

**EASTERN MARKET COMMUNITY ADVISORY COMMITTEE  
REGULAR MEETING  
MAY 25, 2022**

**MINUTES**

Attendance: Chuck Burger, Vice-Chair; Monte Edwards, Secretary; Tom Kuchenberg, Treasurer; Anita Jefferson; and Susan Oursler were present. Nikki Dean Brown and Jerry Sroufe joined after the meeting began.

The regular meeting of the Eastern Market Community Advisory Committee (EMCAC) was held on Wednesday, May 25, 2022, at 7:00 P.M., via Zoom. The Vice-Chair called the meeting to order at 7:05 P.M.

**Approval of the Minutes**

Mr. Edwards moved that the April 28, 2022, regular meeting minutes be approved. The minutes were approved as corrected.

**Report of the Treasurer**

The Treasurer reported that the signatories on EMCAC's National Capitol Bank account were updated to include the Vice-Chair due to the passing of Chair Donna Scheeder and the account contains \$1,110.88. Mr. Edwards moved that the report of the Treasurer be approved. The motion was adopted.

**Report of the Chair**

The Vice-Chair led a discussion regarding EMCAC's summer meeting schedule. Mr. Kuchenberg moved that after the June meeting that EMCAC not meet again until September, unless a need arises. The motion was adopted. The Vice-Chair announced that the next meeting will be held on Wednesday, June 29, 2022. He also led a discussion regarding how EMCAC could recognize the contributions of Ms. Scheeder. He stated that the Executive Committee will meet next month prior to the EMCAC meeting and discuss both electing a chair of EMCAC and filling EMCAC vacancies. The Vice-Chair reported that during the DC Council's fiscal year 2023 budget process monies were restored to Eastern Market's Enterprise Fund, with the assistance of Councilmember Allen.

**Report of the Market Manager**

Mr. Margeson presented a written report of the Market Manager, which is attached to these minutes. He agreed to consult with his supervisor regarding the Tenants Council Chair's request to build more time into the review of the final vendor agreement.

The Vice-Chair moved that Ms. Jefferson, Chair of the Tenants Council, circulate citations to the Application Advisory Review Subcommittee in EMCAC's legislation in advance of the June meeting so that the matter of the subcommittee's chair can be discussed at that meeting. The motion was adopted.

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

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

### **Overview**

The Vice-Chair provided the following overview of prospective activities.

- Ms. Jefferson will provide data by Friday, June 3<sup>rd</sup> for the development of a motion for the next meeting.
- The Vice-Chair will meet again with Commissioner Sroufe regarding a fitting memorial of Ms. Scheeder, with a possible expanded focus. Ellen Oppen-Weiner has volunteered to assist.
- Ms. Brown and Mr. Margeson will create a quarterly mechanism to provide a consistent review of expenditures.
- The Vice-Chair will discuss with Mr. Bowers a review of financial data to assist in the development of marketing ideas to forward to the Executive Committee.

The Vice-Chair also stated that at the upcoming meeting of the Executive Committee the following matters will be considered: the strategic market plan; a letter thanking Councilmember Allen and Erik Salmi; an election protocol; and appointments to the vacant positions.

### **Adjournment**

The meeting adjourned at 9:16 P.M.

