

**EASTERN MARKET COMMUNITY ADVISORY COMMITTEE
REGULAR MEETING
JULY 25, 2018**

MINUTES

Attendance: Chuck Burger, Vice Chair; Nikki Dean; Monte Edwards, Secretary; Bill Glasgow; Chander Jayaraman; Richard Layman; Susan Oursler; Jonathan Page; and Donna Scheeder, Chair, were present. Angie Brunson arrived at 7:33 PM.

The regular meeting of the Eastern Market Community Advisory Committee (EMCAC) was held on Wednesday, July 25, 2018, at 7:00 P.M., in the North Hall of Eastern Market. The Chair called the meeting to order at 7:00 P.M.

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

Mr. Page moved approval of the June 27, 2018, regular meeting minutes. The minutes were approved.

Report of the Executive Committee

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

Elections at September Meeting

Mr. Burger, Chair of the Subcommittee on Nominations, Credentials and Membership, described the election of officers at the September 26, 2018, meeting as well as the public notice and the election of the community representative at the January 2019 meeting. The Chair stated that a schedule of the 2019 meeting dates would be announced at the September 26, 2018, meeting.

Report on Parking

Barry Margeson, the Market Manager, provided a written report on parking, which is attached to these minutes in the Report of the Market Manager. Mr. Margeson agreed to investigate what percentage of the spaces in the underground parking garage at 701 Penn are contractually under the control of the third party parking company and whether the 70 percent threshold for the lease is intended to be for residential, retail, or both.

Report on Lease Discussions

Mr. Margeson, the Market Manager, provided a written report on lease discussions, which is attached to these minutes in the Report of the Market Manager. Mr. Glasgow recommended that EMCAC be included in the request for proposal process for the second appraisal. The Chair agreed and stated that EMCAC needs in writing an outline of the process from the Department of General Services.

Capital Improvements Subcommittee Report

Mr. Edwards, Chair of the Capital Improvements Subcommittee, provided a written report on paver replacement and the heating, ventilation, and air conditioning (HVAC) system, which is attached to these minutes. For EMCAC review, the Chair stated that she would draft a letter to the Director of the District Department of Transportation (DDOT) regarding proper restoration of the pavers. The Chair also stated that Mr. Edwards would proceed by contacting Baird Smith and Councilmember Charles Allen's office regarding the evaluation of the HVAC system.

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 in August the quarterly income and expense report, including the reserve balance, investigate the decrease or lack of growth in social media followers, and add other parking options to the Eastern Market website.

The Chair stated that she would search for the report that memorialized what was previously negotiated with DDOT regarding metered parking adjacent to Eastern Market and, along with consulting Mr. Margeson, work with Advisory Neighborhood Commission 6B and Eastern Market Main Street to coordinate communicating objections to DDOT regarding the expansion of metered parking hours.

Application Advisory Review Subcommittee Report

Ms. Dean, Chair of the Application Advisory Review Subcommittee, reported that she met with Mr. Margeson and Dominiqua Eldridge on July 12, 2018, regarding 40 pending applications and plans to have the reviewers complete their work in early August.

Report of the Tenants Council

On behalf of Anita Jefferson, Interim Chair of the Tenants Council, Ms. Dean presented the written report of the Tenants Council, which is attached to these minutes.

The meeting adjourned at 8:50 P.M.

Monte Edwards, Secretary

Eastern Market Community Advisory Committee

Capital Improvements

Report to the EMCAC

Concerning Street Pavers and HVAC

July 25, 2018

Street Pavers

This updates the continuing effort to restore the pavers that were removed to provide utility service to the Hine development. The pavers that were removed or damaged are no longer produced (Nicolock Pavers - Antiqued 6x9 Colonial Cobble Series in colors "Adobe Blend" and "Golden Brown" with the line striping for parking spaces in "Pewter"). They can be remanufactured, but there is a minimum order requirement; however, the developer does not want to bear the cost.¹ Efforts have been made to locate the same pavers in inventory that might be held by others, that apparently was not successful.

I was notified last week that EastBank's contractor has completed the repairs, using reclaimed paver (that do not match) and the entire diagonals were not replaced, as originally agreed. There was a fair amount of research, coordination, and thoughtful design of the original paver installation - the color was chosen to match the yellow/tan gravel of the original 7th Street before it was paved. A unique herringbone design, running diagonally from curb to curb, was installed and when it was necessary to dig in the street to replace gas service lines several years ago, the entire diagonals was replaced with new pavers to prevent a mismatched, mottled appearance.

