

**EASTERN MARKET COMMUNITY ADVISORY COMMITTEE  
REGULAR MEETING  
FEBRUARY 27, 2019**

**MINUTES**

Attendance: Chuck Burger, Vice Chair; Monte Edwards, Secretary; Tom Kuchenberg, Treasurer; Richard Layman; Susan Oursler; Jonathan Page; Donna Scheeder, Chair, and Jerry Sroufe were present. Angie Brunson, Bill Glasgow, and Anita Jefferson arrived after the meeting began. Mr. Page departed at 7:33 P.M.

The regular meeting of the Eastern Market Community Advisory Committee (EMCAC) was held on Wednesday, February 27, 2019, at 7:00 P.M., in the North Hall of Eastern Market. The Chair called the meeting to order at 7:01 P.M.

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

Mr. Burger moved approval of the January 23, 2019, regular meeting minutes. The minutes were approved as corrected.

Mr. Burger moved approval of the February 19, 2019, special meeting minutes. The minutes were approved.

**Report of the Executive Committee**

The Chair highlighted the EMCAC meeting dates in 2019, noting a request to reschedule the meeting scheduled for Wednesday, October 23, 2019, so that an event could be booked in the North Hall. By unanimous consent the meeting scheduled for Wednesday, October 23, 2019, was rescheduled for Tuesday, October 22, 2019.

**Report of the Subcommittee on Nominations, Credentials and Membership**

Mr. Burger, Chair of the Subcommittee on Nominations, Credentials and Membership, reported the following nominations for the position of Independent Community Resident Member: Karl Kindel and Tom Kuchenberg. No nominations were made from the floor. Each candidate made a brief statement.

**Election of the Independent Community Resident**

Following a ballot vote, Mr. Burger announced the following election results and declared Mr. Kuchenberg elected as the Independent Community Resident Member.

- Total votes – 11
- Votes for Mr. Kuchenberg – 10
- Votes for Mr. Kindel – 1

### **Meeting with DGS**

The Chair reported on a meeting between members of EMCAC and representatives of the Department of General Services (DGS) on February 21, 2019. The topics discussed included status of HVAC system, need for continuity with administrative changes at DGS, external environmental change and competition from other food markets, more frequent and complete expense reporting, special attention a required for historical building capital improvements, strategic plan, performance goals and measures for market and market manager, parking, open streets, and accessibility, and marketing. A copy of a response from DGS on these matters is attached to these minutes. The next meeting with DGS is scheduled for Thursday, March 21, 2019.

The Vice Chair reported that, following the January meeting, the Chair and he provided an overview of market issues to Councilmember Robert White, Chair of the Committee on Facilities and Procurement, which has oversight responsibilities for DGS. The Vice Chair announced that more briefings will be are planned with other members of the Committee on Facilities and Procurement

### **Testimony on DGS Performance**

The Chair provided highlights of EMCAC's testimony, which will be presented to the Committee on Facilities and Procurement of the DC Council on February 28, 2019, regarding the performance of the Department of General Services. The testimony was prepared with input gathered at the EMCAC special meeting on February 19, 2019.

### **Meeting with Stanton EastBanc Regarding Parking and the MOU**

The Chair reported that members of the Executive Committee, the Mayor's representative, Jonathan Page, and Market Manager Barry Margeson met on February 22, 2019, with representatives of Stanton EastBanc and former Advisory Neighborhood Commission Commissioner Ivan Frishberg regarding parking as covered by the memorandum of understanding regarding the Hine development. It was agreed that 30 parking spaces would be provided at \$4.00 a space for vendors in the parking garage at 700 Penn. The chair also reported that the participants discussed methods to encourage vendors to utilize the spaces to alleviate surface parking use.

### **Report of the Capital Improvements Subcommittee**

Mr. Edwards, Chair of the Capital Improvements Subcommittee, reported on the status of handling HVAC issues. He recommended that (1) DGS engage the HVAC experts to evaluate the HVAC system, diagnose the problems, and recommend the repairs, replacements, or changes to the system, and (2) to the extent that costs of the necessary repairs, replacements, and changes exceed the current appropriation of \$37,720.00 then require DGS to repurpose funds to accomplish the repairs, replacements, and changes to correct to HVAC problems. His written report is attached to these minutes. Mr. Edwards moved the adopted of the recommendations contained in his report to be included in the EMCAC testimony to the Committee on Facilities and Procurement of the DC Council on February 28, 2019. The motion was adopted unanimously.

**Report of the Market Manager**

Mr. Margeson presented a written report of the Market Manager, which is attached to these minutes. He agreed to provide the appraised amount relating to the use of the 300 block of 7<sup>th</sup> Street SE.