Monte Edwards, Secretary



## Eastern Market Manager's Report to the EMCAC

May 25, 2022

### Eastern Market Finances:

#### Revenues – Actuals and Projected:

	Q1	Q2	Q3	Q4	Total	Actual Revs thru April
North Hall	\$ 11,088	\$ 85,782	\$ 44,362	\$ 44,376	<b>\$185,608</b>	<b>\$ 111,648</b>
South Hall	\$ 58,967	\$ 70,719	\$ 65,644	\$ 65,644	<b>\$260,975</b>	<b>\$ 129,686</b>
ATM	\$ 3,804	\$ 1,626	\$ 5,430	\$ 5,430	<b>\$ 16,289</b>	<b>\$ 5,430</b>
Outdoor Vendors	\$ 38,372	\$ 12,713	\$ 36,869	\$ 37,621	<b>\$125,575</b>	<b>\$ 62,874</b>
Tuesday Farmer	\$ 362	\$ 328	\$ 181	\$ 272	<b>\$ 1,143</b>	<b>\$ 690</b>
Weekend Farmer	\$ 25,740	\$ 13,413	\$ 24,104	\$ 24,922	<b>\$ 88,178</b>	<b>\$ 46,642</b>
300 Block	\$ 18,329	\$ 2,370	\$ 20,277	\$ 19,303	<b>\$ 60,278</b>	<b>\$ 28,107</b>
Application Fees	\$ 175	\$ 70	\$ 455	\$ 315	<b>\$ 1,015</b>	<b>\$ 490</b>
Flea Market	\$ 9,150	\$ 3,050	\$ 12,200	\$ 18,300	<b>\$ 42,700</b>	<b>\$ 12,200</b>
<b>Grand Total</b>	<b>\$165,986</b>	<b>\$190,071</b>	<b>\$209,522</b>	<b>\$216,182</b>	<b>\$781,761</b>	<b>\$ 397,766</b>

Budget is \$798,177.12, so while I project we'll do better than Henry's straight line projections of \$715,464, at this rate, we will not quite achieve our target. However:

- We are admitting vendors faster than we have in years, with a solid orientation program;
- North Hall bookings continue to climb.

### Leases

Since the execution of the Calomiris lease, no news.

### Operations:

#### Outdoor Market:

We've had four vendor orientation sessions so far and have continued updating the presentation based on feedback. Cam Waggener from Cam's Kettles has been especially generous with his time in supporting this work.

We received the vendor agreements back from General Counsel. The next step is scheduling meetings to introduce vendors to the changes.

#### **North Hall:**

Bookings continue to increase. Elections coming up on 6/21 and 11/8. Starting now, we are no longer offering the dance floor as an option for rentals. Instead, we are providing contact information re vendors that provide dance floors.

Some may have noticed that the North Hall Plaza lights were down for a bit. They will now be up consistently.

Testimonial just posted on social media:

*Good morning Nicole,*

*Now that the dust has settled, and I have finally had a little sleep, I wanted to thank you SO much for all of your help on Erika and Tim's wedding. They, and their guests, had an absolutely amazing night and it was largely due to your help, the venue and the rest of your team. You were an absolute dream to work with and went so above and beyond for us. Thank you again for everything, and I hope we get to work together again in the future.*

*All the best,*

*Kate*

#### **Security Update:**

Currently scheduling an evacuation training for indoor merchants and management team. Waiting to hear final status of ERP. Once it is approved, we will forward directly to the TC and EMCAC and be sure to include you all in the next revision.

#### **Music:**

Not many issues currently, though we are looking into some potential (lesser, from a relative standpoint) issues with music at individual stands.

#### **Marketspread:**

We met with Marketspread, DGS, OCFO, and JPMorgan (our gateway and credit card processor) to discuss how we can move forward. There have been OCFO/JPMorgan discussions since that time. Waiting for the outcome of those discussions.

#### **Parking:**

We had six requests for parking validation on Saturday and five on Sunday this past weekend.

### **Capital Improvements**

#### **HVAC:**

We've begun biweekly meetings with the contractor. Current project status: Structural engineer reviewed the capabilities of the roof area to hold the condensing units. Engineers have taken a preliminary look at the compressor room and determined that the final rendering of the room called for five less compressors than

were included in the room. This meant that the fans were not strong enough to keep the air at the temperature required.