On July 24 I was able to inspect, with Barry Margeson, what has been done. All of the areas that were patched have been repaired with pavers, but they do not match, and present a splotchy appearance. At the urging of Barry, most of the patching asphalt has been removed from the pavers, but remains in the spaces in several places. The work that has been done does not come up to the standards of the original installation. Kathleen Penney, who was the Chief Engineer of DDOT, described the benefit of installing the pavers in front of the Market:

http://www.capitolhillhistory.org/interviews/2009/penney_kathleen.html

So really, one of the late decisions in the project was to switch from just a regular asphalt street to the stone pavers that are there. And it was one of those decisions that I think many people agonized over and we went back and forth on. And we talked about the danger of utilities coming in and cutting them, which will be a danger, and we do worry about. We looked at how much of the street already needed to be torn up because of the electrical work to accommodate the Market building. And at the end of the day we

¹ I understand the minimum order for Nicolock to remanufacture the original pavers is 10 pallets. There are 113 sq ft of 6" x 9" pavers per pallet, so 10 pallets would cover 1,130 sq ft. The street is 45 feet wide in front of the Market, and a curb-to-curb diagonal is about 60 feet long, so one pallet would cover one diagonal about 18 feet wide. More than one pallet would be required, plus some extras might be stored in the market basement for future replacement (pavement cuts and damage to the pavers will likely continue to occur).

came to a decision and were able to go ahead and upgrade to that material and I think, by all accounts, it's absolutely beautiful now. It really is. It was a wise investment and I am glad it is the way we went.

We don't know the DDOT inspector who has been overseeing the repairs, but hopefully we can find why and how they were installed. What has been done is not a restoration, it does not restore the herringbone pattern, and the pavers are different in color than the originals.

HVAC Equipment

The Eastern Market Budget for the upcoming fiscal year provides \$34,00 to evaluate the HVAC system at the Market. The four issues described below need to be addressed in that evaluation.

1. Building Cooling.

One or more of the seven-compressor/condenser modules (located in the second floor of the Center Hall) that provide cooling for the building has (have) failed. In order to provide cooling, temporary compressors have been rented and are installed in the alley, surrounded by chain link fencing. The type of cooling equipment installed after the fire should have a useful life of 20 years – we have experienced erratic behavior/poor cooling for some time and failures after only 10 years of operation.

The operation of the heating, air conditioning and ventilation (see item 3, below) systems need to be evaluated and revised to achieve more efficient operation.

2. South Hall Compressor Room.

The compressor/condenser units that serve the merchant refrigeration equipment in the South Hall are located in the basement. Heat from the units is exhausted with two fans, one blowing into the alley-way next to the Market and one exhausting to the vent-stack located on the other side of the alley. Make-up air is drawn from the basement, thus exhausting air that has been cooled in the summer or heated in the winter.

A means of drawing make-up air from the outside, rather than the inside conditioned air, needs to be devised for the South Hall compressor/condenser room.

3. Ventilation and Make-Up Air

The HVAC system that was installed after the fire was described as highly energy efficient because ventilation air could satisfy the space-conditioning requirement about 50-60 percent of the year. For the South Hall, this was to be accomplished using the rooftop fans in conjunction with motorized control of the oculus window to provide make-up air. The rooftop fans were described as being able to operate at variable speeds with different numbers of the fans operating depending on the indoor and outdoor temperatures. Unfortunately, this has not been achieved: it requires a special operator to be able to operate the fans in only one of two modes: full on or full off. The rooftop fans do not operate to provide different rates of airflow based on indoor and outdoor conditions. The oculus windows, designed to automatically provide make-up air for what is exhausted by the rooftop fans, do not operate, but rather remain closed, with the result

that when the fans are all on or even half on and half off, the doors slam due to the negative pressure and make-up air is provided through the gaps under the doors, bringing in dirt and dust. And the air conditioning is being required to run considerably more.


The ventilation system needs to be evaluated so that it operates the way it was designed to operate.

4. Operations of North Hall and South Hall

The South Hall is a daytime operation, generally closing around 7 PM. The North Hall is designed to host evening events that generally begin at 7 PM and continue until after midnight. However, the HVAC of the entire building appears to operate whenever either of these spaces is in use, resulting in wasteful heating and cooling of the South Hall whenever there is an event in the North Hall and vice versa. While there are separate air handlers to serve the separate spaces (two for the North Hall and four for the South Hall), they do not operate separately. A second problem involves cost responsibility: the North Hall is typically rented for events and the associated costs are supposed to be assigned to those rental operations. Unfortunately, there is no provision for separate metering and thus heating, cooling and electric costs are the responsibility of the “Market” and not the organizations that are renting or using the space and actually incurring the costs.