**Community Comments and Concerns**

Mike Bowers commented on asking questions and making comments at EMCAC meetings, forecasting revenue from North Hall bookings, and moving a bus stop within sight of the market.

Ms. Jefferson commented on the placement of sandwich boards and the opening of streets to traffic and parking.

Mr. Glasgow commented on the opening of the streets to traffic and parking and the Tenants Council.

Mr. Layman commented on developing and implementing a comprehensive traffic plan.

The meeting adjourned at 8:46 P.M.

Monte Edwards, Secretary

**Eastern Market Community Advisory Committee**  
**Capital Improvements**  
**Report to the EMCAC**

**HVAC Issues**  
**February 27, 2019**

The problems with the Market's HVAC system has spanned a number of years, and in 2018, it required the rental of temporary A/C equipment at a cost of \$80,000. The Building Automatic System (that should control the HVAC system) does not function for the heating system, requiring manual operation with wide swings in temperatures. The Eastern Market Budget for the 2019 fiscal year provides \$34,720 to evaluate and diagnose problems with the HVAC system at the Market.

As I reported on September 26, 2018, in order to determine what needs to be evaluated and how to best accomplish that evaluation, I contacted Baird Smith, the lead architect of the Quinn Evans team that designed the restoration of the Market after the fire, who is now retired from QuinnEvans. Mr. Smith put me in contact with Michael Emmerich of Grotheer & Co, the designer of the HVAC system. Mr. Emmerich reviewed the July 25 EMCAC Capital Improvements Report and the relevant HVAC design documents and agreed to work with us in developing the Scope of Work to accomplish the evaluation. As a result of those meetings, we reached agreement on how to navigate the DGS contracting procedures to most efficiently spend the \$34,720 that has been appropriated, and outlined the elements of a Scope of Work in the September 26, 2018 Capital Improvements Report.

**Where We Are Now**

The Market Manager has contacted HVAC experts and received specific advice and proposals about diagnostics and evaluations that would implement the recommendations of the September 26, 2018 Capital Improvements Report. For reasons we do not understand, DGS has not yet engaged those HVAC experts to address the problems. Once the necessary evaluation and diagnosis is complete, it will be necessary to accomplish the required repairs, replacements, and changes. But the \$34,720 available for the 2019 fiscal year will likely pay for only the evaluation and diagnostics. In order to accomplish the necessary repairs, replacements and other corrective work, additional funds will be required, but those funds are contained in the 2020 fiscal budget. Thus, sometime this year we will likely have a complete evaluation and plan to correct the HVAC problems, but will not have the budget dollars to accomplish that work. Thus, when the cooling system begins, DGS will again spend \$80,000 (or more) for rental A/C equipment.

## What the Market Needs

I recommend that EMCAC ask Council to require:

- That DGS engage the HVAC experts to evaluate the HVAC system, diagnose the problems and recommend repairs, replacements or changes in the system.
- To the extent the costs of the necessary repairs, replacements and changes exceed the current appropriation of \$34,720, then require DGS to repurpose funds to accomplish the repairs, replacements and changes to correct the HVAC problems.

Respectively submitted,



Monte Edwards, Chair  
Capital Improvements Subcommittee



## Eastern Market Manager's Report to the EMCAC

February 27, 2019

### Finances

#### December & January Revenues

	December	January
APPLICATION FEE	\$105.00	\$245.00
ATM	\$5,811.06	\$2,499.00
NORTH HALL	\$33,107.50	\$7,586.87
OUTDOOR VENDOR	\$32,999.61	\$9,976.07
FLEA MARKET 7TH STREET	\$3,050.00	0
SOUTH HALL	\$15,215.34	\$21,165.60
<b>Total</b>	<b>\$90,288.51</b>	<b>\$41,472.54</b>

DC's Comprehensive Annual Financial Report (CAFR) has been released and I am working with our finance team to create a financial document to present to the EMCAC. I will schedule a meeting shortly.

### Leases

Over the next month, we will develop a new working program to move forward with the leases.

### Operations

#### RFP for 300 Block

RFP was released and response(s) have been received. We are reviewing and will get back by Monday.

#### Bollard Study

Draft proposal developed, reviewed by EMCAC, and will be reviewed by DDOT and HSEMA next before soliciting proposals.

#### Eastern Market Signage:

Draft proposal developed for design of external signage for Eastern Market. Under review by EMCAC.

#### HVAC:

Multistack engineer from Boland Trane will send proposal for investigative work that they will do once Spring begins.

