

**EASTERN MARKET COMMUNITY ADVISORY COMMITTEE  
REGULAR MEETING  
OCTOBER 28, 2020**

**MINUTES**

Attendance: Chuck Burger, Vice Chair; Nikki Dean; Monte Edwards, Secretary; Bill Glasgow; Tom Kuchenberg, Treasurer; Anita Jefferson; Susan Oursler; Jonathan Page; Donna Scheeder, Chair; and Jerry Sroufe were present.

The regular meeting of the Eastern Market Community Advisory Committee (EMCAC) was held on Wednesday, October 28, 2020, at 7:00 P.M., via Zoom. The Chair called the meeting to order at 7:04 P.M.

**Adoption of the Agenda**

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

**Approval of the Minutes**

Commissioner Sroufe moved the approval of the September 30, 2020, regular meeting minutes. The minutes were approved.

**Report of the Chair**

The Chair highlighted the date of the remaining scheduled EMCAC regular meeting for the year: November 18, 2020.

**Report of the Nominations, Credentials and Membership Subcommittee**

Mr. Burger, Chair of the Subcommittee on Nominations, Credentials and Membership, reported the following nominations on behalf of subcommittee: Donna Scheeder, Chair; Chuck Burger, Vice-Chair; Monte Edwards, Secretary; and Tom Kuchenberg, Treasurer. There were no nominations made from the floor.

**Election of Officers**

There being a single nominee for each office, the following officers were elected by acclamation:

- Chair - Ms. Scheeder;
- Vice-Chair - Mr. Burger;
- Secretary - Mr. Edwards; and
- Treasurer - Mr. Kuchenberg.

### **Eastern Market Strategic Plan**

The Chair reviewed a draft letter, which is attached to these minutes, to the Department of General Services (DGS), the Deputy Mayor for Planning and Economic Development, and Councilmember Allen urging implementation and posing several questions. Mr. Kuchenberg moved that the letter be sent as drafted. The motion was adopted.

### **Report of the Market Manager**

Barry Margeson presented a written report of the Market Manager, which is attached to these minutes. Mr. Margeson agreed to: provide information on the variance between budgeted revenue and actual revenue in 2020 and effect of the variance on budgeted revenue for 2021; provide information on restoring the market hours, including for the short term; and keep the Tenants Council informed regarding placement of holiday tree vendors.

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

Ms. Jefferson, Interim Chair of the Tenants Council, reported that the Tenants Council discussed restoring the market hours inside and outside the market; security for the market during the week and on the weekends; reconsider reducing rental space prices; and social media marketing.

The Chair stated that security will be on the agenda for the November 18, 2020, EMCAC meeting.

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

The Chair stated that construction will start on parcel 4 the first week of November, which contains the metro entrance, the bike share bikes will be moved across street to parcel 1 during construction, and the public art selection process is advancing with the review of finalists.

### **Community Comments and Concerns**

Charles McCaffrey, Executive Director of Eastern Market Main Street, commented on the coordination of plans for the Holly Days celebration during November and December, including social media marketing.

### **Restoration of Market Hours for the End-of-Year Holiday Season**

Mr. Kuchenberg moved that EMCAC send DGS a letter in support of restoration of the market hours to 7:00 P.M. from mid-November through the end of December. The motion was adopted unanimously.

### **Adjournment**

The meeting adjourned at 8:23 P.M.

Monte Edwards, Secretary

EASTERN MARKET COMMUNITY ADVISORY COMMITTEE

312 NORTH CAROLINA AVE SE

WASHINGTON, DC 20003

October 31, 2020

Mr. Keith Anderson, Director  
Department of General Services  
2000 14th Street, NW, 8th Floor  
Washington, DC 20009

Dear Director Anderson:

DMPED has recently made the Strategic Plan developed by Architrave available to the public. A quorum of the Eastern Market Community Advisory Committee, meeting at a properly noticed meeting, voted to send this letter in support of moving forward quickly with implementation of the recommendations in this plan and to seek information about the governance aspects of the plan, to agency heads of DMPED, DGS, and CM Allen.

Over the past year EMCAC joined many members of the community in providing the information and ideas that provide the core of the recommendations put forth in the report. We are appreciative of the leadership of Council Member Charles Allen in securing funds for this work, to DMPED for its stewardship of the effort, and to Architrave for the expertise it brought to bear in producing this report. We believe that when properly implemented the plan will re-establish the central place of the Eastern Market on Capitol Hill even in the midst of a rapidly changing economy.

However, in order to proceed quickly, there are a number of instrumental questions about how to proceed now that the plan is available for public comment and for action.

1. The report apparently has been released without a letter of transmittal or similar document affirming that it has been officially received and/or approved for implementation by DGS. Implementation cannot be successful without a statement of support from the Office of the Director of DGS that states that the implementation of the recommendations now represents a policy objective for the agency. This is an issue due to the fact that DGS has the authority to implement these recommendations and the Implementation Committee can only advise them on what should be done until some kind of authority is legislatively provided to the committee. EMCAC recommends that such a statement be issued quickly.
2. The respective roles of EMCAC and the Implementation Committee proposed in the announcement of the report are ambiguous. How are the two groups intended to proceed with the implementation of the recommendations?
3. Regarding the topic of collaboration, we note that EMCAC is to be represented on the Implementation Committee but that EMCAC itself, is a legislatively created body with mandated responsibilities and authorities that it will be required to fulfill until such time as the legislation is changed. During this time the Implementation Committee and EMCAC will need to work closely together.

