

**EASTERN MARKET COMMUNITY ADVISORY COMMITTEE  
REGULAR MEETING  
OCTOBER 26, 2022**

**MINUTES**

Attendance: Angie Brunson; Chuck Burger, Acting Chair; Monte Edwards, Secretary; Jackie Krieger; Tom Kuchenberg, Treasurer; Susan Oursler; Brian Pate; and Jerry Sroufe.

The regular meeting of the Eastern Market Community Advisory Committee (EMCAC) was held on Wednesday, October 26, 2022, at 7:00 P.M., in person and via Zoom. The Acting Chair called the meeting to order at 7:03 P.M.

**Approval of the Agenda**

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

**New EMCAC Member**

The Acting Chair welcomed the Mayor's representative to EMCAC, Jackie Krieger.

**Nomination and Election of Officers**

Ms. Oursler, Chair of the Subcommittee on Nominations, Credentials and Membership, reported the following nominations:

- Chair – Chuck Burger;
- Vice Chair – Susan Oursler;
- Secretary – Monte Edwards; and
- Treasurer – Tom Kuchenberg.

By ballot, the above-listed officers were elected.

**Subcommittee Appointments**

By unanimous consent, the following subcommittee appointments were approved:

Standing

- Operations – Tom Kuchenberg, Chair;
- Capital Improvements – Monte Edwards, Chair, and Jackie Krieger; and
- Membership – Susan Oursler, Chair; and

Ad Hoc

- 150<sup>th</sup> Anniversary of Eastern Market – Brian Pate, Chair.

**Approval of the Minutes**

Draft minutes of the September 28, 2022, meeting will be considered at the November meeting.

### **Report of the Chair**

The Chair reported on the following matters.

- Meetings will be held in a hybrid fashion.
- The retreat has been scheduled for Wednesday, November 9, 2022, from 4:00 P.M. to 8:00 P.M. at 700 Pennsylvania Avenue SE, Second Floor.
- Mr. Edwards and Ms. Oursler will organize volunteers and train docents to staff an EMCAC table and tours at the Capitol Hill Restoration Society's Home Expo at Eastern Market on Saturday, October 29, 2022. A docent training is scheduled for Thursday, October 27, 2022, at 3:30 P.M. in the North Hall.

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

Mr. Margeson presented a written report of the Market Manager, which is attached to these minutes. He agreed to: provide expense data on North Hall rentals; coordinate with Ms. Oursler and Mr. Pate to receive feedback on the Emergency Action Plan; schedule meeting between the tenants and a Marketspread representative; place holiday hours on Eastern Market website; and promote serving on the Ad Hoc Subcommittee on the 150<sup>th</sup> Anniversary of Eastern Market via social media.

### **Report of the Subcommittee on Market Operations**

Mr. Kuchenberg, Chair of the Subcommittee on Market Operations, announced that he will seek information regarding the Eastern Market leases and then call a meeting of the subcommittee regarding the matter.

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

Mr. Edwards moved that the report of the Tenants Council be postponed until the next meeting. The motion was adopted.

### **Meetings Schedule**

The Vice Chair announced the following meeting schedule for the upcoming months.

- Wednesday, November 30, 2022
- Wednesday, January 25, 2023
- Wednesday, February 22, 2023
- Wednesday, March 29, 2023
- Wednesday, April 26, 2023
- Wednesday, May 31, 2023
- Wednesday, June 28, 2023

### **Adjournment**

The meeting adjourned at 8:28 P.M.