Scope of Work for Building Automation System and for pottery studio have been reviewed by Michael Emmerich. One more draft and will go to Monte for final review and then to release. Building Automation System work will be investigative. The contractor will develop a Scope of Work for addressing the issues.

## North Hall

### Public events:

- Aerobic Fitness
- Boogie Babes
- EMCAC
- EMCAC Committee of the Whole Meeting
- Eastern Market Metro Park Community Meeting
- Passion City Church Community Group
- Pasta for Pets
- Stroller Strides
- Tango

### Private events:

- Ahhhscar event
- DC Food Policy Workforce Development
- Eastern Market Toastmasters

The Mayor's "Washington Women of Excellence Awards" will be held at Eastern Market's North Hall this Tuesday, 3/5/19. It is open to the public.

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



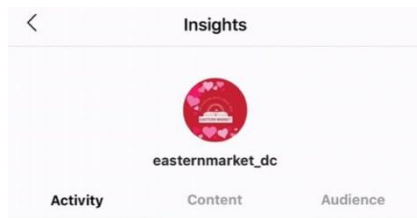
# EASTERN MARKET

## Marketing Report

### FOLLOWERS UPDATE

INSTAGRAM			TWITTER			FACEBOOK		
DATE	FOLLOWERS	+	DATE	FOLLOWERS	+	DATE	FOLLOWERS	+
11/28/18	2513	260	11/28/18	32767	99	11/27/18	46199	88
1/23/19	2710	197	1/23/19	32789	22	1/22/19	46251	52
2/27/19	2785	75	2/27/19	32767	- 22	2/26/19	46229	- 22