Heating, ventilation, cooling and electricity for the North Hall and South Hall should be separately operated and separately metered. Further, as in the case of the South Hall fans, a competent operating plan needs to be devised and competent operators trained.

Respectively submitted,



Monte Edwards
Chair, Capital Improvements Subcommittee



Eastern Market Manager's Report to the EMCAC

July 25, 2018

Finances

May and June Revenues

Description	May	June
South Hall Rent	\$ 19,567	\$ 11,336
Exhibitors & Farmers Line	\$ 25,401	\$ 38,598
North Hall	\$ 34,773	\$ 27,200
Application and Event Fees	\$ 315	\$ 175
Flea Market	\$ 6,100	\$ 6,100
ATM	\$ 4,017	\$ 0
Total Income	\$ 90,174	\$ 83,409

Leases

On July 11th, the Director had her 3rd meeting with the Eastern Market merchants. The goal of these meetings is to establish a current lease with the merchants. Introduction to Donna Harris, Public Affairs Specialist.

Capital Improvements

Updates are highlighted

1. Transom window was installed in the North Hall on Friday, May 25. Window film goes on next and the window will be complete;
2. Installation of blinds is complete;
3. First floor office: Metal sheeting has been placed on all electrical equipment and the air conditioner/heater. The floors are stripped and stained. Putty has been applied to the edges of the floor;
4. Demolition and restoration of the front steps – Federal Masonry had planned on starting this work this week but will not because of the rain. They will begin this project on Monday next week;
5. Complete handrail when steps are completed;
6. Uplights are completed and look great.

The pavers on 7th Street: White pavers have been added to delineate the parking spaces as requested and required for a restoration. Stanton/Eastbanc will be cleaning the entire area and removing the black asphalt grout that is between the

pavers. The work that they are doing is not the same as when, in past projects, the contractor replaced swaths of original pavers with new pavers on a diagonal. There are pros and cons to both:

Past technique of replacing swaths with new pavers:

- Pro: Up close, this work looks attractive and colors are consistent with each other
- Con: Color difference when you look down the street at all the pavers

Current strategy:

- Pro: From a distance, the street in that area looks uniform. There is no large discrepancy between swaths of paver color
- Con: There may be irregularity from up close. I've asked them to clean the entire area to see how it looks once the entire area is cleaned. That will be on Monday.

Eastern Market Main Street

Agenda of last board meeting attached.

Hill Rag is doing business profiles of Eastern Market Main Street businesses that will also be promoted on the EMMS website.

There is a board open house on Wednesday, August 22 at Joselito from 6-8pm.

North Hall

Public events:

- Boogie Babes
- Tango
- Caring with Congress
- COWPIE 2018
- DC Metropolitan Foster & Adoptive Parent Association's 9th Annual Wine Tasting Jazz Event
- EMCAC

Aerobic Fitness will be taking a break for the summer. Boogie Babes will be on break in August.

Private events:

- (1) birthday party
- Toastmasters' Demonstration
- Nevada Lights Up the Capitol

- Eastern Market Toastmasters' Meeting

Brainstorming the development of a free community/customer appreciation event is on hold until we meet up with the marketing team.

Nicole Aiken and Barry Margeson recently met with Richard Layman. Discussion included exploring potential partnerships with area venues and industry/events specific associations; the development of marketing calendars and additional marketing opportunities.

Staff is currently working on the development of a targeted marketing campaign (state associations, local non-profits, etc.). Additional marketing may include 10% referral discount.

See below for our current booking promotion.



Operations

Parking:

- In an effort to better understand the dynamics of the back alley parking situation, we have taken the following actions:
 - Screenshots of every hour of parking in the back alley for a month. This will be analyzed.
 - Made arrangements for a contractor to monitor back alley traffic over the next two weekends from 11am to 6pm on Saturdays and from 11am to 5pm on Sundays. This individual will do the following:
 - Time how long each car is in a parking space;
 - Watch to see that the driver comes back to car with shopping bags;

