

**EASTERN MARKET COMMUNITY ADVISORY COMMITTEE
REGULAR MEETING
JANUARY 23, 2019**

MINUTES

Attendance: Chuck Burger, Vice Chair; Monte Edwards, Secretary; Chander Jayaraman; Tom Kuchenberg, Treasurer; Susan Oursler; Jonathan Page; and Donna Scheeder, Chair, were present. Nikki Dean, Anita Jefferson, and Richard Layman arrived after the meeting began.

The regular meeting of the Eastern Market Community Advisory Committee (EMCAC) was held on Wednesday, January 23, 2019, 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.

Mr. Page moved approval of the November 28, 2018, regular meeting minutes. The minutes were approved.

Report of the Executive Committee

The Chair highlighted the EMCAC meeting dates in 2019, noting that the meeting in May will occur on Wednesday, May 15, 2019. The Chair announced that the Eastern Market Metro Plaza Advisory Committee (EMMPAC) will hold a meeting, which is open to the public, on Tuesday, January 29, 2019, at 9:00 A.M. at the Hill Center. The EMMPAC will hold meetings for the public on Wednesday, February 6, 2019, and Wednesday April 3, 2019, at 7:00 P.M. in the North Hall of Eastern Market.

The Chair reported the following developments:

- at the request of Councilmember Robert White, Chair of the Committee on Facilities and Procurement, the Chair and the Vice Chair will meet with him on Friday, February 1, 2019;
- for Keith Anderson, the Director of the Department of General Services (DGS), a walk-through of Eastern Market is being planned for a weekend early in February; and
- regarding the Eastern Market strategic business plan, the Office of the Deputy Mayor will draft a memorandum of understanding, presumably with DGS.

Election of the Independent Community Resident

Mr. Burger, Chair of the Subcommittee on Nominations, Credentials and Membership, reported the following nomination for the position of Independent Community Resident: Tom Kuchenberg.

Commissioner Jayaraman moved that the election of the Independent Community Resident be postponed until the meeting on February 27, 2019. The motion was adopted.

Report of the Market Manager

Mr. Margeson presented a written report of the Market Manager, which is attached to these minutes. He agreed to include EMCAC as DGS considers options for the 300 block of 7th Street SE, consider feasibility of opening the 200 block of 7th Street SE when not utilized such as in inclement weather, and investigate separating farmers' line revenue from other outdoor vendor revenue.

Report Capital Improvements Subcommittee

Mr. Edwards stated that EMCAC is fortunate to have enlisted the pro bono assistance of Baird Smith, a historic preservation architect formerly with Quinn Evans Architects, with Eastern Market's HVAC issues. By unanimous consent, it was agreed that the Chair will send a letter to architect Baird Smith recognizing his outstanding contributions to Eastern Market.

Report of the Special Task Force on Market Violations and Dispute Resolution Process

Ms. Oursler, Chair of the Special Task Force on Market Violations and Dispute Resolution Process, stated that the task force is developing a reporting form and plans to present that form at the February meeting.

Report of the Application Advisory Review Subcommittee

Ms. Dean stated that she expects the Application Advisory Review Subcommittee to be re-constituted within the next two weeks.

Report of the Tenants Council

Ms. Jefferson, Interim Chair of the Tenants Council, presented a written report of the Tenants Council, which is attached to these minutes. She agreed to develop a spreadsheet of prioritized issues, with date opened and status.

Community Comments and Concerns

Ellen Oppenweiner commented on the matters of a marketing plan with evaluation criteria, a list of Executive Committee meeting dates, pedestrian crossing safety on west side of 7th Street SE at C Street SE, and parking sign inconsistencies.

Joe Snyder commented on Carol Wright not renewing the license for the 300 block of 7th Street SE on Saturdays.

The meeting adjourned at 8:57 P.M.

