

**EASTERN MARKET COMMUNITY ADVISORY COMMITTEE
REGULAR MEETING
SEPTEMBER 30, 2020**

MINUTES

Attendance: Mike Bowers for Bill Glasgow; Chuck Burger, Vice Chair; Nikki Dean; Monte Edwards, Secretary; 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, September 30, 2020, at 7:00 P.M., via Zoom. The Chair called the meeting to order at 7:01 P.M.

Adoption of the Agenda

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

Approval of the Minutes

Mr. Burger moved the approval of the January 22, 2020, regular meeting minutes. The minutes were approved.

Mr. Edwards moved the approval of the February 26, 2020, regular meeting minutes. The minutes were approved.

Mr. Burger moved the approval of the July 29, 2020, regular meeting minutes. The minutes were approved.

Report of the Chair

The Chair highlighted the dates of the EMCAC regular meeting dates for the remainder of the year: October 28, 2020, and November 18, 2020.

Report of the Nominations, Credentials and Membership Subcommittee

Mr. Burger, Chairman of the Nominations, Credentials and Membership Subcommittee, reported the notice regarding the election of officers on October 28, 2020, was provided to a variety of outlets, including the EMCAC email distribution, media, blogs, and the organization members; officers are nominated and elected from among the members of EMCAC; members are requested to submit names for consideration by the subcommittee by October 20, 2020; and members are permitted to be nominated from the floor.

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: discuss next week with Ikeogu (IK) Imo, the Associate Director of Portfolio Management, the restoration of regular operating hours and the status of dispute resolution proposal; add the full name of Susan Eads Role to his report; review the physical barriers present near the handicapped parking space and door; provide information regarding how Eastern Market customer capacity during the public health emergency is calculated; provide pre-COVID-19 alley parking usage data; ask whether the District Department of Transportation could measure vehicle usage of the alley; and follow-up with Eastern Market staff regarding proper mask wearing.

Report of the Capital Improvements Subcommittee

Mr. Edwards, Chair of the Capital Improvements Subcommittee, reported the Chair, Mr. Margeson, and he collaborated on informing the Department of General Services regarding the role of EMCAC to advise and comment on the preparation of the HVAC system scope of work (SOW) and the responses to the SOW.

Update on the Strategic Plan

The Chair reported she has contacted the Office of the Deputy Mayor for Planning and Economic Development (DMPED) several times regarding the status of the report on Eastern Market Strategic Plan and just prior to the meeting received the following email from Katie Littman Baskett of DMPED.

I apologize for the delay and not responding until right before the meeting. I have been trying to get an update. The Strategic Plan is currently in the final stages of review by the Mayor's Office. This is a very busy time of year (end of the fiscal year) and thus we are experiencing a delay. However, we expect to receive approval to publish soon, and will send out an email (likely early next week) to all those who subscribed for updates through the website. This email list also includes the merchants, vendors, community groups, publications, and nearby businesses that we've been in contact with throughout the process. The email blast will provide a link to the report and to an implementation prioritization survey. We're looking forward to sharing the report and receiving people's feedback about next steps through the survey.

The survey will include a question on potential interest in serving on the implementation working group (from Recommendation 1.1). John and Barry from DGS are going to reach out to you this week about DGS, EMCAC, and the Tenant's Council co-coordinating this group.

Report of the Tenants Council

Ms. Jefferson, Interim Chair of the Tenants Council, stated the Tenants Council has not met and she expects the Tenants Council to meet soon. She outlined the following issue topics: security personnel; pest control; trash balers; “open” flag replacement; scheduling of the deep cleaning of the North Hall; restoring the regular operating hours; ambulance access to urgent care facility and parking in alley between 7th and 8th Streets; implementation of new Marketspread platform; volume of email communications; changes to the vendor agreement; and rental space price reduction.

Update on the Eastern Market Metro Park Project

The Chair thanked ANC 6B Commissioner Sroufe for sending to EMCAC a thorough report, written by ANC 6B Commissioner Steve Holtzman, regarding the Eastern Market Metro Park Project. Commissioner Sroufe stated a public meeting regarding phase two of the project is scheduled for Thursday, October 1, 2020, at 6:30 P.M. The Chair stated there is a plan for construction staff parking and its enforcement.

