

**EASTERN MARKET COMMUNITY ADVISORY COMMITTEE
REGULAR MEETING
SEPTEMBER 28, 2022**

MINUTES

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

The regular meeting of the Eastern Market Community Advisory Committee (EMCAC) was held on Wednesday, September 28, 2022, at 7:00 P.M., via Zoom. The Acting Chair called the meeting to order at 7:04 P.M.

Approval of the Agenda

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

New EMCAC Members

Ms. Oursler moved that Brian Pate be accepted as Councilmember Charles Allen representative on EMCAC. The motion was adopted. Mr. Pate made brief remarks.

The Acting Chair announced that the Mayor's representative to EMCAC will be Jackie Krieger. Ms. Krieger made brief remarks.

Report of the Chair

The Acting Chair led discussion on the following matters.

- Holding meetings in person, via Zoom, or in a hybrid fashion: By unanimous consent, it was agreed to meet via Zoom while the Acting Chair and Ms. Oursler investigated options for the meeting format.
- Officer Elections: By unanimous consent, it was agreed that Ms. Oursler would chair the Subcommittee on Nominations, Credentials and Membership, publicize the election to be held at the October meeting, and receive nominations.
- Proposed Retreat: The Acting Chair reported that he is planning a retreat to be located near Eastern Market in early November.
- Eastern Market's 150th Anniversary: By unanimous consent, it was agreed to create an ad hoc subcommittee on the 150th Anniversary of Eastern Market, chaired by Brian Pate.
- Project Tracking: By unanimous consent, it was agreed to have Ms. Oursler investigate applications/programs to track progress on projects, including timelines.

Report of the Market Manager

Mr. Margeson presented a written report of the Market Manager, which is attached to these minutes. He agreed to: schedule a finance meeting with Tim Hatton, a representative of the Department of General Services, on Tuesday, October 18, 2022, send EMCAC the online links for the obituaries of Diane Noll and Mel Inman's son, Juan, and explore solutions for handicapped entrance from the alley.

By unanimous consent, it was agreed that the Acting Chair write the Capitol Hill Business Improvement District (BID) to inquire whether a member of EMCAC can join the BID's Board as a non-voting member.

Report of the Subcommittee on Capital Improvements

Mr. Edwards, Chair of the Subcommittee on Capital Improvements, gave the following report regarding capital improvement matters.

- Signage Project: The design of the banners is not finalized, and, as a result, the banners will become a separate project, which will permit public comment.
- HVAC: The contractor is very easy with which to work -- honored a request for an iterative process involving EMCAC and the Market Manager, will provide training to personnel once system is installed, worked together to obtain written approval from the Historic Preservation Office for condensers on the roof, and is documenting analysis of the system's sensors/controllers that are not necessary to replace at this time and will prepare a schedule for their future replacement.

Report of the Tenants Council

Ms. Brown reported that the Tenants Council met and discussed counterfeit money being circulated, bollards, strategic plan, signage, vendor break-down flow, eagerness of Application Advisory Review Subcommittee Chair to begin work, request for a marketing meeting soon after October 1, 2022, Eastern Market being open on December 24, 2022, and issues with toilets in men's room.

Approval of the Minutes

Ms. Oursler moved that the June 12, 2022, special meeting minutes and June 29, 2022, regular meeting minutes be approved. The minutes were approved.

Adjournment

The meeting adjourned at 9:02 P.M.

Monte Edwards, Secretary



Eastern Market Manager’s Report to the EMCAC

September 28, 2022

Eastern Market Finances:

Revenues – Actuals and Projected:

	Q1	Q2	Q3	Q4 Proj	Total
South Hall	\$ 58,967	\$ 70,719	\$ 66,781	\$ 66,779	\$ 263,246
NHALL	\$ 11,088	\$ 85,782	\$ 33,531	\$ 44,820	\$ 175,220
Outdoor Vendors	\$ 38,372	\$ 12,713	\$ 35,127	\$ 41,546	\$ 127,758
300BK	\$ 18,329	\$ 2,370	\$ 19,611	\$ 22,554	\$ 62,864
Weekend Farmers	\$ 25,740	\$ 13,413	\$ 23,493	\$ 26,734	\$ 89,380
Tuesday Farmers	\$ 362	\$ 328	\$ 280	\$ 758	\$ 1,728
FLMKT	\$ 9,150	\$ 3,050	\$ 12,200	\$ 6,100	\$ 30,500
ATMS	\$ 3,804	\$ 1,626	\$ 4,182	\$ 4,534	\$ 14,145
APFEE	\$ 175	\$ 70	\$ 595	\$ 280	\$ 1,120
Total	\$ 165,986	\$ 190,071	\$ 195,799	\$ 214,104	\$ 765,960

Budget is \$798,177.