- Take notes on every conversation with every parker to get an idea of how the system is working currently;
 - To the extent possible, watch to see whether drivers are shopping at Eastern Market, going to the pool, or going across C Street.
- Bill Glasgow, Mike Bowers, Anita Jefferson, and Barry Margeson met to discuss validated parking. We learned the following from research and emails with former ANC's Brian Pate and Ivan Frishberg. Thank you to Brian and Ivan who provided a significant amount of background and to Mike, who researched the Zoning Order in detail.
 - The MOA/PUD Agreement is incorporated wholly into the zoning order. The zoning order has the force of a binding legal document. (MOA=Memorandum of Agreement, PUD=Planned Unit Development)
 - There was an assumption made when negotiating the PUD Agreement that the entirety of 7th Street would be closed to traffic on the weekends. While not specified, the agreement envisioned the incorporation of the 300 block into market activities.
 - According to Ivan, "... the provision of parking underground was a benefit provided to the market community."
 - Z.C. ORDER NO. 11-24 Z.C. CASE NO. 11-24 PAGE 31
 - The Applicant will abide by the terms of the Post Completion Traffic Impact Monitoring Agreement, dated August 7, 2012, between DDOT and the Applicant. (Ex. 455D.) This agreement requires the Applicant to monitor and analyze traffic data when the Project is 70% leased up, and to immediately address traffic impacts that exceed projections with TDM actions, and to continue monitoring and implementing additional TDM actions, as necessary, for three years after any failure to meet projections within 10%.
 - Z.C. ORDER NO. 11-24 Z.C. CASE NO. 11-24 PAGE 63
 - Subsidized Parking: In conjunction with the weekend flea market, the Applicant shall make available no fewer than 50 parking spaces in the garage and no fewer than eight spaces for trucks ranging in length from 12 feet up to 24 feet in the loading dock between 7:00 a.m. and 7:00 p.m. (provided such spaces are utilized by vendors who arrive no later than 10:00 a.m.). These spaces shall be made available in the aggregate to the Market management at no more than 50% of the market rate for an all day (Saturday, Sunday) retail parking space.

Proposed Do Not Enter signs are attached for input from Tenant's Council:

1. Replacement sign at 7th St SE and North Carolina Ave SE:



2. Replacement sign for C Street and two new signs for the 7th St alleys





EASTERN MARKET

Marketing Report

INSTAGRAM

DATE	FOLLOWERS	+
Start	1324	
9/12/17	1410	86
10/24/17	1477	67
11/16/17	1500	23
11/29/17	1517	17
12/21/18	1572	55
1/24/18	1616	44
2/27/18	1727	111
3/27/18	1781	54
4/25/18	1865	84
5/23/18	1922	57
6/27/18	2003	81
7/25/18	2060	57

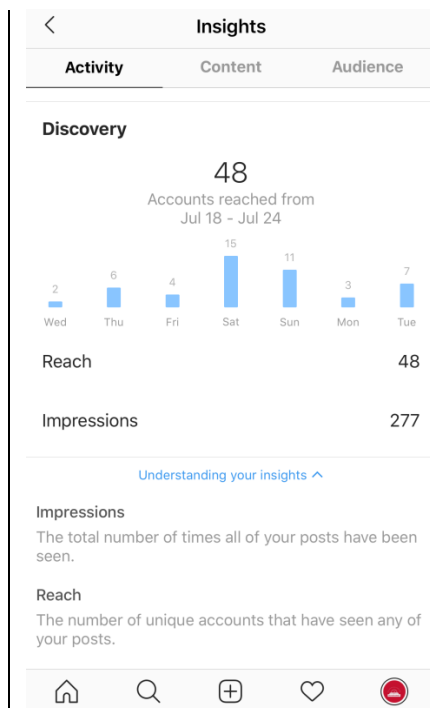
TWITTER

DATE	FOLLOWERS	+
Start	31.9k	
9/26/17	32116	
10/24/17	32252	136
11/16/17	32298	46
11/29/17	32325	27
12/21/18	32385	60
1/24/18	32470	85
2/27/18	32527	57
3/27/18	32609	82
4/25/18	32691	82
5/23/18	32725	34
6/27/18	32817	92
7/25/18	32497	- 320

