

**EASTERN MARKET COMMUNITY ADVISORY COMMITTEE
REGULAR MEETING
DECEMBER 8, 2021**

MINUTES

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

The regular meeting of the Eastern Market Community Advisory Committee (EMCAC) was held on Wednesday, December 8, 2021, at 7:00 P.M., via Zoom. The Chair called the meeting to order at 7:01 P.M.

Approval of the Agenda

Mr. Kuchenberg moved that the agenda be approved. The minutes were approved.

Approval of the Minutes

Mr. Kuchenberg moved that the October 27, 2021, regular meeting minutes be approved. The minutes were approved.

Mr. Edwards moved that the November 10, 2021, special meeting minutes be approved. The minutes were approved.

Report of the Chair

The Chair announced several meeting dates for 2022: Wednesday, January 26, Wednesday, February 23, Wednesday, March 23, Wednesday, April 27, and Wednesday, May 25.

Report of the Market Manager

Market Manager Barry Margeson presented a written report of the Market Manager, which is attached to these minutes. He agreed to discuss with the Chair of the Tenants Council the time requirement for completion of the load-out process and answer questions regarding his progress report on implementation of the strategic plan.

Report of the Tenants Council

Ms. Jefferson, Chair of the Tenants Council, reported on the absence of permits and the weekly receipt of space location information on Friday evenings for farmers, outdoor food sellers, and outdoor vendors.

Mr. Margeson demonstrated the use of Marketspread from the point of view of an applicant.

The Chair requested that (1) Ms. Jefferson develop an outline of the issues of concern and (2) Mr. Kuchenberg, the Chair of the Market Operations Subcommittee, schedule a subcommittee meeting, prior to the next EMCAC meeting, to consider the outlined issues and develop recommendations for EMCAC.

Report of the Capital Improvements Subcommittee

Mr. Edwards, Chair of the Capital Improvements Subcommittee, reported that he has received a fifth revision to the HVAC system scope of work and he has not, yet, seen the stonework repair contract.

Eastern Market Main Street Update

Mr. Margeson reported that Eastern Market Main Street will support Eastern Market on Friday, December 17, 2021, likely with a Silent Disco event.

Community Comments and Concerns

The Chair noted that *A Taste of Hill Center: Recipes from our Community Table*, edited by Bonnie Wolf, will be available for sale on Sunday, December 12, 2021, at Eastern Market.

Ms. Jefferson noted that those who worked on Eastern Market Metro Park received the 2021 Civic Pride Brickie Award, presented by Councilmember Allen.

Mr. Kuchenberg noted that the forecast for Saturday is it will be warm, which will be conducive to shopping at Eastern Market shopping.

Commissioner Sroufe commented that Eastern Market has been mentioned in the redistricting debate, and it will continue at its present site, continuing to serve residents of Wards 6, 7, and 8.

Adjournment

The meeting adjourned at 8:36 P.M.

Monte Edwards, Secretary



Eastern Market Manager's Report to the EMCAC

December 8, 2021

Eastern Market Finances:

Revenues – Actuals for October:

Revenue Source	Income
Application Fee	\$ 70
300 Block	\$ 7,009
Tuesday Farmers	\$ 198
Weekend Farmers	\$ 10,000
North Hall	\$ 8,475
Outdoor Vendors	\$ 15,704
	\$ 41,456
Reference:	
South Hall for Sept	\$ 22,545
Avg Monthly Rev FY21	\$ 45,856
Max Monthly Re FY21	\$ 68,779
Prior Month (Sept)	\$ 66,512

Leases

Calomiris & Sons have signed their lease. We are waiting for some final documentation before we route the lease for the Director's signature.

Operations:

Outdoor Market:

For new additions, please see Attachment A.

Indoor Market:

COVID Protocols are unchanged. Masks continue to be required inside the market, as it is a DC Government building.

North Hall:

Nicole gave birth to a beautiful baby girl, Devyn, who is doing great. She has been out on maternity leave but has been in close touch with us all the while.

Security Update:

Both Saturday and Sunday load-outs are now working well. Our recent focus has been on regular, consistent communication with Diverse Markets Management in order to ensure that we are all on the same page.