Leases

Since the execution of the Calomiris lease, no news.

Operations:

Outdoor Market:

Load-in and load-out procedure updates.

15 new vendors – all have attended orientation

North Hall:

- Kidsinger Jim;
- Art all Night and line dancing;
- \$10,000 events;
- Rustin;
- Fever-up and Sofar events;
- Unique Venues;
- Venue visits (St. Francis Hall, MLK Library, The Powerhouse in Georgetown, The Duck and Peach, The Hill Center).

Security Update:

For one weekend in July, there were issues with money changing and perhaps counterfeit bills.

Music:

Music issues. Battle of bands, opera.

Marketspread:

Autopayment is moving forward. Tenants' Council feedback requested.

Parking:

Consistent usage of Trader Joe's on weekends.

Capital Improvements**HVAC:**

The compressor room is 95% fixed (5% is wall repair).

Other project are being solicited as a single project that includes:

- Signage
- Stonework
- Door hardware
- Freight Lift
- Small projects

Sad News

Passing of Diane Noll and Mel Inman's son, Juan.

Marketing

Art all Night:

- Another amazing Art All Night. We estimate there were 3x the number of attendees as last time.
- Great photo by Mike Bowers
- Jazz paid for by EMMS subgrant
- Vendor spaces paid for by EMMS subgrant
- Line dancing in North Hall

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](#).

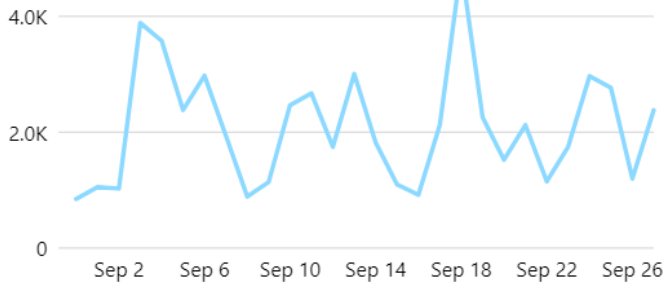
Reach for each over the last 28 days:

Reach

Export

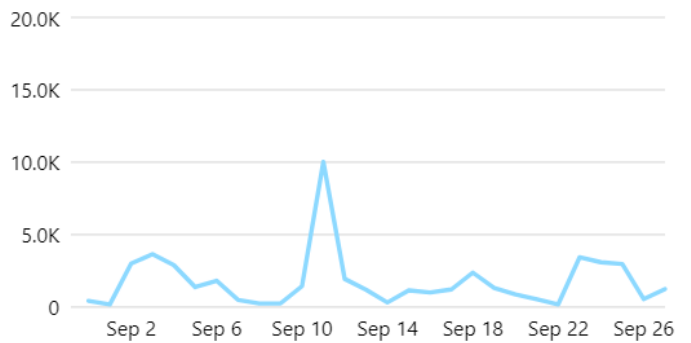
Facebook Page reach ⓘ

43,980 ↓ 31.1%



Instagram reach ⓘ

16,531 ↓ 7.3%



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



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

Followers in September: 11,842 Insta and 49,788 fb

Strategic Plan

Much of our current work is focused on capital improvements, continuing to strengthen the new vendor acceptance program, adding autopayment, implementing new vendor rules for loading periods, and social media. Soon, we will add 150th Anniversary celebration to our list of focus items.

Eastern Market Main Street

\$40,000 in façade and business improvement grants were given to local businesses. Art All Night was a huge success. Tomorrow is the board meeting where the budget and workplan will be approved. Upcoming is Oktoberfest and then Holly Days. Coordinated grant request with Capitol Hill BID for street cleaners in the Eastern Market corridors – with a focus on weekends.

150th Anniversary!

