

**EASTERN MARKET COMMUNITY ADVISORY COMMITTEE
REGULAR MEETING
MARCH 2, 2022**

MINUTES

Attendance: Mike Bowers (for Bill Glasgow); Chuck Burger, Vice Chair; Monte Edwards, Secretary; Tom Kuchenberg, Treasurer; Anita Jefferson; Susan Oursler; and Jerry Sroufe were present.

The regular meeting of the Eastern Market Community Advisory Committee (EMCAC) was held on Wednesday, March 2, 2022, at 7:00 P.M., via Zoom. The Vice-Chair called the meeting to order at 7:05 P.M.

The Vice-Chair noted that Chair Donna Scheeder was absent and led a silent period of reflection in support of her.

Approval of the Agenda

Ms. Oursler moved that the agenda be approved as amended. The agenda was approved.

Approval of the Minutes

Mr. Kuchenberg moved that the January 26, 2022, regular meeting minutes be approved as amended. The minutes were approved.

Report of the Chair

The Vice-Chair reviewed the scheduled 2022 meeting dates of March 23, April 28, and May 25 and reiterated that the April meeting is on a Thursday instead of the usual Wednesday.

Department of General Services Ombudsman

Olivia Warren, Department of General Services (DGS) Ombudsman, outlined the development of the complaint process regarding market violations. She stated that only one complaint has been filed to date, and a decision will be issued soon.

Percent for Art Program

Sandy Bellamy, DGS Percent for Art Program Manager, presented an overview of the Percent for Art Program, including a brief video. Ms. Bellamy introduced artist Jay Coleman who described his bronze sculpture, entitled "Loveful Hands," which will be installed at Eastern Market Metro Plaza.

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 delay the permit for the outdoor market until the next cycle, provide the stonework contract amount, and notify the early arriving vendors regarding parking.

Department of General Services Oversight Hearing

The Vice-Chair stated that he will work Councilmember Allen to submit a statement for the record on the DGS oversight hearing regarding topics of concern, such as security, leases, and the strategic plan. Mr. Edwards noted that the DGS budget hearing is scheduled for March 31, 2022, which is another opportunity for EMCAC testimony.

Report of the Tenants Council

Ms. Jefferson, Chair of the Tenants Council, reported on discussions with the Market Manager to provide an event calendar for the year, enhance information used in marketing for the Cherry Blossoms and other events, ensure the public restrooms are open, manage trash, provide information regarding staff on duty, ensure Tenants Council's review of documentation such as rules, regulations, and permits prior to distribution, provide access to Zoom, and expand marketing beyond social media posts.

Adjournment

The meeting adjourned at 9:12 P.M.

Monte Edwards, Secretary



Eastern Market Manager’s Report to the EMCAC

March 2, 2022

Eastern Market Finances:

Revenues – Actuals for First Four Months of FY:

Revenue Source	October	November	December	January	Grand Total
300 Block	7,009.00	7,152.00	4,168.00		18,329.00
Application Fees	70.00	105.00		35.00	210.00
ATM		2,348.16	1,455.36		3,803.52
Flea Market		6,100.00	3,050.00		9,150.00
North Hall	8,475.00	600.00	2,012.50	4,922.00	16,009.50
Outdoor Vendors	15,704.00	12,992.63	9,675.35	2,382.75	40,754.73
South Hall		40,605.99	18,360.90	26,662.89	85,629.78
Tuesday Farmers	198.00	50.00	114.00	208.00	570.00
Weekend Farmers	10,000.00	8,984.00	6,756.00	2,333.51	28,073.51
Grand Total	41,456.00	78,937.78	45,592.11	36,544.15	202,530.04

Average Rev for first four months: \$50,632.51

Reference:

Avg Monthly Rev FY21	\$ 45,856
Max Monthly Re FY21	\$ 68,779
Prior Month (Sept)	\$ 66,512

Leases

Calomiris & Sons now has a fully executed lease. We are very enthusiastic.

Operations:

Outdoor Market:

We will NOT have the new agreement reviewed and ready by the 8th when we request registration for the new season. But we will have a permit.

Indoor Market:

- Starting Feb 15, proof of vaccination was no longer required by the DC Government at Market Lunch and the North Hall. Market Lunch and individual renters of the North Hall may decide to require proof of vaccination.
- Starting on March 1, masks were no longer be required by the DC Government in Eastern Market's south hall merchant space or Eastern Market's North Hall Event Space.

North Hall:

Booked events for FY22: \$91,264.50

Security Update:

DGS has hired a risk management specialist who has been very successful in his work at DPR, creating and updating 75 Emergency Response Plans each year. He has just wrapped up the update of the Eastern Market Emergency Response Plan. Next, he'll work with us on the training sessions.

Music:

For Capital Cherry Blossom Festival, we'll be recruiting musicians who will be paid in the same manner that we have done this in the past. Businesses that do not fit into our criteria will have an opportunity to pay for a space by paying a band directly.

Marketspread:

We have a meeting with finance scheduled for next week so that we can get moving with the payment processing.

Capital Improvements***Signage:***

The signage Scope of Work will be revised slightly to include the banners that Monte and I decided not to include prior to getting to know DGS' 1% for Art Program.

Stonework:

The stonework contract, reviewed by Monte Edwards, has been issued and the date and time for the walk-through is tomorrow at 12pm.

HVAC:

The Request for Change Order for the scope of work has been reviewed by the Chair of the Capital Improvements Subcommittee and has been sent to Contracting and Procurement for their evaluation and decision.