### ***All other projects:***

I'm now setting up weekly meetings to discuss progress. First meeting is this Friday. Goals and progress:

- Stonework: FY22-FY23 – Scope of work revised with new cost estimate. Next step: create requisition.
- Signage: FY22-FY23 – Scope of Work created, requisition created. Next step: requisition reviewed and accepted.
- Door Hardware: FY22-FY23 – Discussing next steps on Wednesday. Scope of Work created. Next step: Create requisition.
- Bollards: FY22-FY23 – Draft scope of work created. Next step: Request review.
- Freight Lift: FY23 – First step: Draft scope of work.
- Small projects: FY23 – First step: Draft scope of work.

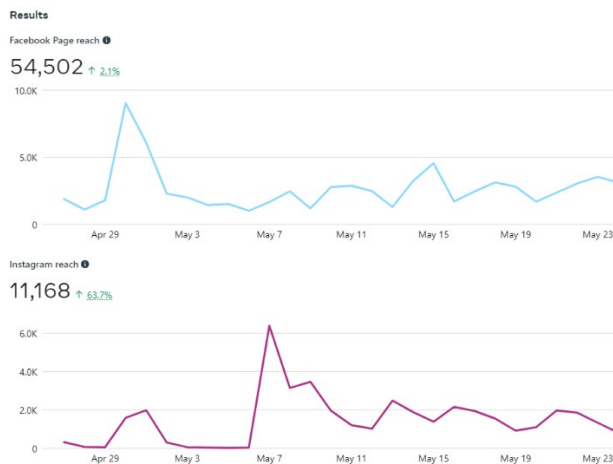
## **Marketing**

### **What the heck is reach???**

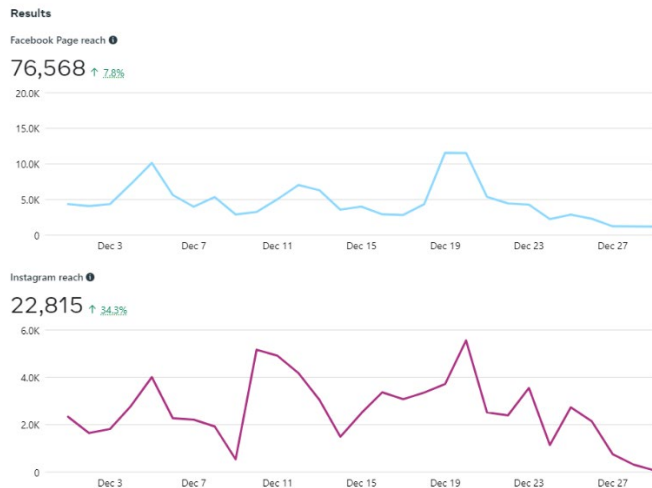
**Facebook Page reach** - The number of [people](#) who saw any content from your Page or about your Page, including posts, stories, ads, social information from people who interact with your Page and more. Reach is different from [impressions](#), which may include multiple views of your posts by the same people. This metric is [estimated](#).

**Instagram reach** - The number of unique accounts that saw any of your posts or stories at least once. Reach is different from [impressions](#), which may include multiple views of your posts by the same accounts. This metric is [estimated](#).