On November 12, 2023, Eastern Market will celebrate its 150th Anniversary of its Grand Opening. From page 4 of the Daily National Republican, November 13, 1873:

ment of a nearly unanimous vote,
—
EASTERN MARKET.
—
The Opening Yesterday.
The new Eastern market house was opened for business yesterday morning. The attendance of sellers and purchasers was fair, considering the stormy day, and it was conceded by those attending that the opening was an auspicious one. The butchers and others having produce for sale had generally the very best commodities on their stands, and there was some competition among them as to who would make the best display. There are eighty stalls in the market, of which about fifty have been sold, and these were yesterday occupied, while on the west side of the market were some country people. In the centre of the market were the butter merchants—Oyster, Wetzell, Fearson and others. On the sides were the butcher stalls of Carroll, Hoover and others, making good displays. The Holy Hill band was in attendance for several hours during the morning, and discoursed very pleasing music. Mr. Joseph Carroll, who introduced and worked energetically for the passage of the bill authorizing the establishing of this market, was complimented with a serenade by the band. It is proposed to erect fish stands west of the building.
—
HYMNICAL.

Collaboration between area Non-Profits:

- Eastern Market Community Advisory Committee (EMCAC)
- Eastern Market Tenant's Council
- Eastern Market Main Street (EMMS)
- Capitol Hill Bid
- Hill is Home

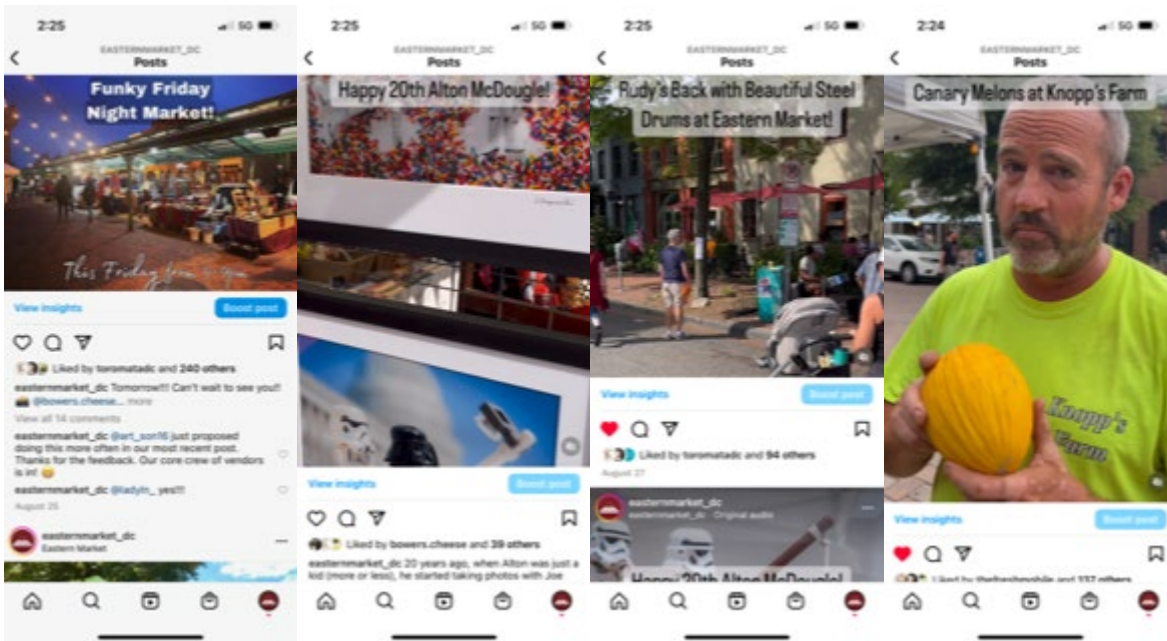
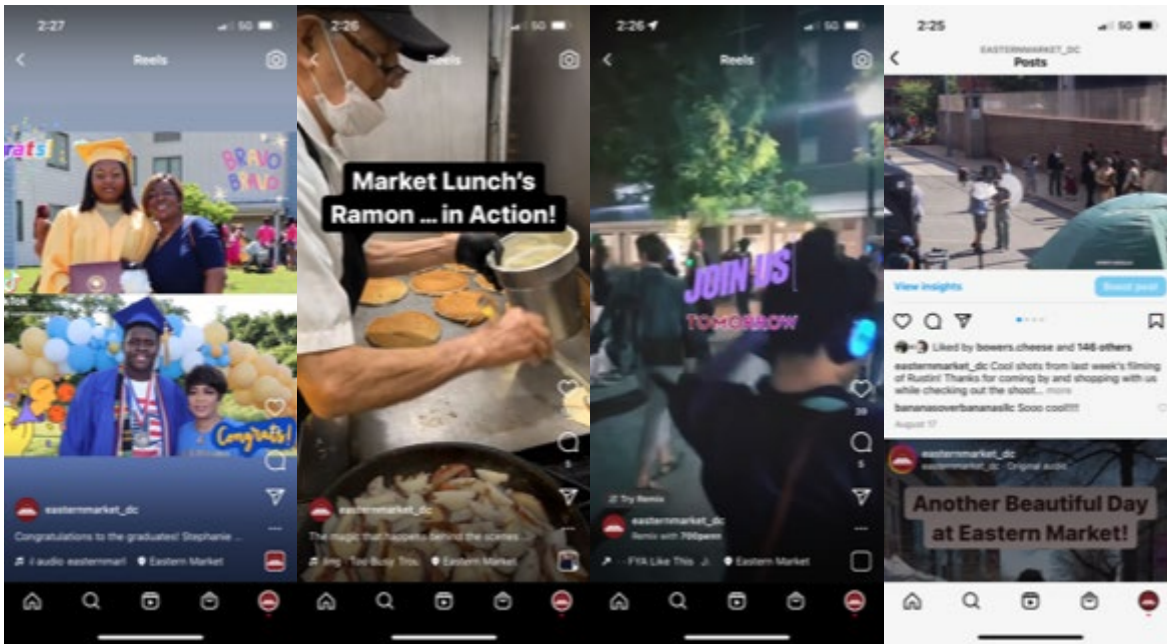
Proposed Event to Celebrate Throughout the Year:

