

**EASTERN MARKET COMMUNITY ADVISORY COMMITTEE  
REGULAR MEETING  
FEBRUARY 28, 2018**

**MINUTES**

Attendance: Chuck Brome; Angie Brunson; Chuck Burger, Vice Chair; Monte Edwards, Secretary; Bill Glasgow; Chander Jayaraman; Tom Kuchenberg, Treasurer; Richard Layman; Susan Oursler; Jonathan Page; and Donna Scheeder, Chair, were present. Anita Jefferson (for Nikki Dean) arrived at 7:10 P.M.

The regular meeting of the Eastern Market Community Advisory Committee (EMCAC) was held on Wednesday, February 28, 2018, at 7:00 P.M., in the North Hall of Eastern Market. The Chair called the meeting to order at 7:02 P.M.

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

The Chair moved to postpone the approval of the minutes of January 24, 2018, to the meeting scheduled for March 28, 2018. The motion was adopted.

**Report of the Executive Committee**

The Chair highlighted the EMCAC meeting and EMCAC Executive Committee dates in 2018.

**Capital Improvements Subcommittee**

Mr. Edwards, Chair of the Capital Improvements Subcommittee, reported regarding the Launch Pad meeting that was held at the Department of General Services (DGS) on February 28, 2018, where eventually he was permitted to speak regarding the six projects at Eastern Market and comment on the presentations of the four contractors present. Mr. Edwards stated that the Director of DGS, the DGS General Counsel, and the DGS Director of Procurement agreed to meet with him and the Chair to discuss how to make the Launch Pad contracting process consistent with the Eastern Market statute. The Chair stated that EMCAC raised in its letter to DGS two additional issues, which will also be discussed in the meeting with DGS officials:

- What funds would be used to pay for the six projects at Eastern Market? (Because the projects are capital improvements, no Eastern Market operating funds should be used.)
- Who will review and accept the completed work?

Mr. Edwards also reported that Barbara Charles volunteered to design new banners for the exterior of Eastern Market, including a third banner for the western approach. He stated that she also volunteered to design a consistent style of signage for the interior of Eastern Market.

### **Strategic Plan Process for Eastern Market and Status of the 300 block**

The Chair announced that the Market Manager informed her that the city committed to some form of strategic planning. The Chair stated that she expects to receive a communication from DGS that will outline the process and timelines and she wants all stakeholders included.

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

Mr. Margeson provided a written report of the Market Manager, which is attached to these minutes. He agreed to provide revenue data for market segments for a particular weekend and marketing information that was prepared and inadvertently not included in the written report. Madeleine Odendahl, Executive Director of Eastern Market Main Street (EMMS), provided information regarding the fiscal year 2018 EMMS Façade Improvement Grants and Technical Assistance Grants and the EMMS Traffic and Use Assessment Study.

### **Application Advisory Review Subcommittee**

Ms. Jefferson reported on behalf of Nikki Dean, Chair of the Application Advisory Review Subcommittee, that the panel has approximately 11 applications to review.

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

Chuck Brome, Co-Chair of the Tenants Council, provided a report, which is attached to these minutes.

### **Finance Subcommittee**

Mr. Kuchenberg, the Chair of the Finance Subcommittee, reported that the subcommittee continues to discover new information that it should have on a regular basis and identified the need for an explanation of the issue of market surpluses and how they are represented as profits in the Eastern Market financial data.

Commissioner Jayaraman read a poem by Joe Snyder regarding his appointment by Advisory Neighborhood Commission 6B to serve on EMCAC.

The meeting adjourned at 8:27 P.M.

Monte Edwards, Secretary



## Eastern Market Manager's Report to the EMCAC

February 28, 2018

### Finances

#### January Revenues

Description	Revenue
APPLICATION FEE	\$105.00
NORTH HALL	\$22,517.50
OUTDOOR VENDOR	\$11,299.00
FLEA MARKET 7TH STREET	\$3,050.00
SOUTH HALL	\$19,540.34
<b>TOTAL</b>	<b>\$56,511.84</b>

Budget will be released early March and the Budget hearing will be on March 26.

### Leases

Director met with the merchants last Wednesday and this was one of the topics on the agenda.

### Outdoor Vending

Attachment A is a list of five excellent new vendors who have been through the initial management review process and will next be reviewed by the Advisory Review Committee.