### **Reach for each over the last 28 days:**

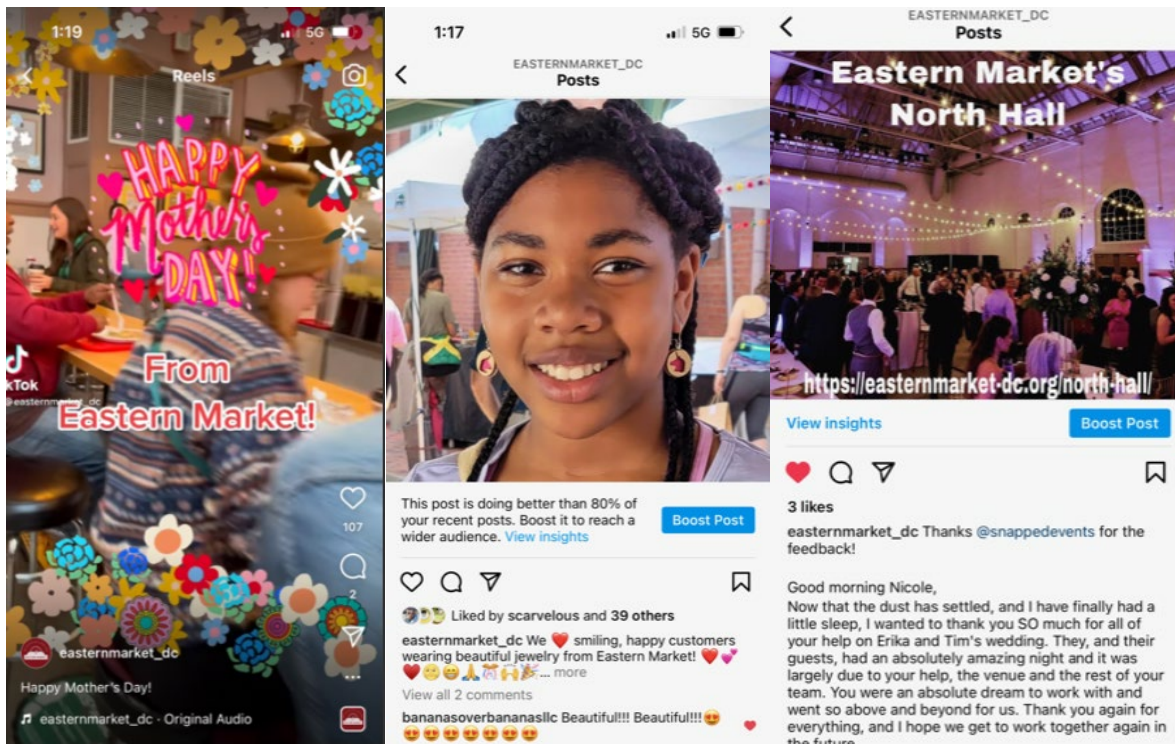


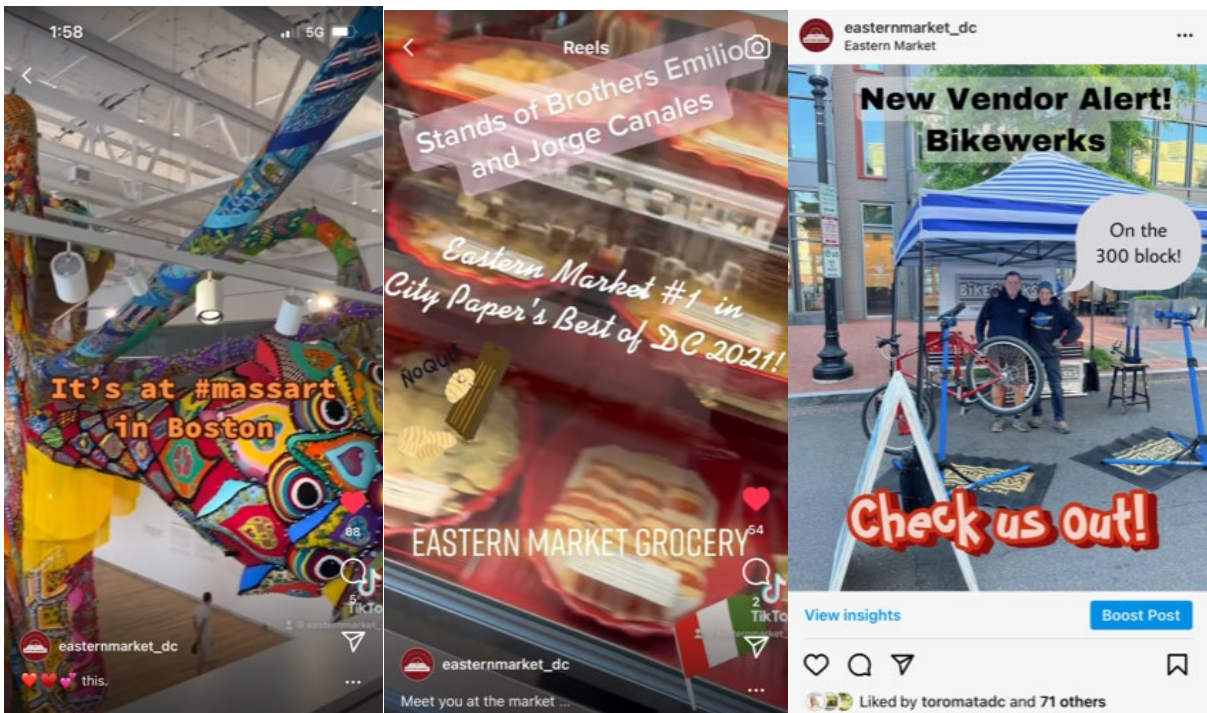
