

**EASTERN MARKET COMMUNITY ADVISORY COMMITTEE  
REGULAR MEETING  
SEPTEMBER 29, 2021**

**MINUTES**

Attendance: Chuck Burger, Vice Chair; Monte Edwards, Secretary; Susan Oursler; Donna Scheeder, Chair, and Jerry Sroufe were present. Mike Bowers (for Bill Glasgow), Nikki Dean Brown, and Anita Jefferson joined after the meeting began.

The regular meeting of the Eastern Market Community Advisory Committee (EMCAC) was held on Wednesday, September 29, 2021, at 7:00 P.M., via Zoom. The Chair called the meeting to order at 7:02 P.M.

**Adoption of the Agenda**

Commissioner Sroufe moved that the agenda be adopted. The agenda was adopted.

**Approval of the Minutes**

Mr. Edwards moved that the July 28, 2021, regular meeting minutes be approved. The minutes were approved.

**Report of the Chair**

The Chair highlighted the regular meeting schedule through the end of 2021 and announced that the meetings will be held virtually.

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

Mr. Burger, Chair of the Nominations, Credentials and Membership Subcommittee, reported the following nominations for EMCAC officers:

- Chair – Donna Scheeder
- Vice Chair – Chuck Burger
- Secretary – Monte Edwards
- Treasurer – Tom Kuchenberg

The nominees for office were elected as a slate by a vote of 5 yeases to 0 noes. Commissioner Sroufe abstained.

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

Market Manager Barry Margeson presented a written report of the Market Manager, which is attached to these minutes. Mr. Margeson announced that a budget meeting with Department of General Services is scheduled for Tuesday, October 19, 2021, from 4:30 PM to 5:30 PM. He agreed to investigate DC law and standard business practices regarding handling disturbances, including panhandling, share with the Noise Task Force and the Tenants Council the 2014 vending and soliciting document, allow Tenants Council to ask questions once progress is achieved regarding Marketspread payments, and provide update of emergency action plan.

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

Mr. Edwards, Chair of the Capital Improvements Subcommittee, presented a written report, which is attached to these minutes. Mr. Margeson clarified that the updated signage proposal includes signs made of wood. Mr. Edwards moved the approval of his report. The report was approved.

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

Ms. Jefferson, Chair of the Tenants Council, presented a written report, which is attached to these minutes.

### **Report of the Noise Issues Task Force**

Mr. Burger, Chair of the Noise Task Force, had no report.

### **Eastern Market Main Street Update**

Sarah Cissna of The Side Lobby, an Eastern Market Main Street contractor, reported on the following events: Art All Night, Silent Disco, Holly Days (early November through December), and Winter Wonderland (one week in December).

### **Community Comments and Concerns**

Mr. Edwards commented that it is the 40th anniversary of the District of Columbia's Special Supplemental Nutrition Program for Women, Infants and Children and suggested that Mayor Bowser be invited to Eastern Market to publicize its participation in the program.

### **Adjournment**

The meeting adjourned at 8:35 P.M.