From a safety standpoint, we have made an important new step in that we now close the vehicle entry points at 8:30am sharp and close the vehicle exit point at 9:00am sharp. The next steps will be:

1. Enforcing that all the cars must have exited the street through the formal exit point at 9:00am
2. Enforcing that all tents must be off the street one hour after load-out begins at 4:30pm.

Music:

I'll send the updated Vending and Soliciting document before the next meeting.

Our busking is getting progressively better. We had an amazing pair of artists come out on November 21 – Cariel and Lisa. Cariel sings upbeat music and Lisa dresses in this fascinating costume that is half beekeeper/half banana (hilarious) and she dances with the crowd. They came back again last weekend. People love them. We've had three other good musicians recently and more are reaching out to us.

We have very frank conversations with all of the buskers and we've made some inroads. Though I wouldn't claim success quite yet.

Marketspread:

All vendors are now in Marketspread.

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

Signage:

No update on signage.

Stonework:

The stonework SOW has been sent to Monte and DGS Construction team for review. Then submission to contracting.

HVAC:

The HVAC contractors have completed the analysis report of the contract and it is under review.

Parking:

Continued strong usage of the 700Penn parking garage.

Marketing

We've been posting very regularly with photos from staff, vendors, merchants. The collaboration has been great. 91,132 impressions from Nov 10 – Dec 7. This is in comparison to 67,866 September. We're getting close to hitting the 10,000 mark for Instagram. We're at 9,652.

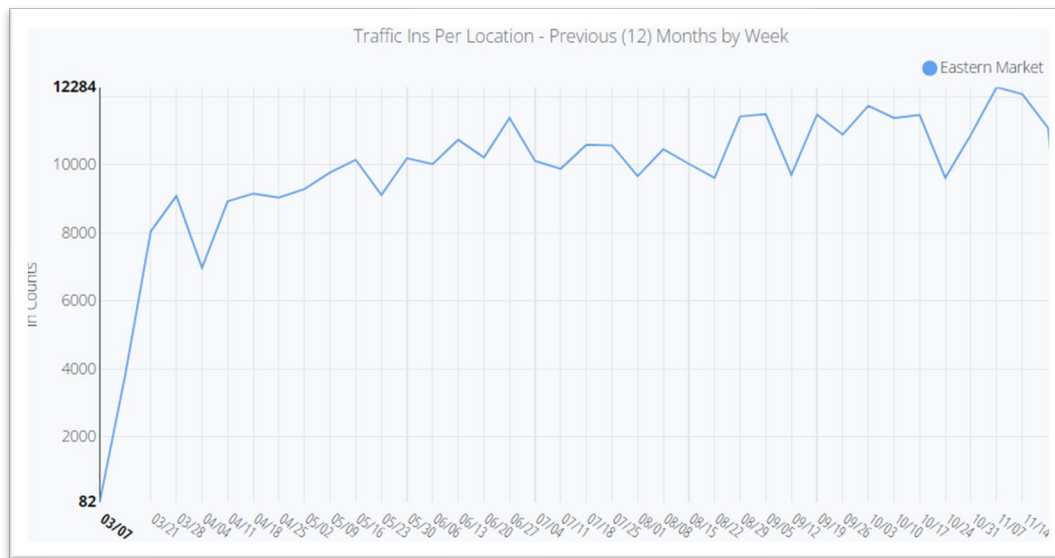
Attached is a schedule of holiday openings/closures and activities for the holidays.

In the News:

- Washington Post – Going Out Guide – 12/2 – Five Neighborhoods Where You Can Shop Local This Holiday Season
- Daily Journal – 12/8/21 – SBA Administrator Isabella Casillas Guzman Visits Washington, DC’s Historic Eastern Market
- DC Post – 12/1/21 – Best Pottery Classes in Washington, DC
- TheHillishome – 12/3/21 – The To Do List

Holidays:

The holidays have been eventful. The market lost a few vendors to the Holiday Market and other opportunities out there but there has been increased regularity from our other vendors and a few old vendors have come back as well. Customer flow has been consistently high.