Parking:

Since we last met, we've been able to fit all of our vendors in spaces next to the shed. I'm sure that starting this weekend, we'll have more news here. Every weekday, we get a couple of requests for parking validation.

Marketing

Capital Cherry Blossom Festival is from March 20-April 17. We'll be involving the community to do decorations for the windows of the market. And we'll have music.

We're having a bit of trouble getting consistency in our reports regarding social media reach. Not sure if it is a changing algorithm or user error. Regardless, when I look at this month and last month right now, I see

- 28 days from December 28 to Jan 25, reach was: 51,717
- Reach for January 26 to February 20: 49,830.

Learnings from this month include:

- TikTok as starting point for making videos (more tools and fun add-ons) and another way of getting visibility. So far, our biggest fan is my daughter;
- Collaboration, collaboration, collaboration;

Sharing posts with you:

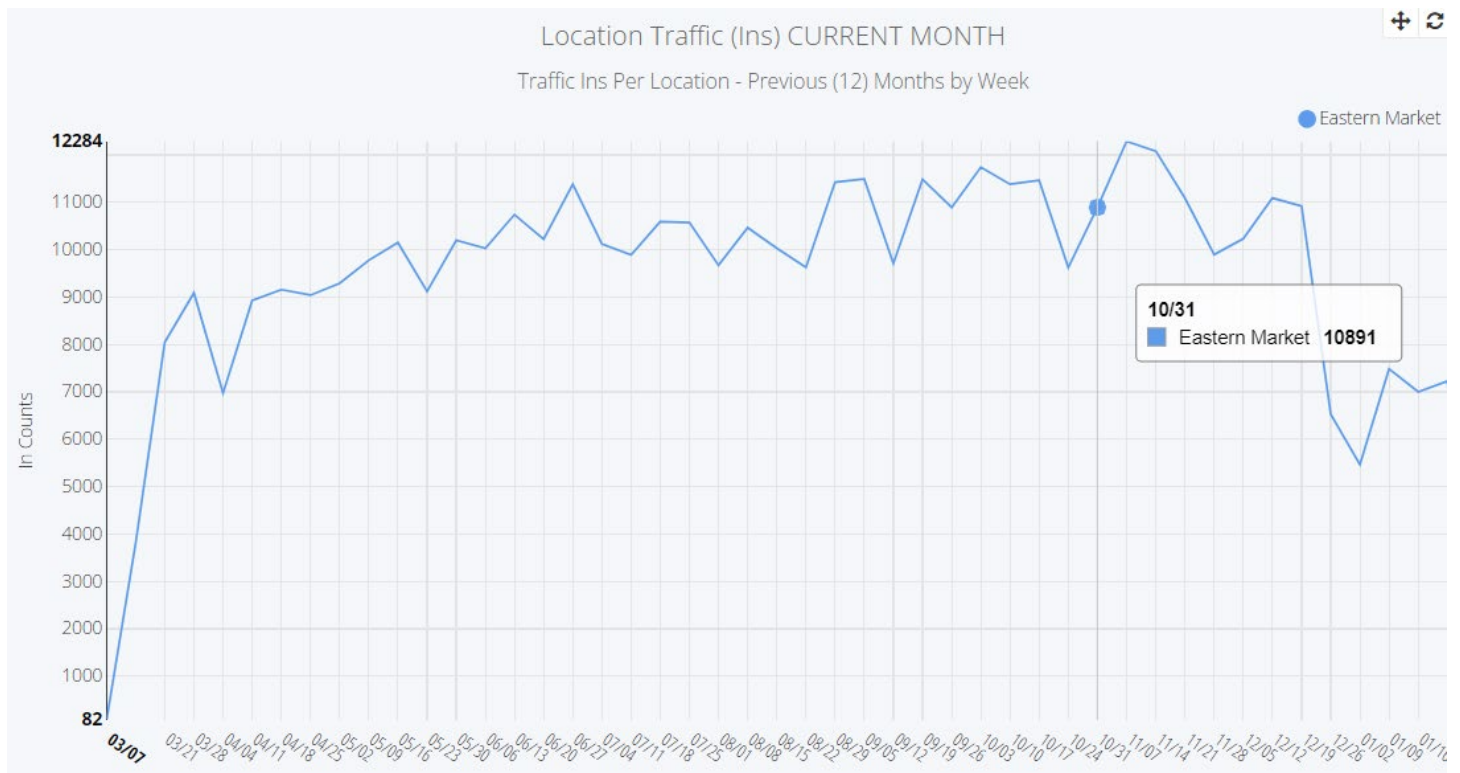
- [Bower's TikTok](#) Vendor focused video
- [Hillishome's instagram](#) Whole market video done by hillishome (Maria is an expert!)

In the News:

- Washington Post – How Alex Hill of Just Add Hot Sauce would spend a perfect day in D.C.

Holidays:

The graph below shows statistics from when we first installed Sensus. Last week's customer count was 8,074. Soon, we'll be able to compare to prior year yet since we started on 3/7 just about a year ago.



Strategic Plan

In discussions. We've posted another update regarding the work that we are doing that is in line with the Strategic Plan at the start of February.

Eastern Market Main Street

The Main Street is interviewing several potential executive directors this week.

Thank you's

- Thanks to Hillishome and the Lisa Campbell (aka the Banana Lady) who are hilarious and completely giving of their time to help out the market.
- Thanks to Hares Sayed and his team at Capital Construction. They've been pushing hard on our contracts to make sure that we get them done.
- Welcome and thanks to Michael Lightfoot.
- Thanks to Sandy Bellamy, Olivia Warren, and Jay Coleman for attending tonight's meeting.

ATTACHMENT A