4. Procedures for selecting the Implementation Committee called for in Recommendation 1.1 are incomplete. What agency or individual will receive the nominations for membership on the Implementation Committee? What agency or individual will select its members from among the applicants? What agency or individual is intended to provide leadership to the effort?
5. The current report is incomplete in that there is no economic analysis of the recommendations. Implementation cannot proceed without this information. What is the plan for providing this analysis?
6. We will appreciate additional information about the resources, political as well as financial imagined for supporting the efforts of the Implementation Committee. Implementation will require a professional staff, including some individuals with political expertise necessary to deal with Council processes because of the plethora of binding legislation and contracts related to every aspect of the Eastern Market – ranging from the EMSU to the proposed establishment of the Eastern Market District (p.15) to designated membership of EMCAC. and including the numerous contractual arrangements now in place. As already stated, there is a need for expertise to evaluate the need and how to implement several of these recommendations as they will have an impact not only on the current revenue streams at the Market but also the basic character of the Market and its significance to the community and the City. The recommendations require financial acumen and expertise concerning public/private organizations that does not exist on the present EMCAC, within DGS, and is not likely to be found through the solicitation of persons volunteering to serve on the Implementation Committee. A start to accomplish that is to have a full description and evaluation of the finding of JLL, the project consultant for commercial property managers described at page 25 of the Report, and a full description of the basis for the conclusion of JLL that Eastern Market is “well positioned to attract customers.”

The Eastern Market Community Advisory Committee is grateful to finally have a plan for the Market that we have been advocating for over numerous years. We are eager and anxious to move forward and we look forward to hearing from you soon on these issues.

Please feel free to contact me if you have questions or if you wish to discuss this further.

Best regards,

Donna Scheeder, Chair

Eastern Market Community Advisory Committee

Cc: The Hon. Charles Allen

John Falacicchio, Deputy Mayor for Planning and Economic development



## Eastern Market Manager’s Report to the EMCAC

October 28, 2020

### Finances

#### Eastern Market Revenues:

Row Labels	Q1	Q2	Q3	Q4 to date	Total FYTD
APP FEE REV (OUTDOOR VENDOR)	\$ 315	\$ 900	\$ 35	\$ 380	\$ 1,630
ATM LEASE PAYMENTS	\$ 3,982	\$ 5,665	\$ 13,146	\$ 1,187	\$ 23,979
EASTERN MARKET 300 BLOCK	\$ 9,548	\$ -	\$ -	\$ -	\$ 9,548
NORTH HALL REVENUE	\$ 72,502	\$ 74,645	\$ (14,685)	\$ 19,290	\$ 151,752
OUTDOOR VENDOR REVENUE	\$ 78,304	\$ 34,374	\$ 8,519	\$ 46,866	\$ 168,064
FLEA MARKET 7TH STREET	\$ 6,100	\$ 3,050	\$ -	\$ 3,050	\$ 12,200
SOUTH HALL REVENUE	\$ 60,013	\$ 62,236	\$ 29,663	\$ 31,603	\$ 183,516
<b>Grand Total</b>	<b>\$ 230,764</b>	<b>\$ 180,871</b>	<b>\$ 36,678</b>	<b>\$ 107,376</b>	<b>\$ 555,689</b>

	Q-1	Q-2	Q-3
Revenue	230,764.25	180,870.65	36,678.10
Expenditures	157,734.20	220,912.21	191,923.15
Variance Over (Under)	<b>73,030.05</b>	<b>(40,041.56)</b>	<b>(155,245.05)</b>

### MOU

We are currently working closely with Susan Eads Role to get her paid for her services.

### Leases

Jose Canales, who reached out to us in 2019 about signing the form lease, is getting close to the end of that process. Other leases are on hold.

### Operations

The Strategic Plan was released! It can be found on our website at <http://easternmarket-dc.org/about/eastern-market-strategic-plan/>

Per communication yesterday, all merchants will now be paying rent by Direct Deposit.

Positive progress with our market management software:

- All vendors who are coming out to the market currently have signed on with Marketspread and have accepted vendor agreements (same vendor agreements from prior years).
- We are now able to (and do) dynamically change the layout of the market depending on the weather and feedback from vendors. We have done this twice recently:
  - Sunday, October 11 (eight vendors on 200 block of 7<sup>th</sup> street)
  - Sunday, October 25 (7<sup>th</sup> street closed since we could fit all vendors under the farmers' line shed and on the plaza).
- With the current space constraints, we are stressing the importance of communication and clarity in terms of attendance. We are getting an excellent response and cooperation. Vendors are now providing very clear guidance on when they will be absent from the market, allowing us to keep the market completely fuller than it has ever been. There are almost never vacant spaces.
- Progress towards online payments continues. OCFO is now meeting with Marketspread.

## **Market Lunch vent cleaning**

## **Wrapping up signage work**

### **HVAC:**

The Scope of Work was finalized and has been provided to Contracting and Procurement.

### **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.

## **Marketing**

- Selected as Best Market in City Paper;
- Part of the rebranding of ABC 7 on your side tagline. Several merchants were part of the shoot;
- We continue social media at a more measured pace. We have a steady stream of customers each day of the week. And all customers shop.

## **Grievance Process**

An updated grievance process request is being circulated for approval.

## **Thank you's**

- DGS Facilities team, which has been responding quickly with PPE when requested and fixed the elevator in record time for the start of the fiscal year;
- Our customers who provide us with regular feedback on how we can improve our operations;

- All of the vendors and merchants who wear their masks without ever a request, “Could you please pull your mask up over your nose,” or, “Could you please pull your mask up,” etc.

## **Eastern Market Main Street:**

Currently, we are working on the Holly Days marketing campaign.