Bettie, the Yeti, came out last weekend to pose with kids (see below with the banana lady).



The schedule and events are posted online and tomorrow on all doors of the market (Attachment B)

Strategic Plan

In discussions. We've posted an update on our progress in several areas of the strategic plan. The update is included at the end of this report (Attachment C) and on the Strategic Plan page of the website.

Eastern Market Main Street

Charles McCaffrey, ex-Main Street Director, has been working in a contracting role for the past weeks, focusing mostly on finances and social media. He'll continue that until a new Executive Director has been found.

Thank you's

- Thanks to the social media group that then morphed into something of a holiday planning group and especially Beth Baldwin who invited Bettie the Yeti out to the market AND to her friend Colleen who WAS the Yeti. Beth also created these cool ugly sweaters that we had a lot of fun with over the past weekend ... and will continue to use.
- Thanks to all of the folks who have been highlighted on social media, sometimes reluctantly – Kevin Thomas, in particular! 😊

ATTACHMENT A

Chef Ewa's Creations



Polish Dumplings filled with various fillings such as gruyere cheese, chicken, beef, sauerkraut and mushrooms. Orders of pierogis are served with Polish coleslaw and caramelized onions. Four Pierogies are included with each order.
(SCHEDULING VISIT)

Amour Mushrooms – Farmer



Amour Mushrooms is the brainchild of me (Rose) and my husband, Anthony. At the beginning of the pandemic, Anthony discovered gourmet mushroom-growing, and the process soon became his favorite hobby! Combining his passion for the art and science of mushrooms with my desire to share our fruits, make connections, and sell to the local community, we soon decided to turn a hobby into a business. We cultivate all our mushrooms from our home facility. Here, we use a variety of inoculation techniques from agar plates to liquid cultures to ensure that each variety of mushroom can flourish and turn a prolific crop. (VISITED GROW SPACE)

Theresam Farm Group



Theresam Farm Group LLC, dba Honey Hemp Farms, is owned by Ergibe Boyd, Founder/CEO, an African-American female. During the 30+ years of operation, the farm has grown wheat, corn, and soybeans. Presently, we grow a variety of herbs, spices, vegetables, and meticulously grown hemp. Our hemp products have a delicate balance of CBD, and CBG with a touch of THC. Our cannabis/hemp is constantly monitored throughout its grow and carefully harvested at the precise time in order to obtain the highest amounts of CBD and CBG while maintaining THC levels at the legal regulatory limits. (VISITED FARM)

Monte's Sweet Sorrel



I started manufacturing my product around one year ago. A good friend introduced me to it and explained how much of a health drink it was, so I made some for my personal use, and gave some to some friends and they expressed how tasty and refreshing it was, and I just started making it and giving it away until someone told me I should start making it and selling it and I did. (VISITED KITCHEN)

Chef's Boozy Bites



Chefs Boozy Bites is a company that caters to food and drink lovers. We strive to provide the best taste palette experience by enhancing your food and drinking adventures. Choosing the highest quality of ingredients and top-notch spirits, we have concocted some bites that will buzz. We considered our customer needs to develop our products. We are thrilled to include everyone in our adventure to modernizing an old favorite with a kick! Being a chef and gastronome, I enjoy the idea of flavors of booze-infused food but always wondered why I never felt the effects of different products I tried in the market. I am sure, I'm not the only one who has thought the same thing, right? So, that's what we have done. It has taken us 2 years of research, development and testing to be able to produce products with FDA approved processes.

