

**EASTERN MARKET COMMUNITY ADVISORY COMMITTEE  
REGULAR MEETING  
JUNE 29, 2022**

**MINUTES**

Attendance: Nikki Dean Brown; Chuck Burger, Acting Chair; Monte Edwards, Secretary; Tom Kuchenberg, Treasurer; Anita Jefferson; Susan Oursler; and Jerry Sroufe.

The regular meeting of the Eastern Market Community Advisory Committee (EMCAC) was held on Wednesday, June 29, 2022, at 7:00 P.M., via Zoom. The Acting Chair called the meeting to order at 7:05 P.M.

**Approval of the Agenda**

Mr. Edwards moved that the agenda be approved. The motion was adopted.

**Approval of the Minutes**

Mr. Edwards moved that the May 25, 2022, regular meeting minutes be approved. The minutes were approved.

**Application Advisory Review Subcommittee Update**

Anita Jefferson, Chair of the Tenants Council, introduced Sola Ope, who make brief remarks. The Acting Chair stated that he appointed Ms. Ope the Chair of the Application Advisory Review Subcommittee. The Acting Chair moved that EMCAC approve the appointment of Ms. Ope as the Chair of the Application Advisory Review Subcommittee. The motion was adopted.

**Report of the Chair**

The Acting Chair reported on the following matters.

- Financial Data Review: The Acting Chair was unable to meet with Mike Bowers this month to discuss a review of financial data.
- Future Meeting Dates: The next meeting will be held in September via Zoom. At that meeting, EMCAC will discuss whether future meetings will be held in person or via Zoom.
- Officer Elections: Ms. Oursler will chair the Subcommittee on Nominations, Credentials and Membership and send out notifications regarding nominations.
- EMCAC Seat Nominations Update: Councilmember Allen and the Office of the Mayor are working to name their respective EMCAC members.
- Strategic Plan: Recommended establishing subcommittee to review strategic plan for actions to take, particularly those with widest support.
- Donna Scheeder Recognition: A commemorative plaque to recognize the contributions of the late Ms. Scheeder is being considered.

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

Mr. Margeson presented a written report of the Market Manager, which is attached to these minutes. He agreed to: send the Tenants Council any updates to the new vendor orientation materials; discuss with Mr. Edwards a public address system and provide an update at the next meeting; follow up with Michael Lightfoot regarding a more robust outdoor emergency response plan, including communications; obtain and provide information to the Tenants Council on the security of transactions conducted through Marketspread; and send the mural design, the emergency response plan, and the draft scope of work for the bollards to the members of EMCAC.

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

Mr. Edwards, Chair of the Subcommittee on Capital Improvements, reported that (1) he and Mr. Margeson have been meeting regularly with HVAC contractors to ensure that Eastern Market needs are being met through the Department of General Services ordering system and (2) the HVAC usage of the Pottery Studio, South Hall, and North Hall will be metered separately on a monthly basis.

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

Ms. Jefferson, Chair of the Tenants Council, reported that the Tenants Council met with Mr. Margeson and many of the revisions discussed at the June 12, 2022, special EMCAC meeting regarding the Vendor Permit and Attachment A were made. The matters of social media marketing and the repair of a men's room handicapped stall's toilet also were discussed by the Tenants Council.

### **Overview**

The Acting Chair provided the following overview of prospective activities.

- For EMCAC review, the Acting Chair will draft a list of subcommittees and their descriptions, which can be publicized in an effort to recruit volunteers.
- A meeting of the individuals working on the matter of recognizing the contributions of the late Ms. Scheeder will be held, and recommendations will be developed for EMCAC to consider.
- In July, Ms. Brown and Mr. Margeson will meet regarding the quarterly report.
- The Acting Chair stated that he will contact Councilmember Allen regarding having a police presence at upcoming events at Eastern Market and update EMCAC accordingly as well as work with Mr. Margeson to coordinate with Eastern Market Main Street and Barracks Row Main Street on increased security.