Monte Edwards, Secretary



Eastern Market Manager's Report to the EMCAC

January 23, 2019

Finances

November and December Revenues

	November	December
APPLICATION FEE	\$70.00	\$105.00
ATM		\$5,811.06
NORTH HALL	\$22,625.00	\$33,107.50
OUTDOOR VENDOR	\$24,950.50	\$32,999.61
FLEA MARKET 7TH STREET	\$3,050.00	\$3,050.00
SOUTH HALL	\$24,022.99	\$15,215.34
Total	\$74,718.49	\$90,288.51

You may remember that DGS sent the entire Eastern Market capital budget that DGS and the EMCAC created to the Mayor's Office. They are currently reviewing the capital budgets that were submitted by the various District agencies. I believe that they have as much information as they need for now and will then submit the budget to Council in March. Our top priority was the replacement of the chiller.

Leases

I will be scheduling a lease meeting with the merchants, IK and me for the month of February so that we can restart the lease process post Director transition.

Operations

HVAC:

After a significant amount of work together with Baird Smith (from Quinn Evans) and Monte Edwards, a Scope of Work was drafted for engineering and technical services to investigate the issues with the HVAC system. The bid for the services came in at more than double the amount expected. This was a surprise and disappointment to all of us since it meant that the project would be outside of the budget and not possible in the comprehensive manner that we had envisioned it. Following that, I began working with one of the engineers from the Market's renovation to determine an approach for moving forward that would still allow us to accomplish our goal: A fully functioning Eastern Market HVAC system. The following steps have been taken since that point:

1. Several conversations with the engineering firm and an onsite meeting between the engineering firm, Multistack, and Management to review the current status of the Multistack chiller. The outcome of these conversations/meetings were as following:

- a. The engineering firm will reconsider the way that we might work with them in order to ensure that they are able to help oversee the critical evaluation work but at a significantly lower cost. This work will include:
 - i. Getting the Building Automation System online;
 - ii. Reevaluating the status of the chiller based on the input from the engineering firm that the chiller should not have failed so soon;
 - iii. Advising regarding steps to get the pottery studio HVAC system working;
 - b. Multistack will outline a plan for fully evaluating the chiller with the support of an HVAC service company that has expertise in Multistack chillers.
2. Because the chiller evaluation work will need to be done in the spring and summer, it is almost certain that we will be using a temporary chiller this year. This money is in the budget.
 3. The following work is being considered second and third tier on the priority list
 - a. Evaluation of metering of the North Hall vs South Hall (because of cost and complexity of the work)
 - b. Shoulder season evaluation and resolution (because of cost and complexity of the work)
 - c. Compressor room evaluation (because progress has been made, cost, complexity)
 4. Baird and Monte will be involved as we move forward.

Outdoor Vending:

There was concern in the November meeting regarding the vendor participation in the outdoor market in 2018 so I wanted to report back on the preliminary research we have done in that regard: Despite the fact that 2018 was the rainiest year in DC history (29 Saturdays and 18 Sundays of rain), and despite the fact that we did not increase outdoor vendor prices in FY18, we made \$3,215 more in FY18 than we did in FY17. We have asked an intern to look deeper into this and we'll report back the results.

The Eastern Market Community:

Andre Mack, a porter who everyone loved and trusted, has passed. He died in his home the morning of December 30.

Andre helped a number of vendors get set up in the morning and in recent years, he focused a lot of his attention on helping Bernadette Mayo, BAM! Products, get set up, so if you are unfamiliar with his name, you might recognize him through his association with Bernadette, who sells beautifully packaged soaps. Andre was also known as "Fuzz."

For me, Andre was consistent and kind. He was always here every Saturday and Sunday morning of the year and while he was honest and clear, he was also a very kind person. He had a smile that I'll miss and I'll also miss his laugh, which was sort of a huh, huh kind of a laugh, which always made me laugh too. In addition to the service on January 16, we will be doing a memorial service for him in the North Hall and I will provide details.

If you see Bernadette, you might offer her your condolences. Bernadette and Andre were like family and I know that she will miss him terribly.