### Operations

**Vendor Permit:** The vendor permits have been updated and they are going through General Counsel for review. Thanks to the Tenant's Council for feedback.

**300 Block of 7<sup>th</sup> Street:** We will not put out the RFP for the 300 block until the Strategic Plan is complete. We have drafted the Scope of Work for the Strategic Plan and it is being reviewed internally before we release it to the EMCAC for review.

After Hours Access: On a regular basis, we get requests to open the market after hours and we always respond in the affirmative. We are happy to do so. This email was sent to the merchants regarding entry to the market:

*We had a security issue last Tuesday that I wanted to share with everyone. On Tuesday evening after market close, Billy Glasgow gave me a call to say that Mike Bowers had left his phone in the market and needed someone to let him in. I asked Kevin Thomas, our janitor, to go to the market to let him in. While Kevin was en route to the market, Mike asked the Pottery Studio staff to let him in through the basement, which they did.*

*Entering the market from any door, including the Pottery Studio, will set off the alarm and the police will enter the building to search for intruders. This is dangerous. The only reason the police didn't come was that Kevin arrived and turned off the alarm just before Mike entered. So, we averted a potentially dangerous situation through a combination of Kevin's responsiveness and luck.*

*We will be changing the way that we do things in the Pottery Studio to reduce the likelihood of this happening again. We'll make a larger sign reminding the Pottery Studio folks about the alarm and we'll add another step to reduce the likelihood of entry during hours of closure. Please, please call us if you would like access to the market and we'll let you in. We prefer when there is some advanced notification but we understand that emergencies arise. And then, please be a little patient. We will get there just as soon as we can.*

*Thank you in advance for your cooperation.*

## Capital Improvements

The January Launch Pad was cancelled and rescheduled for February. The presentation was today. Konstructure won the Launch Pad and will be doing the following work with a completion date of June 4, 2018. Konstructure is the same company that did the waterproofing of Fine Sweet Shop and Southern Maryland Seafood and that did the acoustical work in the North Hall. They have identified a certified applicator for the Cathedral stonework at the front steps and for the North Hall transom window, they will subcontract to the Craftsmen Group who did the window work for the market during the restoration period.

The projects included in the Initiative are:

No	Description	Completion Date
1	Historic restoration of front steps	June 4, 2018
2	Installation of matching, historically appropriate railings on front steps	June 4, 2018
3	Installation of custom fit blind material on windows	June 4, 2018
4	Finish out first floor office	June 4, 2018
5	Replace ground uplights to highlight historic facade	June 4, 2018
6	Repair large paned historical transom window	June 4, 2018

## Eastern Market Main Street

The EMMS Annual Party was a big success. It was held in the new coworking space that takes up the second floor of 700 Penn. It's a beautiful space and there were about 60 attendees at the event.

There are two fantastic grant programs that the EMMS has put in place. See Attachment B. The Executive Director of the EMMS would like to discuss the programs. We are working out a date with the merchants.

See Attachment C for Minutes from EMMS Board meeting.

See Attachment D for updated Traffic and Use Assessment Scope of Work.

## Marketing

### PROJECTS:

#### Vendors' Profile:

Vendors have been encouraged to fill out and submit an online Vendors' Profile form. A total of 38 vendors have submitted a form and are represented on the website.

#### Social Media:

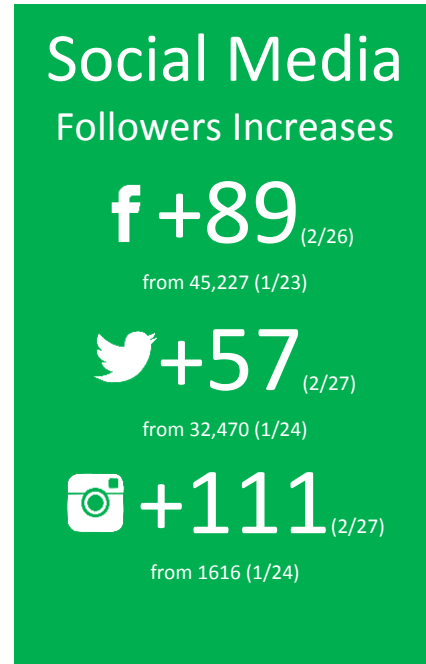
**Capture, Post, Tag** is a slogan we are using to encourage customers, merchants, and vendors to tag us by using @easternmarket\_dc and #EasternMarketDC in their post.