**Adjournment**

The meeting adjourned at 8:54 P.M.

Monte Edwards, Secretary



## Eastern Market Manager’s Report to the EMCAC

June 29, 2022

### Eastern Market Finances:

#### Revenues – Actuals and Projected:

	Q1	Q2	Q3 (June is not closed out yet)	Projected Q4	Total Projected (for year)
<b>North Hall</b>	\$ 11,088	\$ 85,782	\$ 32,231	\$ 59,006	<b>\$ 188,106</b>
<b>South Hall</b>	\$ 58,967	\$ 70,719	\$ 40,888	\$ 80,719	<b>\$ 251,294</b>
<b>ATM</b>	\$ 3,804	\$ 1,626	\$ 1,041	\$ 3,804	<b>\$ 10,274</b>
<b>Outdoor Vendors</b>	\$ 38,372	\$ 12,713	\$ 32,043	\$ 38,372	<b>\$ 121,500</b>
<b>300 Block</b>	\$ 18,329	\$ 2,370	\$ 17,515	\$ 17,515	<b>\$ 55,729</b>
<b>Weekend Farmers</b>	\$ 25,740	\$ 13,413	\$ 20,917	\$ 13,413	<b>\$ 73,482</b>
<b>Flea Market</b>	\$ 9,150	\$ 3,050	\$ 6,100	\$ 12,200	<b>\$ 30,500</b>
<b>Tuesday Farmers</b>	\$ 362	\$ 328	\$ 200	\$ 328	<b>\$ 1,218</b>
<b>Application Fees</b>	\$ 175	\$ 70	\$ 595	\$ 595	<b>\$ 1,435</b>
<b>Total</b>	<b>\$ 165,986</b>	<b>\$ 190,071</b>	<b>\$ 151,529</b>	<b>\$ 225,952</b>	<b>\$ 733,539</b>

Budget is \$798,177. Projections are being adjusted monthly.

### Leases

Since the execution of the Calomiris lease, no news.

### Operations:

#### Outdoor Market:

We’ve had six vendor orientation sessions so far and have continued updating the presentation based on feedback.

Vendor agreements have been distributed with changes. Permits will be provided to vendors who have been at Eastern Market for over a year.

**North Hall:**

Nicole and I meet weekly to discuss progress and strategy. In July, we'll be meeting with a half dozen other venues in DC to share best practices.

**Security Update:**

Training for ERP, Active Shooter, and Vehicle as Weapon all took place in the last two weeks.

**Music:**

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

**Marketspread:**

Meetings continue with Marketspread, JP Morgan, OCFO and DGS. It looks like this is an all or nothing scenario. Either we automate, which should be simple and easy, or we continue with the cashiering. Currently waiting to hear back from JP Morgan and OCFO about what they propose.

**Parking:**

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

**Capital Improvements**

***HVAC:***

The chiller has been ordered. There will be three of the below. Per Monte's suggestion, we invited Historic Preservation over to quickly review placement of rooftop condensers. We were given the go-ahead.



***All other projects:***

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

- Stonework: FY22-FY23 –Next step: Meet regarding alternatives to reduce cost.
- Signage: FY22-FY23 – This was put out to bid and we’re waiting for responses;
- Door Hardware: FY22-FY23 – Review of SOW underway. Next step: Create requisition.
- Bollards: FY22-FY23 – Draft scope of work created and under review.
- Freight Lift: FY23 – First step: Meeting with Collins Elevator tomorrow to discuss scope of work and get feedback.
- Small projects: FY23 – First step: Draft scope of work.