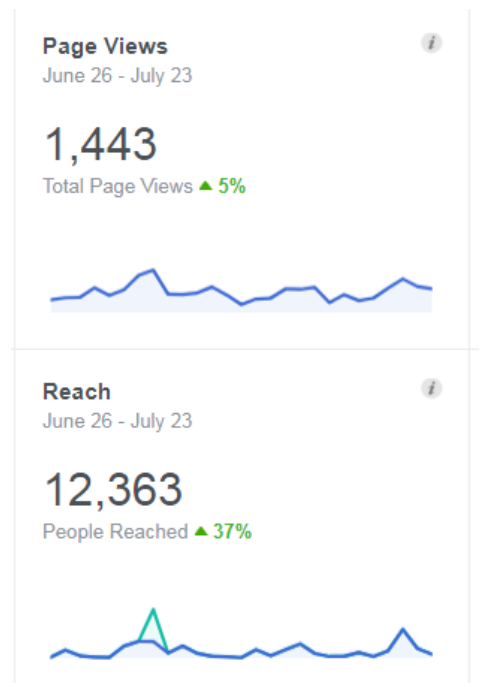
lost around 11 followers per day

FACEBOOK

DATE	FOLLOWERS	+
Start	44675	
9/26/17	44719	44
10/24/17	44858	139
11/16/17	44918	60
11/28/17	44946	28
12/20/18	45024	78
1/23/18	45138	114
2/26/18	45227	89
3/26/18	45280	53
4/24/18	45593	313
5/22/18	45671	78
6/26/18	45841	170
7/24/18	45930	89



2.0K **YOUR TWEETS**
During this 30 day period, you earned **571 impressions** per day.



Twitter - Explanation of Why We Lost Followers:

Twitter recently announced that users' follower counts will no longer include locked accounts. These accounts are routinely locked because of suspicious activity. This change is part of Twitter's ongoing push to clean up its platform and "improve the health of conversations."

"Most people will see a change of four followers or fewer; others with larger follower counts will experience a more significant drop. We understand this may be hard for some, but we believe accuracy and transparency make Twitter a more trusted service for public conversation."

-Twitter CEO Jack Dorsey

PROMOTION:

Date	Activity	Purpose	Merchant / Vendor Name
6/28/2018	Social Media - FB, Instagram, and Twitter	Postings	Indoor Market
7/3/2018	Social Media - FB	Postings	Jonathan Bardzik: Chef
7/3/2018	Social Media - FB	Postings	Union Meat and Market Poultry
7/4/2018	Social Media - FB, Instagram, and Twitter	Postings	Happy 4th of July
7/4/2018	Social Media - FB BOOSTED	Postings	Happy 4th of July Hours
7/6/2018	Social Media - Instagram and Twitter	Postings	Fine Sweet Shoppe: Merchant
7/7/2018	Social Media - Instagram and Twitter	Postings	Fine Sweet Shoppe: Merchant
7/7/2018	Social Media - FB	Postings	Toastmasters
7/14/2018	Social Media - FB	Postings	Gardener's Gourmet
7/14/2018	Social Media - FB	Postings	Jackson Collins
7/14/2018	Social Media - FB	Postings	Knopps
7/14/2018	Social Media - FB	Postings	Union Meat
7/14/2018	Social Media - FB	Postings	Washington Flower Market
7/15/2018	Social Media - Instagram and Twitter	Postings	Wunder Around: Vendor
7/18/2018	Social Media - FB	Postings	Jonathan Bardzik: Chef
7/20/2018	Social Media - FB	Postings	Jonathan Bardzik: Chef
7/21/2018	Social Media - FB	Postings	Toastmasters
7/21/2018	Social Media - FB	Postings	Rashaun Armstrong
7/21/2018	Social Media - FB	Postings	CariBeat
7/21/2018	Social Media - FB	Postings	Julius Sentongo
7/21/2018	Social Media - FB	Postings	Pure Shea Store
7/21/2018	Social Media - FB	Postings	Blue Ridge Cutting Boards
7/25/2018	Social Media - FB	Postings	Flea Market

Other News:

Eastern Market Toastmasters kicked off with its inaugural meeting on July 11. There were twelve in attendance. The next meeting will take place tomorrow on July 26 at 1pm in the North Hall. All are invited and encouraged to attend.

As background, at the beginning of the year, the Director of DGS created a Toastmasters club for the DGS Executive Team. For those of you who aren't familiar, Toastmasters is a world-wide club-based program that is focused on public speaking but encompasses a lot more, really –leadership, community building, etc. There are 16,400 clubs in 141 countries. Here's some more info: <https://www.toastmasters.org/about/who-we-are>

Once the Executive Team club was created, they started hearing from others who weren't on the Executive Team but wanted to join. We decided to create the second club at Eastern Market. This second one would be an open club that is available to anyone who wants to join. There's a fee, but because the Toastmasters is largely volunteer-based, the fee is about as low as it could be ... \$90/year. Regarding time commitment, there are two x one hour meetings a month ... There is a larger time commitment if you are interested in volunteering and becoming an officer of the club.