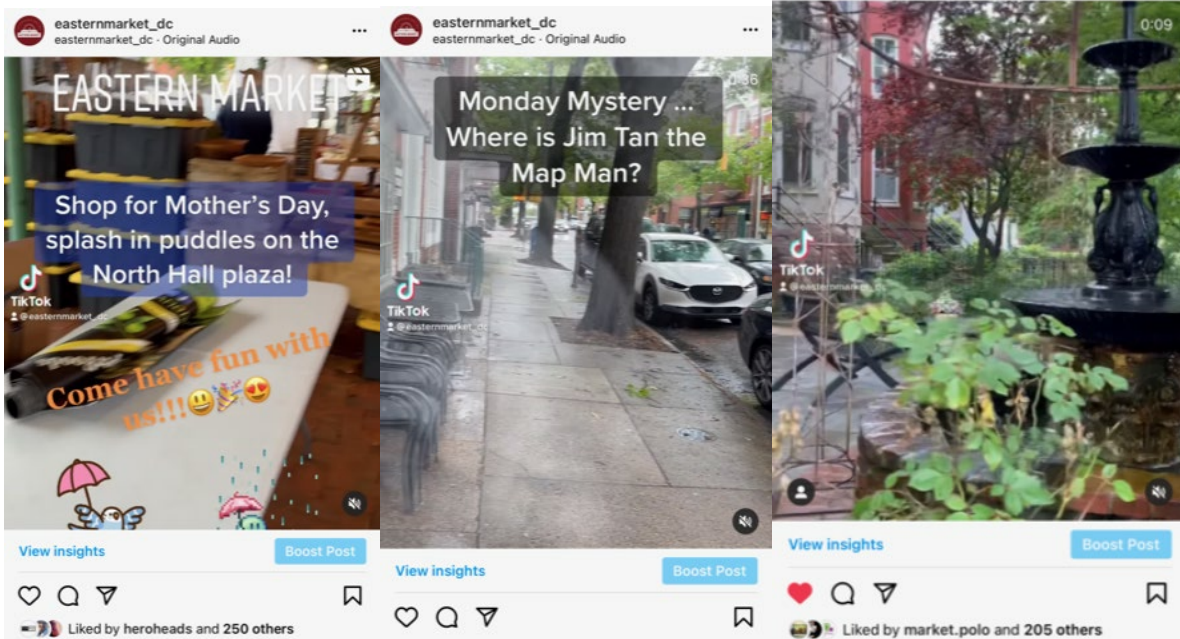
## Social Media in December for comparison ... (our lofty goal!!!)