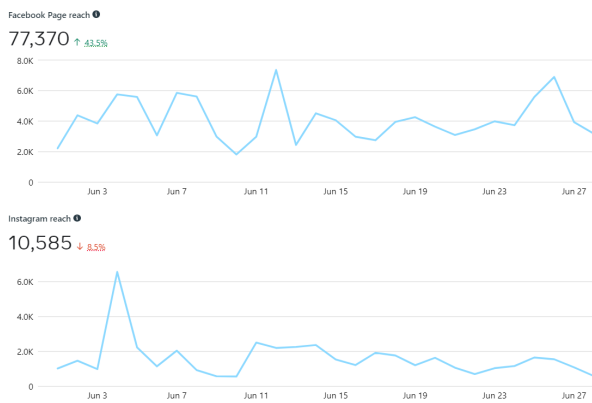
## Marketing

### 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:



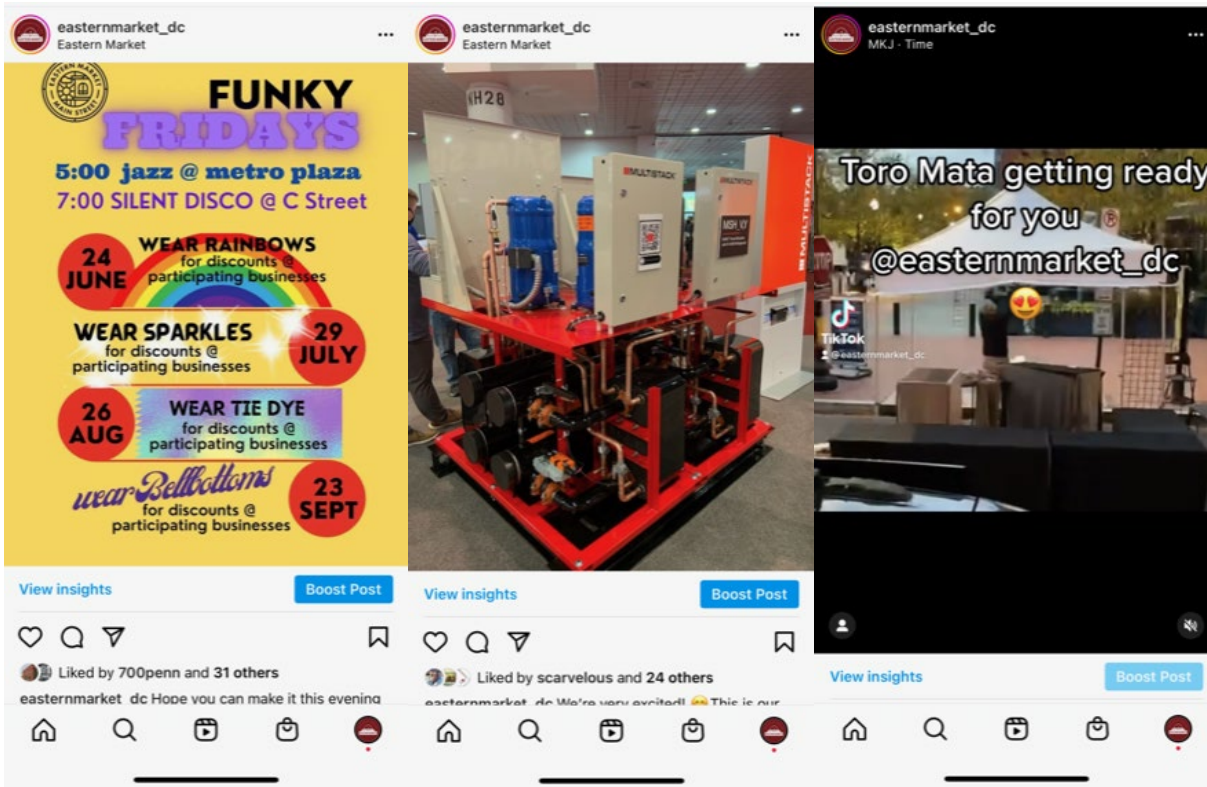
What I wrote in last meeting: Social Media in December for comparison ... (our lofty goal!!!)