North Hall

January

Public events:

- Aerobic Fitness
- Boogie Babes
- EMCAC
- Passion City Church Community Group
- Stroller Strides
- Tango

Private events:

- Reception
- Eastern Market Toastmasters – open house was held on 1/10/19

Winter private event booking special has been extended from 1/21/19 to 2/21/19.

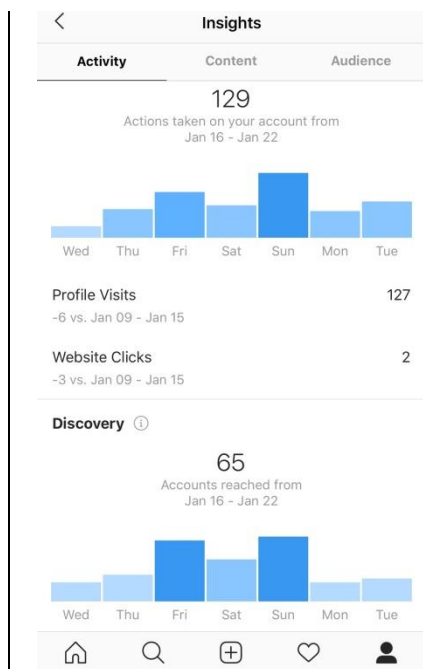




EASTERN MARKET

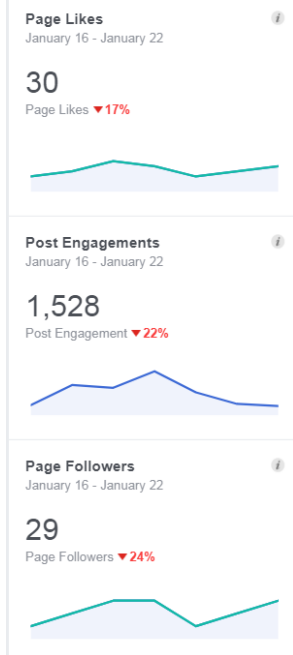
Marketing Report

INSTAGRAM			TWITTER			FACEBOOK		
DATE	FOLLOWERS	+	DATE	FOLLOWERS	+	DATE	FOLLOWERS	+
Start	1324		Start	31.9k		Start	44675	
9/12/17	1410	86	9/26/17	32116		9/26/17	44719	44
10/24/17	1477	67	10/24/17	32252	136	10/24/17	44858	139
11/16/17	1500	23	11/16/17	32298	46	11/16/17	44918	60
11/29/17	1517	17	11/29/17	32325	27	11/28/17	44946	28
12/21/18	1572	55	12/21/18	32385	60	12/20/18	45024	78
1/24/18	1616	44	1/24/18	32470	85	1/23/18	45138	114
2/27/18	1727	111	2/27/18	32527	57	2/26/18	45227	89
3/27/18	1781	54	3/27/18	32609	82	3/26/18	45280	53
4/25/18	1865	84	4/25/18	32691	82	4/24/18	45593	313
5/23/18	1922	57	5/23/18	32725	34	5/22/18	45671	78
6/27/18	2003	81	6/27/18	32817	92	6/26/18	45841	170
7/25/18	2060	57	7/25/18	32497	- 320	7/24/18	45930	89
9/26/18	2253	193	lost around 11 followers per day			9/25/18	46111	181
11/28/18	2513	260	9/26/18	32668	171	11/27/18	46199	88
1/23/19	2710	197	11/28/18	32767	99	1/22/19	46251	52
			1/23/19	32789	22			



YOUR TWEETS

During this 28 day period, you earned **881 impressions** per day.



PROJECTS:

The Welcome Signs are on display out front of the market.

PROMOTIONS:

Participated in the Office Campaign: Eastern Market Main Street distributed 1,000 goody bags to various professional offices on the corridor and a bit beyond to engage more people who work in the area. Featured was our Holiday Cards – (front/back) “Shop at Eastern Market this Thanksgiving Season” and “Shop at Eastern Market this Holiday Season”.

