be required to assess the effectiveness of marketing efforts.
- Management should regularly inventory merchant product mix.
- Observe other terms established by DC legislation as necessary.

## Operations

### Tree Sales:

Because of how customers buy trees – no lines, staying tree distance at least apart from each other, we requested approval of two spaces that had so far been unused for vending: One on the outside of Bowers' Fancy Dairy and the other on C Street between 7<sup>th</sup> and the Eastern Market Alley. Both spaces

### Market hours:

We closed at 7pm on the week of Thanksgiving and the week of Christmas. On January 6<sup>th</sup> we closed a bit early so that merchants could get out of DC before the curfew. We closed in honor of Inauguration day.

### Farmers' Market:

Our two new food vendors are gaining more and more regular customers. You may be familiar with them:

- Panorama Bakery on Saturdays and Sundays;
- Fresh Harvest Hydroponics on Saturdays and Sundays.

### Security Update:

Currently, PSD continues coming by each weekend to check in and help out as required.

### **Marketspread:**

The winter has given us new challenges that Marketspread is helping us to solve. Always with the goal of keeping a close-knit, shoppable market, we have decided that, on days that look to have a very low turn-out, we will not map vendors on the street, and instead set them up on market day. Understandably, on some bad-looking days (windy or rainy or snowy or cold or all of these) vendors make final minute decisions on whether or not to come. In order to keep the market shoppable for customers, we set vendors up on these days as they arrive. This has worked out extremely well and most vendors have understood that it is for the good of the entire market.

### **Wrapping up signage work:**

On November 20, CFA approved the final submission and the Brick & Story team has started working on interior and exterior wayfinding.

### **HVAC:**

The Request for Task Order Proposals was signed off on by Contracting and Procurement and a site visit has been scheduled for this Friday, January 29 at 1pm. Donna will attend virtually and I hope that Monte will as well.

### **Parking:**

The back alley is being monitored on weekends and cars are being ticketed when they overstay. There is no funding currently for customer validated tickets. A steady number of weekend vendors use the 700 Penn validated spaces.

## **Strategic Plan**

We are currently meeting with the DMPED regarding the implementation of the Strategic Plan. We have our second meeting next week.

## **Marketing**

- Lights went up between the farmer' line shed and the market walls, just like in the North Hall plaza. Customers are taking selfies with them and posting.
- We increased the social media posting during the holiday season.

## **Grievance Process**

An updated grievance process request is being circulated for approval.

## **Thank you's**

- More and more merchants are pitching in to remind customers to wear their masks. It is extremely helpful. We aren't able to catch everyone (most customers who are maskless are so by mistake). Thank you!
- Thanks to the EMCAC for their consistent work and attention to Eastern Market.

## **Eastern Market Main Street:**

The Holly Days campaign was a huge success. It shined the light on all of the businesses of the Eastern Market Main Street. Many of the merchants participated in a raffle giveaway, which worked out very well.