Monte Edwards, Secretary



## Eastern Market Manager's Report to the EMCAC

October 26, 2022

### Eastern Market Finances:

#### Last year's revenues:

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Grand Total
<b>300 Block</b>	\$ 7,009	\$ 7,152	\$ 4,168			\$ 2,370	\$ 7,408	\$ 5,669	\$ 6,534	\$ 6,534	\$ 8,010	\$ 7,931	<b>\$ 62,785</b>
<b>Application Fees</b>	\$ 70	\$ 105		\$ 35		\$ 35	\$ 245	\$ 245	\$ 140		\$ 35	\$ 105	<b>\$ 1,015</b>
<b>ATMs</b>		\$ 2,348	\$ 1,455		\$ 1,626				\$ 4,182	\$ 1,309	\$ 1,162	\$ 1,436	<b>\$ 13,519</b>
<b>Flea Market</b>		\$ 6,100	\$ 3,050			\$ 3,050			\$ 12,200		\$ 6,100		<b>\$ 30,500</b>
<b>North Hall</b>	\$ 8,475	\$ 600	\$ 2,013	\$ 4,922	\$ 27,815	\$ 53,045	\$ 14,778	\$ 5,275	\$ 13,478	\$ 3,725	\$ 5,875	\$ 26,260	<b>\$ 166,260</b>
<b>Outdoor Vendors</b>	\$ 17,176	\$ 13,748	\$ 10,127	\$ 2,703	\$ 4,050	\$ 7,051	\$ 11,789	\$ 12,736	\$ 11,744	\$ 15,088	\$ 11,840	\$ 10,861	<b>\$ 128,913</b>
<b>South Hall</b>		\$ 40,606	\$ 18,361	\$ 26,663	\$ 22,175	\$ 21,881			\$ 66,781	\$ 22,260	\$ 20,665	\$ 23,856	<b>\$ 263,248</b>
<b>Tuesday Farmers</b>	\$ 198	\$ 50	\$ 114	\$ 208		\$ 120		\$ 110	\$ 170	\$ 370	\$ 168	\$ 80	<b>\$ 1,588</b>
<b>Weekend Farmers</b>	\$ 10,000	\$ 8,984	\$ 6,756	\$ 2,334	\$ 4,641	\$ 6,438	\$ 7,489	\$ 6,806	\$ 9,198	\$ 8,936	\$ 8,600	\$ 6,352	<b>\$ 86,534</b>
<b>Grand Total</b>	<b>\$ 42,928</b>	<b>\$ 79,693</b>	<b>\$ 46,044</b>	<b>\$ 36,864</b>	<b>\$ 60,307</b>	<b>\$ 93,990</b>	<b>\$ 41,709</b>	<b>\$ 30,841</b>	<b>\$ 124,426</b>	<b>\$ 58,222</b>	<b>\$ 62,455</b>	<b>\$ 76,881</b>	<b>\$ 754,361</b>

**Budget: 798,177.02**

#### Budget for FY23:

Description	FY23 Budget
Water	\$ 87,624
Gas	\$ 12,961
Electric	\$ 69,229
Sustainable Energy	\$ 14,201
Waste Management	\$ 62,390
Personnel	\$ 467,301
Support Staff	\$ 44,213
Direct Voucher for EMCAC Office Support - Per legislated requirement	\$ 5,000
Merchant Services MOU with OCFO, Office of Finance and Treasury	\$ 2,793
Marketing (Pcard)	\$ 21,080
Maintenance and Repairs (Pcard)	\$ 7,000
Sewage Ejection Pit	\$ 4,385
<b>Total</b>	<b>\$ 798,177</b>

Description	Unbudgeted
Snow	\$ 5,000
Janitorial	\$ 200,278
Extermination	\$ 12,207
<b>Total</b>	<b>\$ 217,485</b>

<b>Total Projected Operational Costs of EM</b>	<b>\$ 1,015,662</b>
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## Pcard Budget:

Budget Item	Expenditure
<b>Marketing</b>	
Applied Tactics Inc. web hosting	\$ 540.00
SunBelt Rentals	\$ 1,800.00
TripleSeat Software	\$ 3,000.00
GoDaddy.com domain name	\$ 100.00
SenSource	\$ 500.00
Marketing (Print)	\$ 2,140.10
FarmSpread	\$ 2,500.00
WuFoo	\$ 400.00
Eastern Market Main Street Membership	\$ 1,000.00
Unique Venues	\$ 1,200.00
Sign Installation	\$ 2,200.00
Outdoor Vendor Sign Design	\$ 2,500.00
Office Supplies	\$ 2,000.00
<b>Maintenance/Building/Repairs</b>	
Traffic Safety Items	\$ 1,200.00
Uniform - Kevin	\$ 500.00
Maintenance/Service	\$ 6,500.00
<b>TOTAL</b>	<b>\$ 28,080.10</b>

On the same page with the EMCAC on capital budget.