Community Comments and Concerns

Charles McCaffrey, Executive Director of Eastern Market Main Street (EMMS), commented on holding a safe and festive Holly Days celebration.

Ellen Opper-Weiner inquired about the status of the report on the Eastern Market Strategic Plan.

Adjournment

The meeting adjourned at 8:54 P.M.

Monte Edwards, Secretary



Eastern Market Manager’s Report to the EMCAC

September 30, 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
Grand Total	\$ 230,764	\$ 180,871	\$ 36,678	\$ 107,376	\$ 555,689

	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)	73,030.05	(40,041.56)	(155,245.05)

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

Timeline:

- Saturday and Sunday, April 11, 12 – Outdoor markets closed for 2 days
- Tuesday, April 14 - Farmers’ Market reopens with waiver. Nonfood markets remain closed.
- Thursday, April 23 – Plexiglass installed in all stands
- Sunday, April 27 - Eastern Market closed for 1 day

- Tuesday, April 29 – Eastern Market reopens
- Saturday, June 27 - Outdoor non-food market opens as part of farmers’ market waiver.
 - Saturdays: 55 vendors
 - Sundays: 33 vendors
- Saturday, August 22 - Outdoor markets permitted 6 ft between tents
 - Saturdays: 63 vendors
 - Sundays: 41 vendors
- Saturday, Sept 26 – Rumsey Swimming Pool Plaza and 2nd small second line of vendors on Sundays
 - Saturdays: 72 vendors
 - Sundays: 53 vendors

This is in comparison to a maximum number of 165 on Saturdays and 132 on Sundays when we are able to utilize our entire space. Lost space includes:

- 6 ft gap in between each tent;
- Spaces against the wall of the building (Broadway);
- Change in North Hall plaza configuration;
- The Rumsey Plaza with 8 more spaces in normal times.

Row Labels	Average of Customer Count
Sunday	1486
200 Block	1558
Farmers	1542
Indoor	1383
Tuesday	439
Farmers	385
Indoor	480
Wednesday	501
Indoor	501
Thursday	489
Indoor	489
Friday	795
Indoor	795
Saturday	1709
200 Block	1781
300 Block	1913
Farmers	1761
Indoor	1499

Marketspread:

We have implemented a new vendor management software program called Marketspread. It is, by far, the best of the vendor management software programs out there. So far we are using it to:

- [Make maps](#) that can be linked to from the website for vendors and customers to see and can be changed dynamically;
- [Assign vendor spaces](#) even on the day of so that customers can see changes that have been made;
- Track vendor attendance;
- Give vendors the opportunity to link from their [Marketspread profiles](#) to their online shopping carts;
- Sign up for the upcoming market season: 74 vendors applied for Saturdays so far and 55 for Sundays;
- We are now working on online payments so that vendors do not have to leave their booths. Not sure about feasibility yet.

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

Currently, there is nothing to report regarding the grievance process.

Thank you's

- The vendors and merchants at Eastern Market. This has not been an easy time. We are making changes regularly with spaces, with configuration, etc. The farmers and vendors have been extremely patient and flexible and very focused on the good of the broader market. It makes things go much more smoothly;
- Ellen Opperweiner for her frequent calls to alert me to an issue. She has provided feedback regarding mask wearing issues, signage, parking, and more. I truly appreciate your input Ellen!
- Jose Canales for keeping an eye on the south side of the indoor market for us when something happens and we aren't there. He calls me especially when there are folks in the market soliciting and it has been extremely valuable;
- MPD and PSD for responding quickly when we reach out. We've been able to resolve most of our issues but when someone refuses to wear a mask, we call 911 and either PSD or MPD comes and escorts the individual out of the market.

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easternmarket_dc Our indoor market runs Tuesday to Sunday from 9am to 5pm. Our outdoor markets run Tuesday 12pm to 4pm, and weekends from 9am to 3pm.

Please continue to social distance and wear a mask while shopping with us. We appreciate all of your patience and your business.

Learn more about Eastern Market, merchants, and vendors at:

W:<https://easternmarket-dc.org>

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Eastern Market Main Street:

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