## INSTAGRAM - INSIGHTS



### Interactions ⓘ

117

Actions taken on your account from  
Feb 20 - Feb 26



### Profile Visits

-38 vs. Feb 13 - Feb 19

### Website Clicks

-1 vs. Feb 13 - Feb 19

### Discovery ⓘ

925

Accounts reached from  
Feb 20 - Feb 26



### Reach

-354 vs. Feb 13 - Feb 19

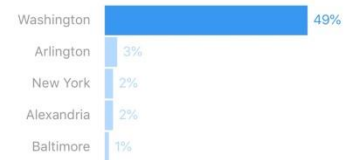
### Impressions

-6,418 vs. Feb 13 - Feb 19

Activity	Content	Audience
2,785 followers		
+21 vs. Feb 13 - Feb 19		

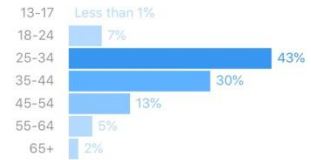
### Top Locations ⓘ

Cities Countries



### Age Range ⓘ

All Men Women



## FACEBOOK - OVERVIEW

### Page Summary Last 28 days \*

Export Data ⬇

Results from Jan 30, 2019 - Feb 26, 2019

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Organic Paid

### Actions on Page ⓘ

January 30 - February 26

7

Total Actions on Page: ▲17%



### Page Views ⓘ

January 30 - February 26

1,178

Total Page Views ▼11%



### Page Previews ⓘ

January 30 - February 26

153

Page Previews ▼2%



### Page Likes ⓘ

January 30 - February 26

125

Page Likes ▼16%



### Post Reach ⓘ

January 30 - February 26

9,161

People Reached ▼3%



### Recommendations ⓘ

January 30 - February 26

94

Recommendations ▼5%



### Post Engagements ⓘ

January 30 - February 26

5,138

Post Engagement ▼22%



### Videos ⓘ

January 30 - February 26

62

3-Second Video Views ▼43%



### Page Followers ⓘ



















January 30 - February 26

126

Page Followers ▼17%



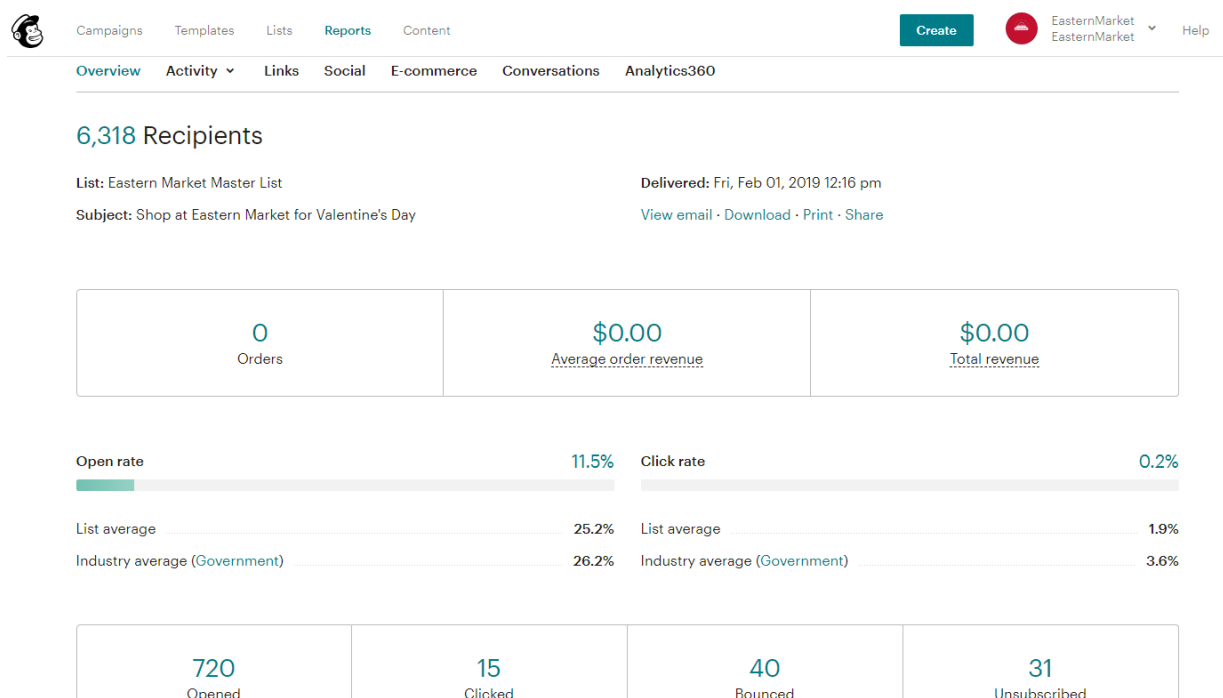


Pages to Watch						
Compare the performance of your Page and posts with similar Pages on Facebook.						
<a href="#">Add Pages</a>			Reactions, Comments & Shares ⓘ			
Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week		
YOU 1  Eastern Market	48.1K 	0%	4	39		
2  Union Market DC	47K 	▲0.2%	0	0		
3  The Flea Market at East...	11.1K 	0%	2	5		
4  Columbia Heights Farm...	3.1K 	0%	2	14		
5  Brookland's Monroe St ...	1.9K 	0%	6	22		
6  Eastern Market Main Str...	703 	▼0.1%	19	30		

## PROMOTIONS:

**Newsletter:** Shop at Eastern Market for Valentine's Day – for eastern market's Love of you - was sent out to 6K+ recipients on February 1, 2019. *Blue Iris Flowers, Aurora Bath and Jewels, Union Meat, Canales Quality Meats, Southern Maryland Seafood, Paik Produce, Calomiris & Sons Produce, Eastern Market Grocery, Fine Sweet Shoppe, and Bowers Fancy Dairy Products were featured in the newsletter.*

Please view report below:



June 27, 2019 will be 10 years since the reopening of Eastern Market. We will be celebrating with an event similar (but better) to the one 10 years ago. We will work together with the Eastern Market community to make this happen and will schedule the first meeting for the week of March 11.

## **Eastern Market Main Street Update**

### **Annual Meeting, open to public, was rescheduled due to the weather to March 20 at 6pm.**

There are two grant opportunities available through the Eastern Market Main Street program: Façade Improvement Grants and Technical Assistance Grants. Last year, a number of Eastern Market businesses took advantage of these programs and saved thousands of dollars in costs on critical expenditures. The applications are in English and Spanish. These grants are available to Eastern Market merchants AND vendors. Due dates for both grants are April 30, 2019.

Façade Improvement Grant specifics:

**Eligible Activities:** Projects eligible for EMMS FIP funds in 2019 include:

- Signage (including signs, mounting brackets and other hardware, and window lettering)
  - Awning/Canopy repairs or replacements
  - Exterior Lighting
  - Exterior façade repairs or replacements
- **For first floor businesses and Eastern Market merchants, the grant will reimburse 70% of the cost of eligible expenses, up to a total of \$2,000.**
  - **For upper level businesses and weekend market vendors, the grant will reimburse 70% of the cost of eligible expenses, up to a total of \$500.**

Technical Assistance Grant specifics:

**Eligible Activities:** Projects eligible for EMMS TAP funds in 2019 include:

- Business planning
  - Management training
  - Government regulation assistance
  - Marketing and branding assistance (social media, website, storefront/on-site, etc.)
  - Tax preparation and accounting assistance
  - Legal assistance
  - One-on-one or collaborative business assistance
- **The grant will reimburse 70% of the cost of eligible expenses, up to a total of \$2,500.**

Grants are on website at <https://www.easternmarketmainstreet.org/>