

**EASTERN MARKET COMMUNITY ADVISORY COMMITTEE
REGULAR MEETING
APRIL 29, 2015**

MINUTES

Attendance: Donna Scheeder, Chair; Chuck Burger, Vice-Chair; Monte Edwards, Secretary; Bill Glasgow; Steve Hagedorn; and Erika Rubel were present. Maurice Walters and Tom Kuchenberg arrived shortly after the meeting was convened. Angie Brunson arrived at 7:20 PM

The regular meeting of the Eastern Market Community Advisory Committee (EMCAC) was held on Wednesday, April 29, 2015, at 7:00 P.M., in the North Hall of Eastern Market. The Chair called the meeting to order at 7:03 P.M.

Mr. Burger moved that the agenda be approved. The motion was adopted.

Mr. Burger moved that the minutes of the March 25, 2015, meeting be approved. The motion was adopted.

Report of the Chair

The Chair highlighted the EMCAC regular meeting dates for the balance of 2015.

Report of the Vice-Chair

The Vice-Chair presented the report of the ad hoc group on Eastern Market marketing and promotion which is attached to these minutes. The Vice-Chair, who convenes the group, noted that the concepts or themes for advertising and branding to be introduced in the second stage of the group's work had been streamlined. The second stage of work (strategic planning involving advertising, promotions, scheduling, and budgeting) will begin at the next meeting of the group scheduled for Wednesday, May 12, 2015. The Vice-Chair requested the assistance of members of EMCAC and the public to circulate the report among groups and neighbors for feedback as to the emphasis on messages and to elicit additional ideas.

Report of the Market Manager

Barry Margeson, Market Manager, presented the report of the Market Manager, which is attached to these minutes. Mr. Margeson agreed to promote Fresh Tuesdays' "grand opening" the first weekend in May and simultaneously announce the new vender arrangement on 7th Street SE, which begins on Saturday, May 16, 2015. He also agreed to require holders of large events in the North Hall to have a logistical coordinator. Mr. Margeson reported that due to other projects he has not been able to proceed with lease negotiations, yet, and he will be collecting lease data from other comparable markets around the country and adjacent brick and mortar stores to calculate the ratio. Regarding Hine construction plans, demolition will begin on Monday, May 11, 2015. An announcement regarding the construction plans will be published in the Hill Rag. Mr. Margeson agreed to contact Stanton-Eastbanc regarding the production of a handout similar to a poster the developer created that maps the construction.

Regarding parking, by unanimous consent, EMCAC requested that the tenants meet with the Market Manager as soon as possible to review options and find a satisfactory solution and, if no resolution is reached, report recommendations to EMCAC, which will hold a special meeting to consider those recommendations, if necessary. The Chair requested that the date, time, and location of the meeting be shared with EMCAC so that its members, if available, can attend.

Report of the Capital Improvements Committee

Mr. Edwards, Chair of the Capital Improvements Committee, reported that he had nominated Eastern Market and EMCAC for the Vision Award sponsored by the Committee on 100 of Federal City. Mr. Edwards thanked Advisory Neighborhood Commission 6B, CHAMPS, Capitol Hill Restoration Society, the Market Manager, and Councilmember Charles Allen for supporting the nomination. The award ceremony will likely be held in June 2015. Mr. Edwards also requested assistance from anyone with expertise on the compression of audio files to enable posting of the files to EMCAC's website.

Report of the Application Advisory Review Committee

Ms. Rubel, Chair of the Application Advisory Review Committee, reported that the committee had made significant progress on its methodology, and it is catching up on reviewing applications. Applications can be viewed online, with score sheets to be filled-out in hard copy from home. Confirmed applications are expected the week of May 1, 2015. Ms. Rubel reviewed the non-disclosure statement with EMCAC.

Report of the Tenants Council

Mike Bowers, Co-Chair of the Tenants Council, presented the report of the Tenants Council, which is attached to these minutes. Joe Snyder reported that the following individuals were elected to a two-year term beginning on May 1, 2015: Joe Snyder, Nikki Dean, Chubb Houston, and Anita Jefferson.

Community Comments and Announcements

The Vice-Chair announced that DC Arts & Humanities has a grant opportunity open for two to three weeks and recommended that an application be made to use North Hall for arts event. Carl Reeverts requested that EMCAC improve opportunities for resident input and expressed concern regarding the impact, particularly the unanticipated consequences, of the construction of the Hine project. Joe Snyder expressed concerns about EMCAC meeting procedures.

The meeting adjourned at 8:57 P.M.

Monte Edwards, Secretary