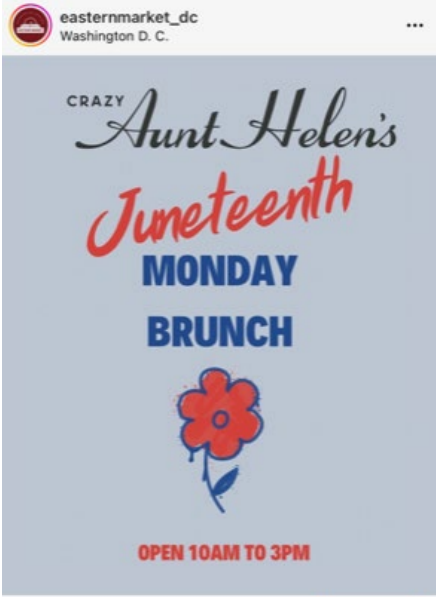
Hehe, we beat it on Facebook this month 😊



And then, there's tiktok – 38 followers 😊 (compared to 11,105 Insta and 49,128 fb).

Recent Social Media focus: Funky Fridays, Indoor Market, Outdoor Market, Neighbors, Chiller, Voting, Fun.





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Liked by scarvelous and 25 others

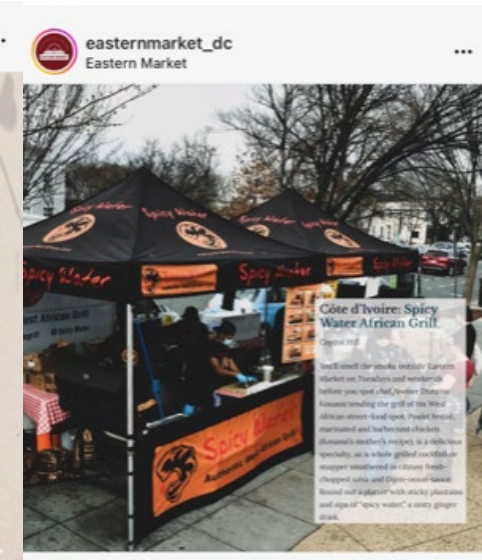
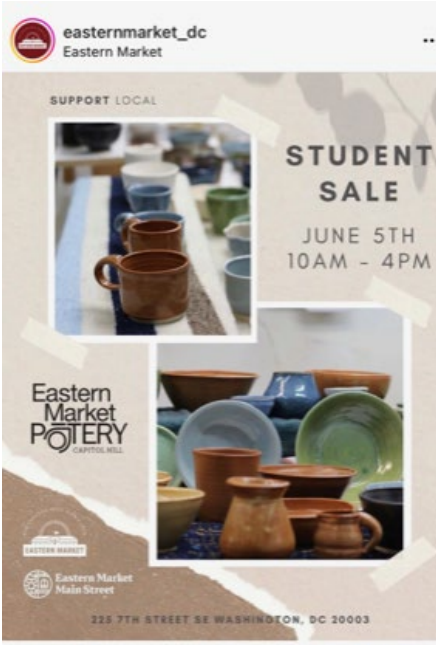
easternmarket\_dc Eastern Market neighbor, Crazy

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Liked by mannmadejewelry and 35 others

easternmarket\_dc Beautiful! Congrats to neighbor.

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Liked by bowers.cheese and 21 others

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Liked by thefreshmobile and 64 others

easternmarket\_dc Ok, it's sort of old news, but we only saw it now! 😊 @spicywaterafricangrill was featured in the @washingtontianmag "DC's... more