Monte Edwards, Secretary



## Eastern Market Manager's Report to the EMCAC

September 29, 2021

### Eastern Market Finances:

#### Revenues – Actuals and Projected:

Revenue Stream	October	November	December	January	February	March	April	May	June	July	August	September Projected	Total
Application Fees	\$ 175	\$ 105	\$ 35									\$ -	\$ 315
ATM		\$ 925	\$ 993	\$ 841			\$ 1,540	\$ 835	\$ 879	\$ 983	\$ 1,150	\$ 1,078	\$ 9,224
Flea Market		\$ 1,525	\$ 1,525			\$ 1,525	\$ 1,525	\$ 1,525	\$ 6,100		\$ 3,050	\$ 3,050	\$ 19,825
North Hall	\$ -	\$ -	\$ 5,360	\$ (5,360)	\$ -	\$ -	\$ 7,978	\$ (5,975)	\$ 2,960	\$ 4,850	\$ 8,393	\$ 10,835	\$ 29,040
South Hall	\$ 10,760	\$ 2,227	\$ 41,909	\$ 11,085	\$ 15,192	\$ 18,157	\$ 19,013	\$ 19,824	\$ 21,041	\$ 21,045	\$ 21,047	\$ 20,394	\$ 221,693
Tuesday Farmers	\$ 308	\$ 176	\$ 316	\$ 80	\$ 296	\$ 88	\$ 88	\$ 313	\$ 198	\$ 264	\$ 258	\$ 224	\$ 2,609
Weekend Farmers	\$ 2,184	\$ 3,096	\$ 3,600	\$ 2,124	\$ 590	\$ 1,674	\$ 1,929	\$ 2,284	\$ 6,208	\$ 10,285	\$ 9,493	\$ 6,040	\$ 49,507
300 Block	\$ 7,604	\$ 6,140	\$ 3,360	\$ 555	\$ 140	\$ 4,648	\$ 7,136	\$ 7,138	\$ 7,300	\$ 8,910	\$ 6,672	\$ 7,431	\$ 67,034
Outdoor Vendors	\$ 13,778	\$ 14,282	\$ 12,182	\$ 5,866	\$ 3,259	\$ 12,192	\$ 16,681	\$ 18,226	\$ 13,841	\$ 12,611	\$ 10,642	\$ 14,400	\$ 147,960
<b>Total</b>	<b>\$ 34,810</b>	<b>\$ 28,477</b>	<b>\$ 69,279</b>	<b>\$ 15,191</b>	<b>\$ 19,477</b>	<b>\$ 38,284</b>	<b>\$ 55,889</b>	<b>\$ 44,170</b>	<b>\$ 58,527</b>	<b>\$ 58,948</b>	<b>\$ 60,704</b>	<b>\$ 63,452</b>	<b>\$ 547,207</b>

+Subsidy: \$200,000  
 +COVID Reimbursements: \$96,639.68  
 Total: \$843,846.68

#### Expenses – Projected:

Expenses	
<b>Operating Expenses</b>	
Extermination	\$ 12,027.00
Trash	\$ 24,480.00
Interior Cleaning/porter (standard)	\$ 188,469.25
Interior Cleaning/porter (special events)	\$ 8,849.63
Snow Removal	\$ 6,375.00
Treasury Dept Rent collection	\$ 10,013.32
Weekend Support	\$ 40,031.81
North Hall Monitor	\$ 3,767.40
Electric	\$ 69,210.47
Water	\$ 46,967.69
Gas	\$ 13,156.27
HVAC	\$ 17,000.00
Marketing	\$ 1,482.46
Repairs and Maintenance	\$ 29,996.50
Office Support	\$ 10,485.85
7th Street Permit	\$ -
<b>Total Operating Expenses</b>	<b>\$ 482,312.65</b>
<b>Administrative Expenses</b>	
Salaries	\$ 346,042.97
<b>Total Expenses</b>	<b>\$ 828,355.62</b>

## **Leases**

We continue negotiations with one of our long-time merchants. This is moving forward with regular proposals, discussions, and decisions. We have requested updated information regarding merchant/counsel representation and will be reapproaching their counsel to restart negotiation.

## **Operations:**

### **Virtual Eastern Market Update meeting:**

On September 1st, we had an update meeting with all the vendors and merchants invited. While there were some technical difficulties, on a whole it was very constructive and we'll be likely begin doing them every quarter or twice a year.

### **Outdoor Market:**

Last week, I visited Number 1 Sons and will be discussing their expanded participation at the Sunday and Tuesday Markets. Pure Microgreens is selling at the Saturday and Tuesday Markets. Two weeks ago, I visited new farmer Ben's Produce and Mimi's Bakery in Brogue Pennsylvania. They both started last week at the Saturday and Tuesday Market. While I was in the area, I also visited the Lancaster Farmer's Market, which is a beautiful market.

### **Indoor Market:**

COVID protocols are unchanged.

### **North Hall:**

Revenues are now projected to be \$29,040. We currently have \$55,105 in payments received for FY22 events that will be classified as deferred revenues and realized only during the month that the event takes place in FY22.

### **Security Update:**

Saturday load-out is working extremely well. We are working on Sundays.

### **Music:**

We've received confirmation that, through our current permits, we have jurisdiction 20 feet into the sidewalk space so we've dusted off the vending and soliciting document from years ago. We'll use this to allocate sidewalk spaces. I'm currently updating the document, we'll get things going and will provide to you with comments.

### **Marketspread:**

No progress currently with Marketspread payments (Marketspread is our vendor management software).

**Signage:**

Signage program is wrapping up. We are pleased with how it is coming along. A final draft was sent to you all yesterday evening.

**HVAC:**

The HVAC contractors are in the analysis stage of the process.