Using hashtags is a great way for people to discover our market. When the hashtag is used in a post, a link is created which allows anyone to view all of the photos that have been shared using that hashtag.

While hashtags are great for discovery, tags are great for promotion. By tagging us in a post, we can easily find it and share what our merchants and vendors want customers to know about their product and the experience our customers want to share.

Please feel free to tag us using @easternmarket\_dc and #EasternMarketDC on any exciting, interesting photos you take while at Eastern Market so we can share them on our Instagram, Facebook, and Twitter pages.

**Social Media Postings:** Recently, a spreadsheet has been made to keep track of social media postings. Please view the chart below.



Date	Activity	Merchant/ Vendor
2/20/2018	Social Media Advertisements - FB, Instagram, & Twitter	Fresh Tuesdays
2/20/2018	Social Media Advertisements - FB, Instagram, & Twitter	Blue Iris
2/21/2018	Social Media Advertisements - FB, Instagram, & Twitter	Union Meat
2/22/2018	Social Media Advertisements - FB, Instagram, & Twitter	Calomiris Produce

2/23/2018	Social Media Advertisements - FB, Instagram, & Twitter	Capitol Hill Produce
2/24/2018	Social Media Advertisements - FB, Instagram, & Twitter	Fine Sweet Shop
2/27/2018	Social Media Advertisements - FB, Instagram, & Twitter	Fresh Tuesdays
2/28/2018	Social Media Advertisements - FB, Instagram, & Twitter	Canales Deli
2/28/2018	Social Media Advertisements - FB, Instagram, & Twitter	Wunder Around

## North Hall

We had 26 public events this month and two private events.

### Public events were:

- Aerobic Fitness
- Stroller Strides
- Boogie Babes
- Tango
- EMCAC

### Private events were:

- Wedding
- Ahhhscar Night

February booking special was:



Since our events are displayed in the Center Hall, we will not put a listing of them here and save a bit of space. Please feel free to take a picture if you'd like.

## Attachment A

### Peacesake

Husband and wife Elias and Valencia Morr, followed their passion for green living and started Peacesake. Their goal was to create a candle with simple, clean, and sustainably sourced ingredients that are kind to our health and the environment. The candle making craze, as they call it, started after Valencia attended a candle making class. Then, Elias, a designer who's passionate about marketing, proposed turning it into a business that combined both of their passions. And it's all for the sake of peace: peace to you and the environment.



### Calico Jack's

Kristi Murphy says that she was on a mission to provide healthy alternatives when she self-taught herself to make Calico Jack's Candles. All of the products at Calico Jack's are free of harmful chemicals, made with organic ingredients and packaged in recycled materials. Their candle jars are collected from local wineries, cut and ground by hand to ensure they're not sharp and wicked with wooden wicks before Kristi hand pours the soy wax. Our Organic Beeswax Tapers are hand dipped the traditional way. Reed Diffusers are hand mixed and poured into amber glass bottles. Incense is hand dipped in Calico Jack's unique fragrances and hung to dry.



## Glenn Richardson

Glenn Richardson has been carving with a chainsaw for about 8 years. He's carved in festivals from Washington State to Florida. His work is featured in the collection of the Virginia Historical Society and the National Arboretum to name a few. He writes, "I am self taught and as of this writing have all my digits."



## Matt Carl

Matt Carl writes, "I create mosaics, and one of a kind mixed media screen prints of DC landmarks. The mosaics are made out of thousands of snap shots I've taken around Washington, DC. My mosaics are unique and capture the vibe of DC. I also offer custom mosaics for people who want to commission me to create their own personal artwork. These custom projects usually revolve around peoples' weddings, pets, family vacations, etc..."





## Kudji

Duraine Kouassi started his business, Kudji, to sell Kebab Sandwiches, a popular street food in Ivory Coast. He grew up eating them with friends, and now he is here to share their goodness with us. Can't wait to try them!



## **Attachment B**

# **EMMS GRANT PROGRAMS**

Learn more about the grant programs EMMS offers!