Participated in Small Business Saturday: Eastern Market Main Street handed out 200 Small Business Saturday giveaway bags. Featured was our Holiday Cards – (front/back) “Shop at Eastern Market this Thanksgiving Season” and “Shop at Eastern Market this Holiday Season”.

HillRag: “Shop at Eastern Market this Holiday Season” ad was featured in December’s Publication.

Modern Postcards: 2500 postcards were sent out within a 5 miles radius of Eastern Market. Residence received the postcards on December 3, 2018. The 500 additional postcards were distributed to the weekend vendors for promoting.

Newsletters: Two newsletters were sent out during the month of December, providing subscribers “A Guide to the Holidays”. The first newsletter focused on the outdoor vendors (sent on December **7th 10:37 AM**). The second newsletter focused on the indoor merchants (sent on December **14th 10:44 AM**).

Eastern Market Main Street Update



**Eastern Market
Main Street**

**Eastern Market Main Street
Meeting of the Board of Directors
Thursday, January 17, 2019 8:30am-10:00am
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 November 15, 2018 Board meeting*
2. 2018 Review
 - a. Financials
 - b. Evaluation
 - c. Board Assessment
3. Committee Updates
 - a. Organization
 - i. Executive Committee Meeting Minutes
 - ii. 2019 Budget Updates*
 - iii. Staff Update
 - b. Design
 - i. Eastern Market Metro Park Update
 - ii. DDOT No Turn on Red – 7th and Pennsylvania
 - iii. Next Meeting: Friday, March 8
 - c. Promotions
 - i. The Holly Days Impression Report
 - ii. City Walker app official launch
 - iii. Newsletter Revamp: The Beat and Business Beat
 - iv. Next Meeting: Thursday, January 24
 - d. Economic Vitality
 - i. Next Meeting: Thursday, February 7
4. Corridor Updates
 - a. Closed
 - i. Business Printing Services
 - ii. Mattress Firm
 - b. Closing
 - i. Cove
 - ii. Dawn Price Baby
 - c. Other
5. Next Meeting
 - a. Annual Meeting: Wednesday, February 20 5pm-8pm, LOCATION TBD
6. New Business

*Requires Board Approval

**EASTERN MARKET MAIN STREET
MEETING OF THE BOARD OF DIRECTORS
Thursday, November 15, 2018**

A meeting of the Board of Directors of Eastern Market Main Street was held at The Yard on Thursday, November 15th. The meeting was called to order at 8:47am.

Board members attending included Manuel Cortes, Terry McDonald, Mike Berman, Sean Pichon, Barry Margeson, Mary Quilian, and Lona Valmoro. Also attending was Executive Director Madeleine Odendahl. A quorum of the voting members of the board was present.

Mike Berman motioned to approve the minutes from the October board meeting. Manuel Cortes seconded the motion, and it passed unanimously.

On behalf of the Organization Committee, Madeleine gave an update on overall financials and fundraising. We reviewed the revised Board of Directors meeting calendar for 2019 and agreed to finalize. Madeleine also gave the Board an update on our office space.

On behalf of the Design Committee, we briefly discussed the Eastern Market Metro Park project. The next meeting of the Design Committee will be Friday, January 11th.

On behalf of the Promotions Committee, the Board reviewed the final numbers from the Constitutional event which by all account was a solid success. The next meeting of the Promotions Committee will be Thursday, December 13th.

On behalf of the Economic Vitality Committee, Madeleine raised the new Small Retail Property Tax Relief Credit which specifically targets businesses that gross less than \$2.5 million annually. We are going to highlight this tax credit to the EMMS community, starting in our January business newsletter.

Our next board meeting will be a Holiday Open House on December 11th from 8:30am-11:00am in the North Hall of Eastern Market.

The board meeting adjourned at 9:35am.

Respectfully submitted,
Lona Valmoro
Secretary, Eastern Market Main Street