**Parking:**

Continued strong usage of the 700Penn parking garage. There was a glitch in the program this past Sunday but we seem to be on track again now.

**Strategic Plan**

In discussions.

**Marketing**

Social media meeting was held on 9/15. We have gotten some interest from a number of vendors who would like to participate and help out. One of the most successful recent posts was from one of our vendors. We will be holding a second meeting in mid-October. 67,866 impressions. 67,412 in July. We are close to 9,000 instagram followers.

Art All Night was a huge success with 17 vendors participating, two of them food vendors, art created on site, and two great musicians. There were lots of customers and the participating vendors were pleased with the evening. Thanks to Eastern Market Main Street for organizing and paying the vendors' rent!

Market Week, several weeks before was a huge success as well. EMMS posted several instructional Instagram live videos with Eastern Market merchants. Their reach was significant. Over 15,000 impressions just for that single week.

**Thank you's**

There were over 70 vendors and merchants at the virtual meeting on 9/1 and we really appreciate the interest, participation, and engagement.

# **Eastern Market Community Advisory Committee Capital Improvements**

## **Report to the EMCAC Concerning Capital Improvement Budget**

September 28, 2021

This Report concerns the *Eastern Market Signage Update* of August 7, 2021 contained in the Market Manager's email transmittal of August 8, 2021.

In terms of the Market Manager's email, "Item 1" refers to a "rough wood background for the signs" but they "are not proposing the signs actually be made of wood". Rather than use an imitation rough wood background, suggest the vintage nature of the signs can be accomplished with period-appropriate type fonts and consistent use of colors (cream back-ground and brick-red lettering as in the Eastern market logo).

The following comments are presented in the order the proposed designs appear in the PPTX contained in the Market Manager's email:

### **Exterior Banners**

Size appears appropriate

EM logo on left banner balances the bronze plaque.

What is the material for the banners?

I understand the design will change, but we need an initial suggested design for people to comment on. They need to be Market-centric, meaning the designs have an iconic image for the Market. EMCAC previously rejected the idea of Washington DC seasonal images and said they needed to reference the Market and the Market's neighborhood. We suggested that perhaps artists involved in the mural for Eastern Market Main Street might be used to create the exterior banner design

The contractor is a designer who should propose a starting point for the design

### **Hanging Seasonal Banners inside the Market**

What is their purpose, to advertise?

Will they conflict with individual merchant signage?

How many - appears to be twelve total?

What is the material?

What about cleaning the banners?

If we go forward with these, we need proposed market-centric designs for EMCAC review. We need four designs, since they are proposed to be seasonal. Also, don't need EM logo repeated 12 times on these banners – we have the logo on the other signage elements.

### **Rest room signs**

Look good.

We need period-appropriate and consistent type font for all signage.

Eastern Market logo appears appropriate on these signs

**Wayfinding sign**

Too busy with so many small food drawings. Version one has some color which catches your eye. Maybe fewer food drawings but we do need some color.

Suggest larger type and moving the EM logo to the lower right corner to provide balance

It is hard to know if they will be readable without knowing size of the letters. The size of the type is important. Suggest a full-size sample, installed at the proposed location, so we can see if the design works and will be readable by patrons of the Market.

Again, we need period-appropriate and consistent type fonts for all signage, rather than attempting a vintage look with imitation rough wood background

**Welcome Sign**

Information appropriate

Where would they be located – on the main entrance door or all entrance doors?

Too busy with small food drawings

Prefer same cream background and red- brick lettering on all signage.

Respectively submitted,



Monte Edwards

Chair, Capital Improvements Subcommittee

- The Tenants Council monthly meeting has been moved to the 3<sup>rd</sup> Wednesday of the month to accommodate the Market Manager.
- Publishing booth fees for lower 7<sup>th</sup> street. These should be included in the the new agreement, however that will not go into effect till winter as we are currently working on those with Market Manager. We believe that the spirit of the legislation is such that any mechanism Management has used to communicate this rate change should be shared with both the Tenants Council and the EMCAC. If emails were sent to the effected vendors we request to be copied. A copy of the rate change should also appear at the payment window.
  
- North Hall event parking and Merchant parking are one and the same in some spaces at the front of the Mkt parking lot. Merchants have noted several hours of lag time between when they vacate and when NH events begins to use those spaces. Merchants would like to wait to vacate the spaces until closer to time that the NH event will actually begin using them.