### ***Facade Improvement Grants***

EMMS' Façade Improvement Program (FIP) is intended to stimulate improvements to commercial buildings and help build a stronger business community.

### ***Technical Assistance Grants***

EMMS' Technical Assistance Program (TAP) is intended to stimulate investments in a wide range of business assistance in order to increase the capacity of small businesses.

*Both programs disburse grants on a reimbursement basis and are generously supported by the DC Department of Small and Local Business Development*

To find these two grant programs, go to: <https://www.easternmarketmainstreet.org/business-resources>

## Attachment C



### **EASTERN MARKET MAIN STREET MEETING OF THE BOARD OF DIRECTORS Thursday, January 18, 2018**

A meeting of the Board of Directors of Eastern Market Main Street was held at Mr. Henry's on Thursday, January 18th. The meeting was called to order at 8:39am.

Board members attending included Manuel Cortes, Barry Margeson, Mary Quillian Helms, Shaun Marble, Terry McDonald, Sean Pichon, Mike Berman and Lona Valmore. Also present were Executive Director Madeleine Odendahl and Matt Maresca. A quorum of the voting members of the board was present.

Mary Quillian motioned to approve the minutes from the December board meeting. Mike Berman seconded the motion, and it passed unanimously.

EMMS received the close out letter for our 2017 Financials from DSLBD. The Organization Committee is close to a final decision on the firm who will oversee the Traffic and Use Assessment Study. The board discussed targeting specific EMMS building owners to encourage them to attend the Annual Meeting on February 21<sup>st</sup>.

The Promotions Committee shared the business impression report from The Holly Days, which was more successful than anticipated. On behalf of the Economic Vitality Committee, Madeleine discussed the committee's ideas to expand events at Eastern Market in the new year. Additional business signage will be placed in the EMMS corridor in the upcoming weeks.

The board discussed 2018 Business Health Checks which will help us to understand our local business needs and the overall pressure points. Furthermore, we are planning on conducting an Eastern Market customer survey in March. All EMMS businesses will be receiving the annual business participation materials in February.

The meeting was adjourned at 9:39am.

Respectfully Submitted,

Secretary

## **Attachment D**

Updated Traffic and Use Assessment SOW revised – separate document



**symmetra** design

February 13, 2018

Madeleine Odendahl, Program Manager  
Eastern Market Main Street  
731 8th Street, SE, Suite 201  
Washington, DC 20003

**Re: Eastern Market Main Street Corridor Traffic and Use Assessment – Proposal Submission**

Dear Ms. Odendahl:

I am pleased to present the following revised proposal for the Eastern Market Main Street (EMMS) Corridor Traffic and Use Assessment. The attached proposal includes our understanding of the project, scope of work and fee estimate.

Symmetra Design has relevant experience that is applicable to the successful execution of the EMMS Traffic Assessment project. We studied impacts associated with various street closures for the Rhode Island Avenue Great Streets project and examined alley closure impacts for various residential and mixed-use projects along the Georgia Avenue corridor. Symmetra is also very knowledgeable of the EMMS project study area from our experience on the Hine School Redevelopment project where we studied impacts associated with reopening C Street, SE between 7<sup>th</sup> Street, SE and 8<sup>th</sup> Street, SE.

Based on review of various news articles and background correspondence about the closure of 7<sup>th</sup> Street, we believe the EMMS Traffic and Use Assessment will be an opportunity for consensus building for businesses, merchants and vendors. The study will synthesize stakeholder input and data from previous studies into one strategic document. The project seems to be just as much about understanding the varying perspectives of stakeholders as it is about the technical traffic and parking impacts. My experience as a certified Charrette Planner through the National Charrette Institute will be useful in managing the stakeholder participation process.

We have assembled a dynamic team to work on this project. I will serve as the Principal-in-Charge and be responsible for the overall direction of the project and quality assurance. Senior Transportation Engineer, Kelvin Robinson, will be responsible for documenting the Traffic Assessment. We are also pleased to include Freddie Lewis Archer, Owner of Lewis Real Estate Services as part of our team. Freddie will consult with us during the stakeholder and recommendations process to provide valuable input from an urban retail and sales perspective.