Minutes from EMMS June 14 Meeting



EASTERN MARKET MAIN STREET MEETING OF THE BOARD OF DIRECTORS Thursday, June 14, 2018

A meeting of the Board of Directors of Eastern Market Main Street was held at The Yard on Thursday, June 14th. The meeting was called to order at 8:39am.

Board members attending included Manuel Cortes, Mary Quillian Helms, Terry McDonald, Lona Valmoro, Loren Pushkar, Mike Berman, and Shaun Marble. Also attending was Executive Director Madeleine Odendahl. A quorum of the voting members of the board was present.

Mary Quillian motioned to approve the minutes from the May board meeting. Loren Pushkar seconded the motion, and it passed unanimously.

On behalf of the Design Committee, Madeleine gave an update on the Technical Assistance Program Grants. We had a total of 9 businesses apply for a grant and awarded each one a grant. Manuel Cortes motioned to approve the 2018 Technical Assistance Program Grants, Terry McDonald seconded, and the grant funding passed unanimously. (Mike Berman abstained from voting.)

Marshall Ginn from Capital Development Strategies gave an hour-long presentation on fundraising.

Our next board meeting will be July 19th from 8:30am-9:30am at The Yard. The board meeting adjourned at 10:07am.

Respectfully submitted,
Lona Valmoro
Secretary, Eastern Market Main Street



**Eastern Market Main Street
Meeting of the Board of Directors
Thursday, July 19, 2018 8:30am-9:30am
The Yard: Eastern Market**

The mission of Eastern Market Main Street is to capitalize on our historic assets and entrepreneurial culture to promote and retain our diverse, small businesses through the Main Street Four-Point Approach: Organization, Promotion, Design, and Economic Vitality.

1. Approval of Minutes from the June 14, 2018 Board meeting*
2. Committee Updates
 - a. Organization
 - i. 2018 Financials and Fundraising
 - ii. FY19 DSLBD Grant Agreement*
 - iii. Traffic and Use Assessment Draft
 - b. Design
 - i. Update on Lil Pub Space and 323 7th Street Mural
 - ii. Next Meeting: Friday, September 14
 - c. Promotions
 - i. Constitutional (n) – October 20
 - ii. The Holly Days – November 24-December 31
 - iii. Next Meeting: Thursday, July 26
 - d. Economic Vitality
 - i. Business Health Checks
 - ii. Next Meeting: Thursday, July 19
3. Corridor Updates
 - a. Opened
 - i. Sephora
 - b. Opening/Relocating
 - i. Eastern Market Nails
 - ii. Tricking Springs Creamery
 - iii. Nailsaloon
 - iv. Orangtheory
 - v. STEM Preschool
 - c. Closing
 - i. Forecast
 - d. Other
 - i. Capitol Hill Books change of ownership
4. Next Meeting
 - a. DC Main Streets Summit, July 28 8:30am-3pm
 - b. August 22, Board Happy Hour 6pm, Location TBD

*Requires Board Approval

Tenants Council July Minutes

The Tenants Council did not meet formally in July because there were only three items on the agenda. These items were agreed upon via email and presented to management.

1. Tenants Council requests Management repaint the red markers for tents on 7th street. This will aid both new and seasoned vendors in setting up their tents in the correct space regardless of their immediate neighbors are set up when they arrive. The tents are set up with a specific number of 10 x 10 tents between designated walkways. The red painted markers reduce the need for vendor interaction and any conflict about tent location

2. Tenants Council requests Management re-issue requirements for tent weights under separate cover to ensure all new vendors will read it and all seasoned vendors will read it. Unfortunately, when emails go out about space assignments with maps, only those vendors without permanent spaces are inclined to read them. The same is true of weekend update emails highlighting if there are events in the North Hall and notifying vendors on North Hall Plaza and first Farmer's Shed if they will need to make the space available. Only those vendors in the first few bays and along that top part of the street are inclined to read them as those set up in other parts are never affected.

3. As Tenants Council Chair (acting) I proposed adding a non- voting position to our ranks. Mr. Brian VanDerFleet will join us as an informal liaison to Eastern Market Main Streets. He will regularly attend EMMS meetings with an ear towards any opportunities or issues for Eastern Market as a whole and/or Merchants, Farmers, Vendors separately. Brian ran for the open non-food position this last April and both he and Jaime had similar number of supporters. It is my opinion that involving Brian now will harness his enthusiasm and allow him to be a more seasoned addition to the TC should he decide to run again. This was put to the TC electronically and there was no opposition.