With our cooking techniques, we were able to capture the flavors of the spirits and the feeling of taking the first sip of your favorite cocktail! (SCHEDULING VISIT)

Just AJ's Foods



Plant Powered sausages hand made in DC. Think gourmet hot dogs but without the animals. Unique flavors such as our Jamaican, Buffalo and Italian Veenies. Our Jamaican is made of plantains and a complex Jamaican jerk to give a sweet and warm flavor. The Buffalo is made of cauliflower, carrots, celery and a tangy spicy heat. Our Italian is made of eggplant, mushrooms, tomatoes, garlic, fennel and our Italian blend of herbs and spices. All Veenies are served hot and ready to eat with fun delicious toppings and our house made sauces. (SCHEDULING VISIT)

ATTACHMENT B



Eastern Market Holiday Schedule

Holiday Trees for sale Mon-Fri from 6am-8pm, Sat-Sun from 6am-6pm						
Mon	Tues	Wed	Thurs	Fri	Sat	Sun
6 Closed	7 Indoor Mkt: 8am-6pm Farmers Mkt: 12-5pm Crafts Mkt: 9am-5pm	8 Indoor Mkt: 8am-6pm Crafts Mkt: 9am-5pm	9 Indoor Mkt: 8am-6pm Crafts Mkt: 9am-5pm	10 Indoor Mkt: 8am-6pm Not-So-Silent Night Mkt: 12-8pm	11 Indoor Mkt: 8am-6pm Crafts Mkt: 9am-4:30pm Roaming Santas: 10am-4pm Tag us - Drawing for gift baskets: 8am-6pm	12 Indoor Mkt: 8am-5pm Crafts Mkt: 9am-4:30pm Roaming Santas: 10am-4pm Tag us - Drawing for gift baskets: 8am-5pm
13 Closed	14 Indoor Mkt: 8am-6pm Farmers Mkt: 12-5pm Crafts Mkt: 9am-5pm	15 Indoor Mkt: 8am-6pm Crafts Mkt: 9am-5pm	16 Indoor Mkt: 8am-6pm Crafts Mkt: 9am-5pm	17 Indoor Mkt: 8am-6pm Not-So-Silent Night Mkt: 12-8pm	18 Indoor Mkt: 8am-6pm Crafts Mkt: 9am-4:30pm Tag us - Drawing for gift baskets: 8am-6pm	19 Indoor Mkt: 8am-5pm Crafts Mkt: 9am-4:30pm Tag us - Drawing for gift baskets: 8am-5pm
20 Closed	21 Indoor Mkt: 8am-6pm Farmers Mkt: 12-5pm Crafts Mkt: 9am-5pm	22 Indoor Mkt: 8am-6pm Crafts Mkt: 9am-5pm	23 Indoor Mkt: 8am-6pm Crafts Mkt: 9am-5pm	24 Indoor Mkt: 8am-6pm Crafts Mkt: 9am-5pm	25 Christmas Day - Closed	26 Crafts Mkt: 9am-4:30pm Indoor Mkt: Closed
27 Closed	28 Indoor Mkt: 8am-6pm Farmers Mkt: 12-5pm	29 Indoor Mkt: 8am-6pm	30 Indoor Mkt: 8am-6pm	31 Indoor Mkt: 8am-6pm	1 New Year's Day - Closed	2 Outdoor Mkt: 9am-4:30pm Indoor Mkt: Closed



Eastern Market FY21 Update

and

Progress on Recommendations from the Strategic Plan

We began last fiscal year concentrating our efforts on steering the market through and out of the pandemic. As the year went on, we were able to shift focus to implementing systems that would set the stage for future success, many of which tied in with the Strategic Plan [noted with an (SP x.x) and listed at the bottom of the page]. The following data indicates that we are steadily moving toward our goals:

- The indoor market is seeing foot traffic of over 3,300 entries per weekend day;
- With increased revenues, support from the District of Columbia Government, and Federal COVID relief funds, Eastern Market was able to hit our budget target in FY21;
- The North Hall has \$66,000 in bookings so far for FY22;
- We have achieved consistently higher Google reviews over the past year than in previous years;
- Washington City Paper's Best of DC Reader's Poll ranked Eastern Market as #1 Shopping Center and #1 Food Market.