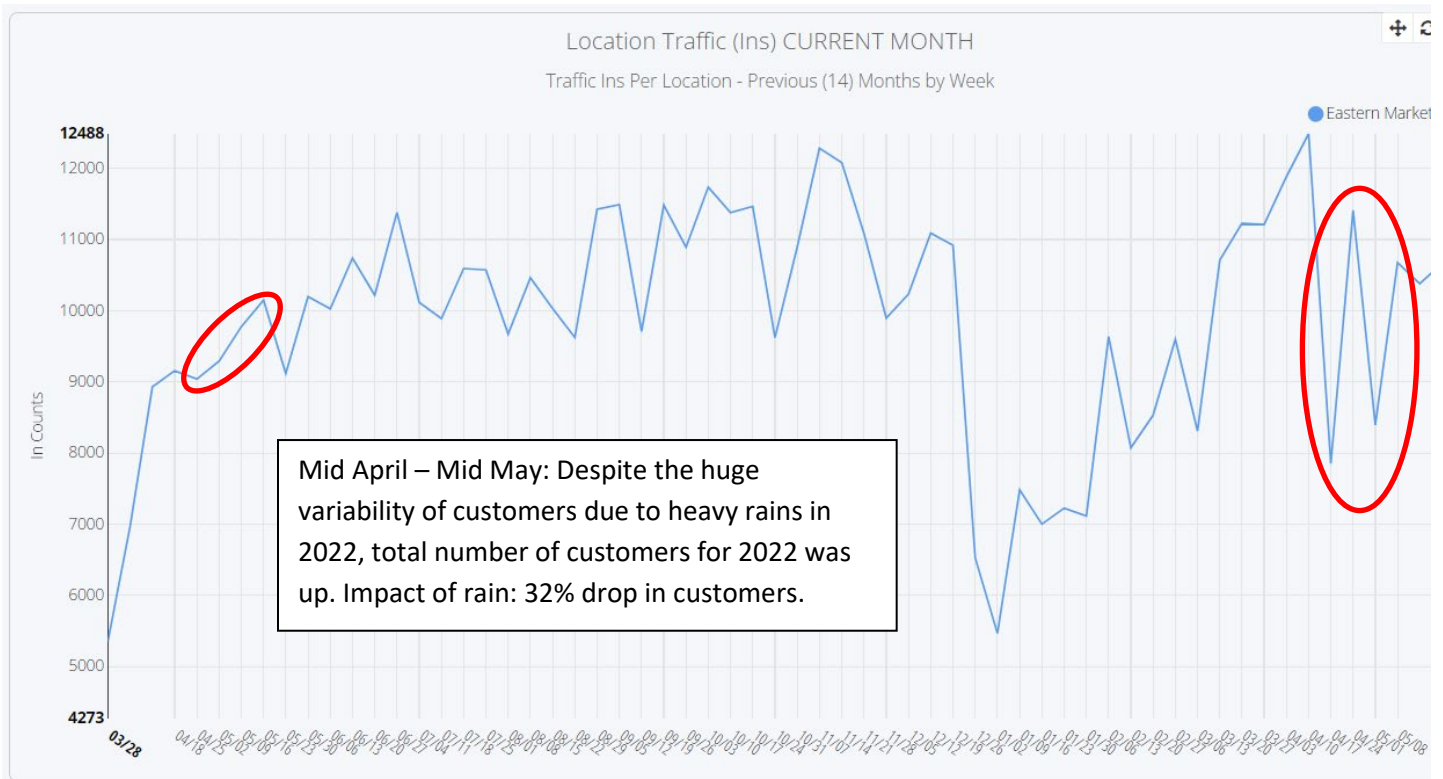
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It's up at the northwest corner of the market ...



## Customer Traffic



## 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

Tonight, the Eastern Market Main Street and the Barracks Row Main Street decided to hold our board meetings on the same afternoon and have a social hour right after in order to increase opportunities for collaboration. Ann Blackwell, Executive Director of the EM Main Street, is currently giving out \$40,000 in façade and business improvement grants. EMMS, 700Penn, and Eastern Market will all be coordinating on Funky Fridays, which will take place on the last Friday of each month from July-September. There will be jazz on the metro plaza, silent disco on the C Street Plaza and vending under the farmer's line shed. The last one will coincide with Art All Night.

Mural heads up.

## Thank you's

- Thanks to the Capital Construction Team. Especially Hares Sayed, who has been leading the way on a variety of our projects while managing other projects city-wide.
- Sola for volunteering to help out with application review!