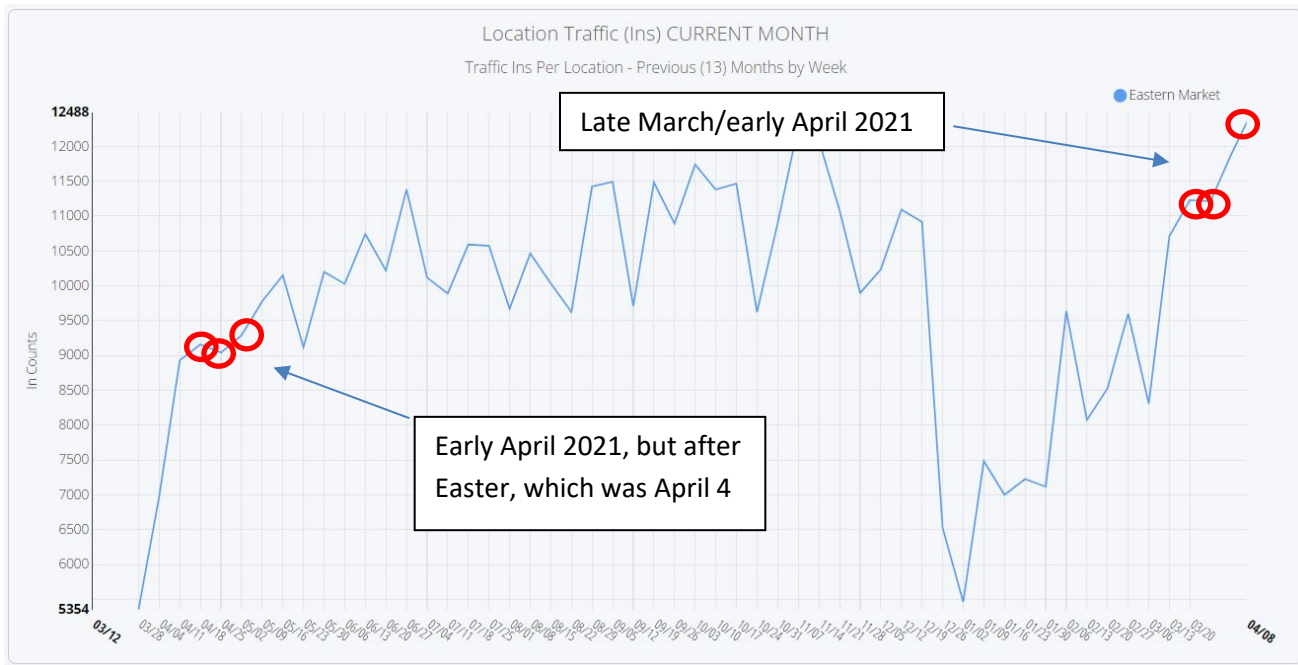
And then, there's tiktok – 28 followers 😊 (compared to 10,873 Insta and 49,123 fb).

**Recent Social Media focus: Mother's Day, Vendors, Merchants, North Hall, New Vendors, Shopping, Best of DC, Past Vendors, Neighbors, References, Fun.**





## Customer Traffic



We now have definitive data that our customer numbers have increased over last year. A year ago, our numbers were in the 9,000 range and this year, they're in the 11,000 range. We do expect that there will be a bit of a drop off considering the rainy weather of the last few weeks ... but on the balance, I think this shows progress.

Regarding the difference between weekdays and weekends, the table below is for the last 12 months:

Drag a column header and drop it here to group by that column

Location Name	Day Of Week	Ins
	Monday	
Eastern Market	Sunday	144,291
Eastern Market	Tuesday	51,409
Eastern Market	Wednesday	46,590
Eastern Market	Thursday	49,265
Eastern Market	Friday	60,548
Eastern Market	Saturday	170,930

## Strategic Plan

Much of our current work is focused on capital improvements, strengthening the new vendor acceptance program, and social media.