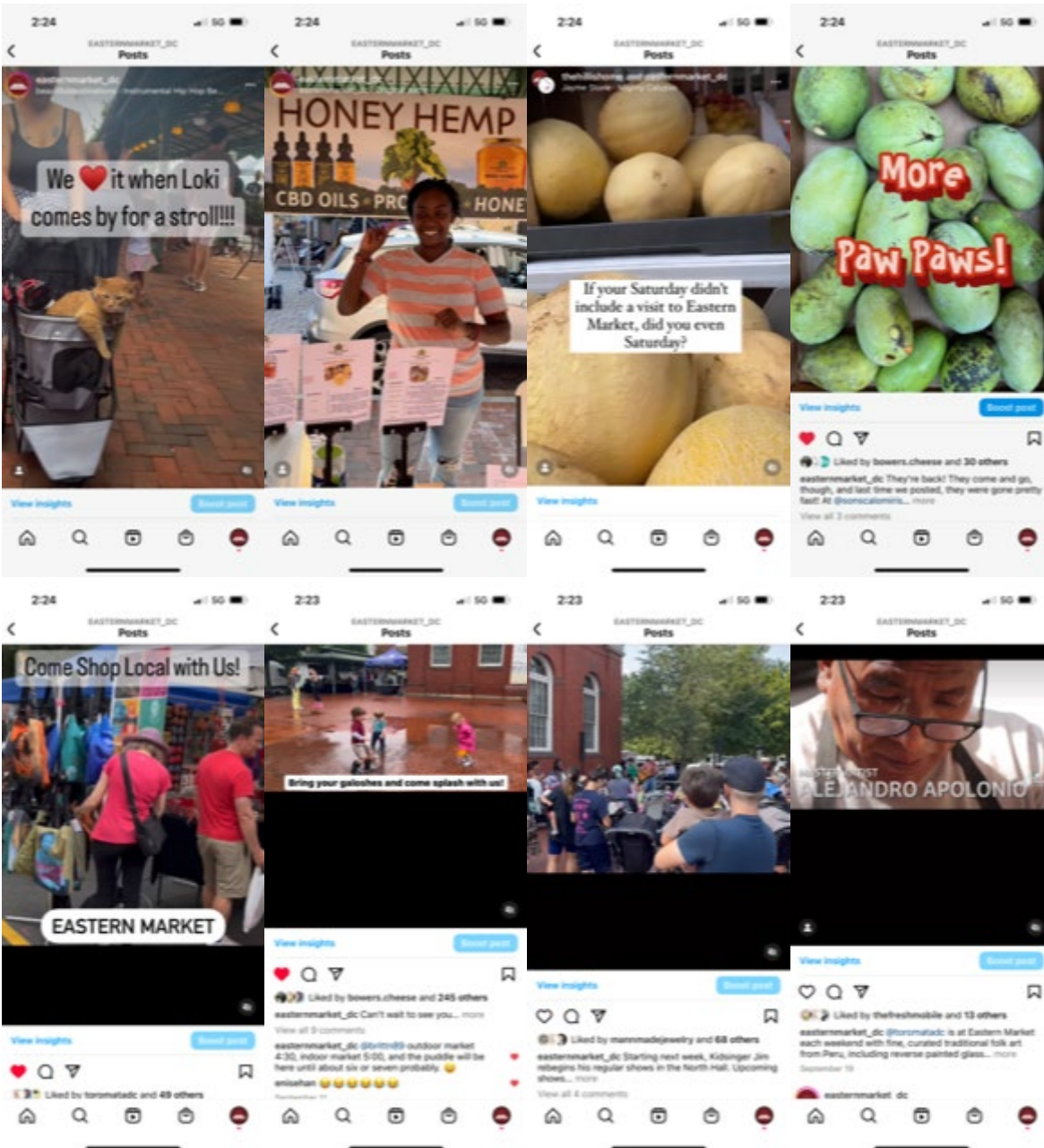
- **January:** Champagne toast
- **May:** Al Fresco Dinner under the farmer's line shed showcasing Eastern Market foods and the restaurants of the corridor – similar to the one we did when Frager's burned down
- **September:** Weekend-long event showcasing all of Eastern Market's activities from food & arts to line dancing to aerobics to children's music & puppet shows, starting with a Friday night market that will be similar to the Zip Trip. There would be tours of the market all weekend, kids activities in the North Hall, etc.
- **November 12:** Eastern Market Day Proclamation by the Mayor.