## Leases

Since the execution of the Calomiris lease, no news.

## Operations:

### Outdoor Market:

Will soon begin orientation sessions for all vendors who have employees and for their employees. We'll also conduct orientation sessions for vendors who came in during covid.

We just got an application from DC Pickles.

### North Hall:

- Kidsinger Jim now on Wednesdays;
- Eleven leads so far from Unique Venues. No bookings yet;

### Security Update:

No news.

### Music:

Things have been a little more subdued, thankfully.

### Marketspread:

Autopayment charges will be 2.9% + \$.30 per online transaction.

### Parking:

Consistent usage of Trader Joe's on weekends.

## Capital Improvements

### HVAC:

Chiller will arrive in February. This will not delay the project.

## Marketing

### Working on holidays:

- We'll have a santa weekend of the 3rd
- We'll have the yeti – not sure of the weekend yet

### Hilloween on Friday

### 150<sup>th</sup> Anniversary:

- We'll be working on the logo and the banners quickly over the next two months. Draft scope is attached for the design work. \$2,500 is available for this project.
  - We'll solicit bids from Eastern Market and DC based artists;
  - Putting out the call to artists asap;
  - We'd like to acquaint the EMCAC with the review process in the next few days. Monday?
  - Top three interested artists will submit design proposal.
- We've adjusted the schedule slightly;
- Kidsinger Jim will be writing a song for the 150th anniversary;
- Reached out to the authors of the book on the history of EM and they are interested in releasing.

### 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](#).

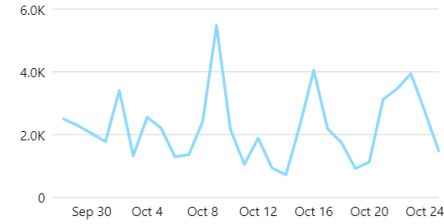
**Instagram reach** - The number of unique accounts that saw any of your posts or stories at least once. Reach is different from [impressions](#), which may include multiple views of your posts by the same accounts. This metric is [estimated](#).

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

## Reach

Facebook Page reach ⓘ

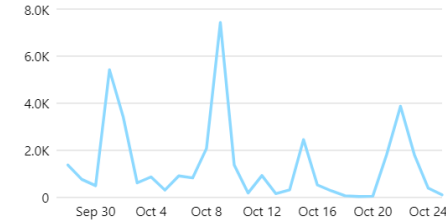
50,125 ↑ 1.4%



Export

Instagram reach ⓘ

17,261 ↑ 4.4%

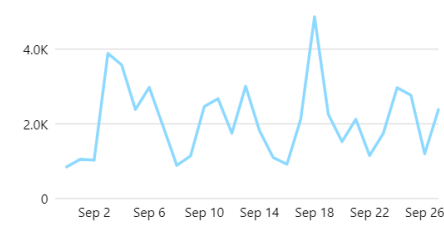


## September as reference:

## Reach

Facebook Page reach ⓘ

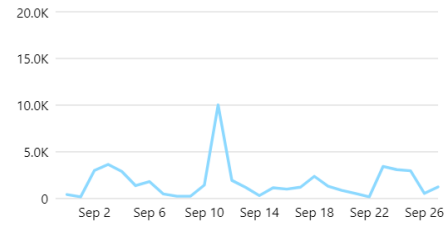
43,980 ↓ 31.1%



Export

Instagram reach ⓘ

16,531 ↓ 7.3%



*Followers in June: 11,105 Insta and 49,128 fb*

*Followers in October: 12,066 Insta and 49,842 fb*

## Strategic Plan

We continue to focus on:

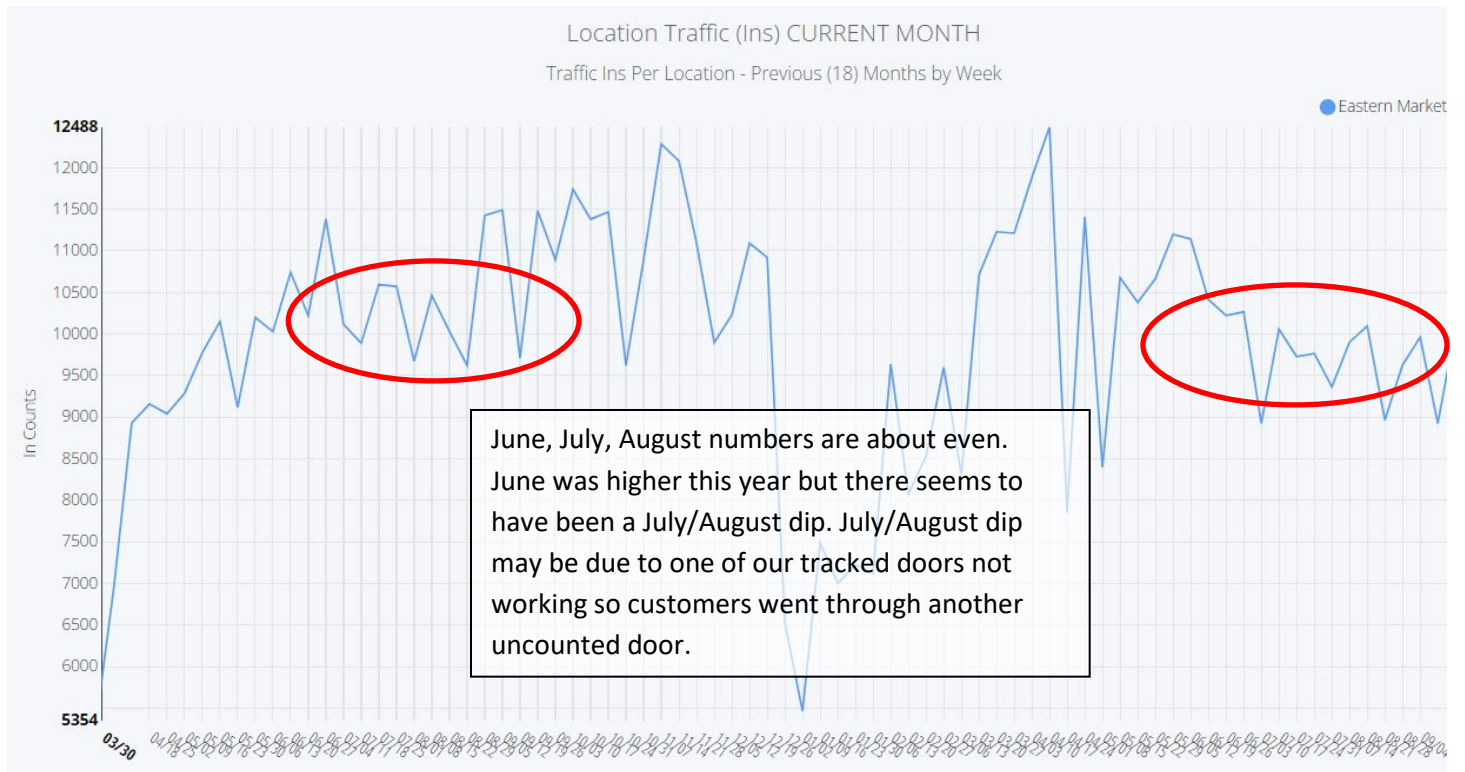
- Outdoor vendor process improvements: Load-in, load-out, vendor acceptance process & turnaround time and autopayment;
- Capital improvements;
- 150<sup>th</sup> Anniversary.

Looking forward to the retreat.

## Eastern Market Main Street

Oktoberfest is ongoing and Holly Days begins soon.

## Customer Traffic



## Thank you's

- Jackie Krieger – Welcome aboard!
- Patrick Carey – Thanks for your support in reaching out to farmers!