## **Eastern Market Main Street**

I was asked to be the Vice President of the EM Main Street and accepted. The Main Street has been very successful in the six years that it has been on the hill. This period we're entering now will really be one of collaboration. Beyond the clear opportunities for collaboration between Eastern Market and the Main Street on promotions like Art All Night and Holly Days, there will be collaboration with other local organizations so that the broader area can be even more of a destination than it already is. The new Executive Director, Ann Blackwell, has already begun developing linkages with Barracks Row Main Street and CHAMPS by way of the Executive Directors, Brian Ready, new BRMS ED (congrats Brian!) and Tony Tomelden, CHAMPS ED. In fact, one of the first things that the new Executive Committee proposed for an EMMS committee vote was a shared work space at the Yards, between EMMS and Barracks Row MS, which we are moving forward on.

## **Thank you's**

- Thanks to the merchants. Our Facilities Management Division is working on the current, HVAC system and it was not at its best this past weekend. Thanks for your patience.

## **May 18, 2022 Tenants Council discussion points**

- **Date of meeting for “new vendor orientation” group**

- **Date of meeting for social media group**

Plans for summer, and for fall/holidays

How to keep content frequent yet fresh by varying types of posts

Use of scheduler for posts

Varying posts by platform

- **Marketing plans for:**

This summer during return of festivals and shows/events

This fall for Halloween, Thanksgiving, Holidays

- **What is marketing budget submitted for 2023 budget**
- **Security at the market**

### **Issues to address:**

- There is a need to circle back to recently added vendors and food vendors who did not receive the new vendor orientation.
  1. Arrival time for parking next to farmers shed and behind tents.  
What to do if you arrive after that time.
  2. Defining customer walk space and addressing the use of walk space for vendor set up and or advertising.
  3. Use of sandwich boards, what is policy for placement? Everybody could have one or two so if there is not a policy that is equitable, there should be.
  4. Hanging items from the farmer's shed. (farmers can hang shade/protection that is not solid and is breathable to allow air circulation to and from Broadway.
- Size of signs. Does there need to be a not to exceed size? Some are standard 3 -4 feet long, however some are popping up that are 6 - 10 feet long basically down to the ground.
- Clearance on Broadway

The pole of the farmer's shed at the handicapped ramp and first space under lower shed. Forces pedestrians to step up onto sewer grate then step down then step over rat trap simply to get two way traffic. Doesn't provide easy clearance

for wheelchairs walkers, strollers etc without someone coming from the opposite direction stopping and letting them pass.



- **Clearance at C st and Farmer's shed. First space utilizing walkspace for set up.**



- **Music use by vendors (yes again)**

There are a quite a few noted vendors who regularly play music that can be heard by others several spaces away. This has potential to creep up into repeat issue of the past. Possibly time to remind that volume of music should remain within your tent space at a personal volume otherwise an earbud is best.

- **Closing walkways under shed leading to and from Broadway.**

When walkways are closed up due to adding vendors under shed in inclement weather it causes issues for those set up on Broadway should a rain or storm come through. Unlike those under shed who may choose to wait out the rain, those along the wall will likely need to pack up to avoid damage to product and tents. If you block those passageways, the only places for them to get their stuff loaded up is at the two handicapped ramps.

- **Opening 7<sup>th</sup> street early**

This should not only hinge on not seeing tents in the street if the day ends early. It should also include making sure that those who are needing to load out along Broadway have brought their vehicles onsite before letting general population vehicles in to park

- Opening at 7<sup>th</sup> and North Carolina at end of day should be wide enough for vans and trucks to turn into from both directions



- **Smoking by vendors farmers and their employees**

There have been increased numbers of smokers standing behind tents on 7<sup>th</sup> st smoking. Vendors have been seen asking others to move. There is a need to clarify where they are not allowed to smoke and make sure they understand that includes anyone working with them.

- **Load out for those with cars parked next to shed**

May need to remind or point out to newer people that once they have loaded up, they should drive off to leave the areas available for those on Broadway to also load up. Running to the restroom is one thing, but going to trader joes or socializing is another.