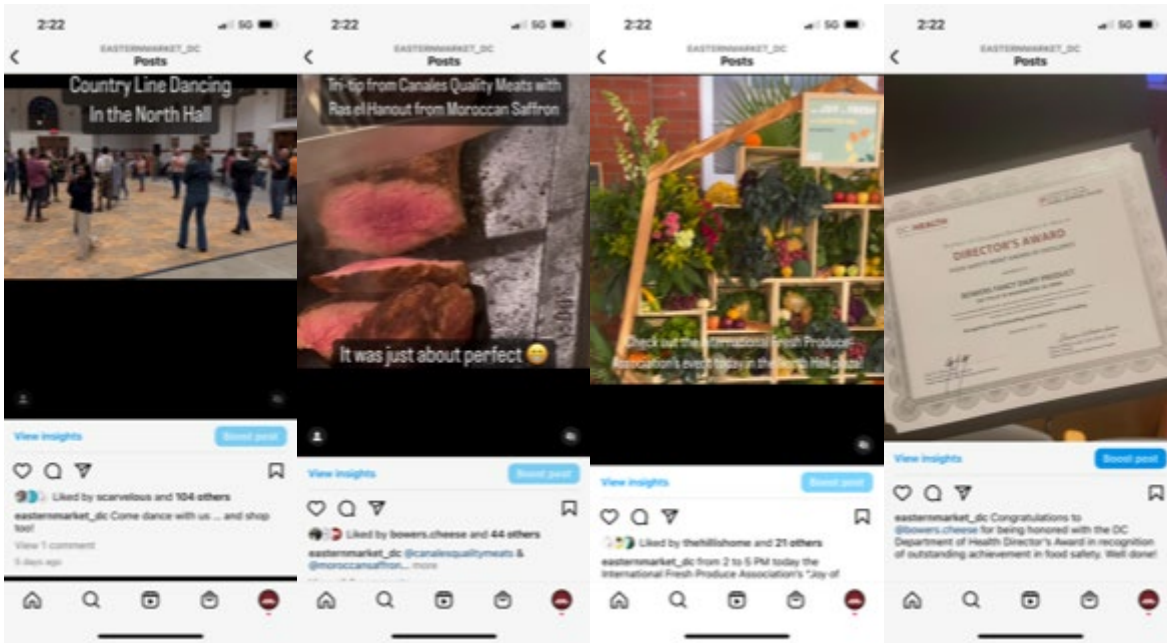
Proposed Ways of Celebrating the History of Eastern Market:

- **Book release:** In 2015 a book was written about the history of Eastern Market. That book will be updated and released. EMCAC will likely take charge of this.
- **Posters celebrating historic events and the Eastern Market community** will be hung throughout the market. These will be based on the posters that were created for the grand reopening of the market in 2009. This will likely be financed by an EMCAC representative.
- **Banners designed by Eastern Market artists** will be put up on the outside of the market announcing the 150th Anniversary. This scope of work has been created.
- **Posters and grocery totes celebrating the 150th** would be given away. Same scope of work as the above.
- **The Overbeck recordings (an oral history of Eastern Market)** will be linked to from the Eastern Market web page.
- **\$3.4 million in Capital Construction projects**

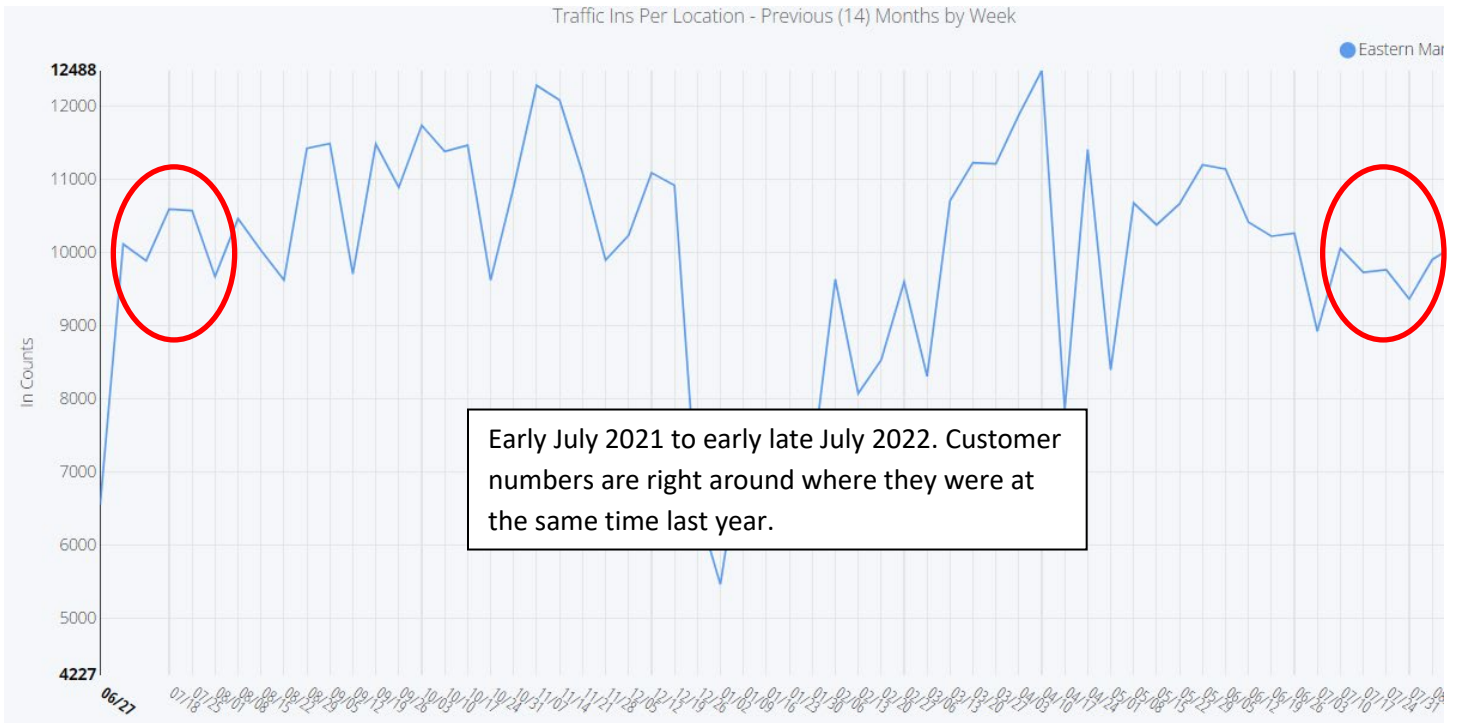
Recent Social Media focus: Congratulations; Art all Night, sizzling steak, pawpaws, Rustin, Fun.







Customer Traffic



Thank you's

- Nikki Dean for leading the most recent Tenant's Council meeting and for feedback regarding finances;
- Mike Bowers for keeping an eye out on things and providing feedback and advice ... and for keeping his stand extremely clean;
- Ellen Opperweiner for spending time with me looking at Instagram;
- Brian Pate for jumping back into the fray.