The success of the past year was thanks, in part, to:

- Increased, more consistent, and more coordinated communication with vendors;
- The implementation of Marketspread, a vendor management portal that we purchased just before the pandemic and implemented in April of 2020 (SP 8.1);
- The implementation of Tripleseat, an event management portal for the North Hall;

Outdoor Market: Much of the focus of the last fiscal year was on the operations of the outdoor market:

- Mapping the Market:
 - We can now dynamically change the map as vendors cancel or request space changes (SP 4.1 & 9.3) through Marketspread, the vendor management portal.
 - By increase communication with vendors in preparation for each weekend, the management team is now better prepared to grow or shrink the market dynamically and place vendors in such a way that the market always feels vibrant and full (SP 8.2);
 - A more robust management presence on weekends (SP 5.3) and more consistent, immediate, and detailed feedback to vendors has allowed us to manage placement more actively and immediately, helping us to ensure that the market maintains a feeling of energy and density, even when there are last minute cancellations. Vendors help by filling in gaps with tables, displays or racks so that absences are less noticeable to customers;
- Clarifying Expectations (SP 3.3):
 - In the past 4 months, the management team has visited the operations of six current farmers and one producer to discuss expectations, review farmer processes, and provide feedback regarding match between expectations and actual processes;

Outdoor Market Product Mix - Filling the Gaps: Having established more refined internal management processes relating to current outdoor vendors, we began looking more closely at the product types that are currently well-represented. We determined the gaps in our product mix and opened up the application process to vendors of products that would help us fill those gaps.

The primary focus has been on food sellers, with a secondary focus on ethno-specific products, antiques, vintage, and collectibles. We have taken a hands-on approach with our new farmers and producers and in the past 4 months - the management team has visited the farms of two new farmers and one new producer, all of whom have subsequently been invited to the market (SP 7). More new farm visits are on the schedule for upcoming weeks.

Indoor Market - Capital Projects: In the past months we've made changes to more clearly define the roles and responsibilities of the management team. This has allowed the Market Manager to concentrate on the following capital projects, which were outlined in the Facilities Assessment Plan (SP 2.1):

- Completed the design Phase of the Signage Project. (Scoping for the manufacture and installation in progress - SP 12.5 & 12.9);
- HVAC system upgrade: A \$680,000 project that is currently in the Design Phase (In progress - SP 2.3)
- Security hardware for market doors: \$110,000 – Final DGS-PSD's specifications review was just completed. Scope includes Door strikes, card readers, etc.
- Pottery Studio Stonework: \$85,000 – Developing the Scope and the government estimate currently. This will involve replacement of brownstone and the application of restoration mortars.

Security: In order to increase safety and security at the market, the following steps have been taken in the past year:

- Implemented policy to distribute walkie-talkies every weekend morning to staff and strategically located vendors.
- Updated the Emergency Response Plan.
- \$330,000 is set aside to implement in FY22 a program for securing the weekend outdoor market through the installation of several types of bollards (some permanent, some temporary) (In progress – SP 12.7).

Strategic Plan Recommendations Highlighted Above:

- 2.1 Conduct a Facilities Assessment Plan.
- 2.3 Repair and upgrade HVAC systems with energy efficiency at the forefront.
- 3.3 Revisit and reinforce quality control criteria for outdoor vendor product mix already established in the legislation.
- 4.1 Include outdoor market map, vendor list, and vendor products on website. Auto-generate this data via outdoor market management software.
- 5.3 Regular presence of management at the market on weekends to more frequently interact with customers, vendors, and merchants.
- 7 Attract and retain more local farmers.
- 8.1 Adopt outdoor market management software to strategically and efficiently manage vendor layout ahead of time and facilitate the vendor application process.
- 8.2 Create multiple market layouts to accommodate the fluctuation in the amount of vendors while keeping the layout compact and dense.
- 9.3 Two market layouts will provide flexibility to offer more street parking on weekend with low vendor turnout.

- 12.5 Install distinctive signage around the market building that activates public space.
- 12.7 Streetscape improvements along upper 7th Street should improve the pedestrian experience, outdoor market layout and logistics, and help define the Eastern Market District through placemaking.
- 12.9 Improved wayfinding signs throughout the area and improved signage at Metro Plaza show customers the location and businesses of the Market District.

The Eastern Market Strategic Plan can be found on the Eastern Market website at: <https://easternmarket-dc.org/about/eastern-market-strategic-plan/>