

**EASTERN MARKET COMMUNITY ADVISORY COMMITTEE  
REGULAR MEETING  
JUNE 26, 2019**

**MINUTES**

Attendance: Chuck Burger, Vice Chair; Tom Kuchenberg, Treasurer; Richard Layman, Jonathan Page; Donna Scheeder, Chair, and Jerry Sroufe were present. Angie Brunson, Nikki Dean, and Anita Jefferson arrived after the meeting began.

The regular meeting of the Eastern Market Community Advisory Committee (EMCAC) was held on Wednesday, June 26, 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 approval of the May 15, 2019, regular meeting minutes. The minutes were approved.

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

**Report of the Chair**

The Chair reviewed the remaining meeting dates for the year and noted that she would work with Barry Margeson, the Market Manager, to schedule a meeting in October.

The Chair also provided the following update on the status of the strategic business plan for Eastern Market: the announcement and request for applications (RFA) were published on June 21, 2019; most of the modifications to the RFA recommended by EMCAC were accepted; RFA submissions are due on Monday, July 22, 2019; and, according to Katie Baskett of DMPED, the applications will be reviewed and scored, the top two to three applicants will be interviewed by the Department of General Services (DGS), the Deputy Mayor of Planning and Economic Development, and EMCAC, and the award is expected by Thursday, August 22, 2019. The Chair invited EMCAC members to email her comments on the RFA for the purpose of informing future processes with the agencies.

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

Mr. Burger, Chair of the Subcommittee on Nominations, Credentials and Membership, reported that the subcommittee had received a request from Ellen Opper-Weiner for a seat on EMCAC for an incorporated entity, the Eastern Market Preservation and Development Corporation. He stated that legal guidance had been sought from DGS, who referred the matter to the Office of the Attorney General (OAG). Mr. Burger indicated that he contacted the OAG twice and would try again on Friday, June 28, 2019, if necessary.

**Report of the Capital Improvements Subcommittee**

The Chair presented a written report of the Chair of the Capital Improvements Subcommittee, Monte Edwards, on signage for Eastern Market. The written report is attached to these minutes. Mr.

Layman moved that EMCAC accept the design concept outlined by Brick & Story in the attachment to the report. The motion was adopted unanimously.

Mr. Burger moved that the subcommittee be charged to promote a unified appearance to signage in the Eastern Market Special Use Area and at the Eastern Market Metro Plaza and to address needed signage between the expressway at 6<sup>th</sup> Street SE and Eastern Market. The motion was adopted unanimously.

### **Report of the Market Operations Subcommittee Chair on Tenants Council Report on Outstanding Resolutions**

Mr. Kuchenberg, Chair of the Market Operations Subcommittee, reported that the Chair of EMCAC, Nikki Dean, and he met on June 25, 2019. Mr. Kuchenberg reviewed a written status report with recommendations on the outstanding resolutions, which is attached to these minutes. Mr. Kuchenberg moved the adoption of the following recommendations regarding Eastern Market management: (1) that there be a written snow removal policy; (2) that there be a written vendor space reassignment policy; (3) that the DGS ombudsman function be redefined to include acceptance of appeals from the vendors; and (4) that rules regarding dimensions and location of vendor space be enforced. The motion was adopted unanimously.

### **Report on Rediscover Eastern Market Celebration**

The Chair presented a written report prepared by Mr. Edwards on the Rediscover Eastern Market Celebration, held Friday, June 7, 2019, through Sunday, June 9, 2019. The report is attached to these minutes. By unanimous consent, EMCAC thanked Mr. Edwards for his special efforts in conjunction with the celebration.

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

Mr. Margeson presented a written report of the Market Manager, which is attached to these minutes.

### **Eastern Market Metro Park Project Update**

Madeleine Odendahl, Executive Director of Eastern Market Main Street, reported that the transportation study and the installation of the temporary playground are expected soon.

### **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.

The meeting adjourned at 9:11 P.M.

Tom Kuchenberg, Secretary Pro Tem

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

**Signage**

**June 25, 2019**

Brick and Story has been engaged to design signage for the Market. Donna, Barry and I have met with them and they have had a preliminary meeting with the staff of Historic Preservation Office and the Commission on Fine Arts. They have also reviewed the 2009 Signage Package proposed by Edge Advertising. As a result of those efforts, Brick and Story has provided the attached Progress Update. It is a preliminary report, and seeks EMCAC approval of the design concept, understanding that design details, fonts and colors will be presented at the July EMCAC meeting.

The design concept involves period appropriate signage at the main entrance, on the south end of the building and the north end of the building. The tattered Cluss banners will be removed. The signage at all three locations would state “Eastern Market”, and the signage on the north end would also have a sign above the entry stating “North Hall” to address the not infrequent inquiry about where is the North Hall. The signage on the main entrance would be vertical letters and Brick and Story will provide at least two alternatives:

- One sign on the left of the entry that would read “Easters Market”
- Two signs, one on each side of the entry, one be would be “Eastern” and the one on the right side would be “Market”.

I recommend that preference be given to signs mounted on a backing, rather than individual letters mounted on the wall (e.g., the new Frager’s sign) to minimize penetrations to the brick and that the signs be designed such that their mounting points correspond to the mortar joints, to preclude making penetrations in the brick.

I recommend that EMCAC approve the proposal, in concept with the understanding that a more final design including proposed fonts, colors and sizes, be presented at the July EMCAC meeting.

Respectively submitted,



Monte Edwards, Chair  
Capital Improvements Subcommittee

## **Rediscover Eastern Market**

A celebration marking ten years after the restoration of Eastern Market was held from Friday, June 7 through Sunday June 9 .The event went very well, despite the weather on Sunday

EMCAC sponsored a table on Saturday and Sunday. Our table was the sign-up location for Food tours conducted on Saturday, designed to feature many of the unique items available at the Market. We gave away free balloons for the kids, free Eastern Market shopping bags.

On Sunday, EMCAC sponsored tours that described the history, architecture and community significance of the Market. Rather than the sign-up we planned, we provided tours “On-Demand” - whenever we had a group, if a tour leader was available, the tour set off. Tours were light in the morning, but went out almost constantly during the afternoon.

In terms of expenses, I purchased the table cover and the tour guide polo shirts for a total of \$852.32. 700 Penn (Ken Golding) reimbursed me directly for \$500. Eastern Market Main Street sent a check, payable to EMCAC for \$352.32.

Additionally, we sold two of the miniature plaques for \$50 each and four of the polo shirts for \$25 each. Other expenses amounted to about \$20 for lamination of the signs and pricing information.

DGS provided the balloons, helium, and shopping bags that we gave away from the EMCAC table.

Monte