Symmetra Design is a Certified Business Enterprise (CBE) and a DDOT Disadvantaged Business Enterprise (DBE). The firm is a recipient of the Top 100 Minority Business Enterprise Award for firms in the Mid-Atlantic Region.

727 15th Street, NW  
12th Floor  
Washington, DC 20005

Phone 202 370 6000  
Fax 202 370 6001  
mail [www.symmetradesign.com](http://www.symmetradesign.com)

Transportation Planning, Traffic Engineering.

## Understanding of Project

Eastern Market Main Street (EMMS) seeks a consultant who will interpret existing data and evaluate the current vehicular and pedestrian traffic conditions and weekend use of the EMMS corridor. Other city and neighborhood agencies have previously engaged in traffic studies, but none of this information has been assessed holistically with current and potential use, or synthesized into strategic recommendations. The consultant is expected to provide strategic recommendations for addressing current issues, paying specific attention to traffic flow, parking, and use of public spaces, including the closure of 7th Street and how the businesses in the EMMS service area (including brick and mortar businesses, Eastern Market merchants, and outdoor vendors) are impacted.

The EMMS commercial corridor is centered around Eastern Market, a National Historic Landmark and the only historic market building in DC to retain its original function as a fresh food market. In addition to permanent merchants inside the building's South Hall, Eastern Market has welcomed hundreds of vendors to the exterior plaza and street running alongside the building. Over the last 10 years, the outdoor market aspect has expanded on Saturdays and Sundays to include the 200 and 300 blocks of 7th Street, SE and will soon include the 700 block of C Street, SE.

Though this fosters a creative and pedestrian-friendly area on the weekends, numerous problems have been voiced by the business community and neighbors, including parking and general public accessibility to Eastern Market itself. Unfortunately, no strategic evaluation or planning took place prior to the closing of 7<sup>th</sup> Street in 2007 after the Eastern Market building fire, nor has any been initiated after the re-opening of the building in 2009.

The purpose of this study and consequential report would be to use relevant past parking and traffic data completed by various neighborhood and city agencies to provide EMMS with recommendations and best practices for effectively utilizing the public and private spaces around Eastern Market to create a safe, welcoming, accessible commercial corridor throughout the week, as well as help further the mission of EMMS by fostering connections between the businesses in the new 700 Penn development, current brick and mortar businesses and merchants, and outdoor vendors.

The EMMS Traffic and Corridor Use Assessment could potentially be used as a research document by the DC Department of General Services (DGS) in their Strategic Plan of the Eastern Market Special Use District. However, the Traffic Assessment will be a completely independent document and process.

## Scope of Work

Symmetra Design proposes the following Scope of Work to be included as part of the Traffic and Corridor Use Assessment:

**Task 1: Project Kick-Off** - We will participate in a project kick-off meeting to confirm study objectives, project approach, Scope of Work, project schedule, and deliverables. The kick-off meeting will also be an opportunity to determine key stakeholders and project issues.

**Task 2: EMMS Businesses Coordination** – We recommend meeting with key stakeholders early in the process to better understand issues and opportunities. Meetings with EMMS businesses would serve the following key objectives:

- 1) Allow businesses to feel included in the Traffic Assessment process
- 2) Foster connections between the business, merchants and vendors
- 3) Prioritize transportation elements for evaluation and recommendations
- 4) Provide a forum to discuss issues and potential solutions

We have assumed budget for one formal EMMS Businesses meeting and one “coffee shop” meeting. The coffee shop meeting would allow businesses to provide one-on-one or small group feedback in a less formal setting. We assume a two-hour duration for the coffee shop meeting that would accommodate three 20-minute sessions.

**Task 3: Agency Coordination** – We will participate in a DDOT meeting to discuss the project. A meeting with DDOT (public space or planning administration) would be beneficial to obtain DDOT’s perspective, understand current planning initiatives and obtain relevant historical data.

**Task 4: Evaluate Current Vehicular & Pedestrian Traffic Conditions** – We will evaluate current vehicular and pedestrian traffic conditions based on relevant available data, stakeholder input and observations.

- Review relevant available data – We assume the client or DDOT will provide all relevant studies and data. It will not be necessary to collect data and we would not have to research data. If applicable, Symmetra will use our previous traffic data from the Hine School Redevelopment project.
- Observations – We will conduct field observations on two different days. We understand transportation characteristics are different on a Saturday versus a Sunday. Thus, recommendations may be different for each day. We will discuss the schedule for observations based on EMMS and stakeholder input.

**Task 5: Retail Consultation** – Symmetra’s retail consultant will provide valuable retail services input, including consideration for outdoor vendors. Thus, the study will consider traffic and parking needs from a transportation operations perspective as well as retail strategy perspective. The retail consultant will participate in one meeting with EMMS Businesses and a work session to develop recommendations and best practices. Input from the work session will be incorporated into the Traffic Assessment documentation.

**Task 6: Strategic Recommendations** – We will develop strategic recommendations and best practices for effectively utilizing the public and private spaces around Eastern Market to create a safe, welcoming, accessible commercial corridor throughout the week. Evaluation priorities outlined in coordination with the client and/or key stakeholders will be used to help determine recommendations. Recommendation topics will consider parking, traffic, safety, multi-modal access, circulation, and loading. Recommendations will also consider input from the retail services consultant.

### **Additional Services**

Symmetra is available to participate in additional stakeholder meetings on an hourly basis, including meetings with the following organizations: EMMS merchants, the Advisory Neighborhood Commission, the Eastern Market Community Advisory Committee, Metropolitan Police Department, Department of General Services, and Fire and Emergency Medical Services.

### **Deliverables**

The following deliverables will be provided as part of the EMMS Traffic Assessment project:

- Stakeholder Meeting Minutes
- Traffic and Use Assessment Outline
- Draft Traffic and Use Assessment
- Final Traffic and Use Assessment
- Executive Summary Document

### **Project Schedule**

We estimate the project will take approximately three months to complete. The schedule will depend on stakeholder coordination and the desired timeframe for observations. We will discuss the project schedule during the kick-off meeting.



## Fee Proposal

We propose to undertake the Scope of Work outline in this proposal for a fixed-fee of \$ 10,950 plus reimbursable expenses. The itemized fee breakdown by task is summarized below:

Tasks	Fee
Task 1: Project Kick-Off	\$ 885
Task 2: EMMS Businesses Coordination	\$ 1,688
Task 3: Agency Coordination	\$ 675
Task 4: Evaluate Current Vehicular & Pedestrian Traffic Conditions	\$ 1,690
Task 5: Retail Consultation	\$ 1,500
Task 6: Strategic Recommendations	\$ 4,512
<b>Total Project</b>	<b>\$ 10,950</b>

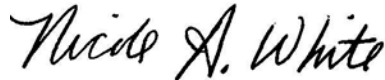
If you agree with this proposal and the attached terms and conditions, please sign and return a copy as notice to proceed along with a retainer payment in the amount of \$ 2,738.

This proposal is subject to change after 30 days. If we are needed for additional tasks (i.e. analysis or meetings) beyond what is described in this proposal, we will contact you to modify this agreement.

*NOTE: A retainer payment and signed terms and condition will be required as part of formal notice to proceed.*

We look forward to working with you on this project.

Sincerely,



Nicole A. White, P.E., PTOE  
Principal

**Approved and Accepted by:**

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name and Title

Eastern Market Tenants' Council Meeting Notes  
February 22, 2018

Attending:

Chuck Brome - Chair (South Hall)  
Mike Bowers - (South Hall)  
Nicole Dean - (Arts & Crafts/Flea Market)  
Anita Jefferson - (Arts & Crafts/Flea Market)

Barry Margeson - Market Manager

This meeting was our third session to review proposed revisions by management to Attachment A of the EASTERN MARKET VENDOR AGREEMENT. Issues of loading logistics, timing of street openings, trash removal, vendor space limitations, and remedies for rule infractions were all discussed. One or two issues remain unsettled and further review is anticipated. Tabled until the March 15th meeting was consideration of Chuck Brome's April resignation from Tenants' Council and selection of a new chairperson.

All the best,

Eastern Market Tenants' Council  
- Chuck Brome - (Chair South Hall)  
- Mike Bowers - (South Hall)  
- Angie Brunson - (Farmers' Line)  
- Nicole Dean - (Arts & Crafts/Flea Market)  
- Chubb Hoston - (Arts & Crafts/Flea Market)  
- Anita Jefferson - (Arts & Crafts/Flea Market)