

**EASTERN MARKET COMMUNITY ADVISORY COMMITTEE
REGULAR MEETING
MARCH 27, 2024**

MINUTES

Attendance: Mike Bowers (for Bill Glasgow); Nikki Dean Brown; Chuck Burger, Chair; Monte Edwards, Secretary; Steve Hagedorn; Jackie Krieger, Vice Chair; and Jerry Sroufe.

The regular meeting of the Eastern Market Community Advisory Committee (EMCAC) was held on Wednesday, March 27, 2024, at 7:00 P.M., in person in the North Hall and via Zoom. The Chair called the meeting to order at 7:05 P.M.

Adoption of the Agenda

The agenda was adopted as distributed.

Approval of the Minutes

The minutes of January 31, 2024, were approved.

Report of the Chair

The Chair noted the excused absences of Tom Kuchenberg, Treasurer, and Brian Pate and requested that EMCAC members keep him informed on whether they are able to attend each EMCAC meeting. The Chair reported on behalf of the Treasurer that the bank account balance is unchanged. The Chair also reported on the following topics.

- Rumsey Pool Project: \$25 million has been set aside for the nascent project. Documents are being developed for holding community meetings, which will occur several months from now. EMCAC likely will hold community meetings on the project in about six months.
- Department of General Services (DGS) Director Hunter: The Chair has been in contact with DGS Director Hunter and plans to schedule a meet and greet-type event with EMCAC and the Director.
- Invitations to Councilmembers: This effort has been delayed by the budget process.
- Update on Ad Hoc Subcommittee on Communications: The Chair has interviewed two interested individuals. More volunteers are needed for the subcommittee, and the Chair requested that the representatives of organizations on EMCAC inquire within those organizations for volunteers to serve on the subcommittee.

Report of the Subcommittee on Capital Improvements

Mr. Edwards, Chair of the Subcommittee on Capital Improvements, reported that he is monitoring when the city budget will be publicly available and the latest information he has received from Council Chairman Phil Mendelson is April 1. Of concern to EMCAC is ensuring funding in the budget that will allow the chilled water and hot water piping to be replaced. These systems continue to operate without water treatment and, therefore, the piping continues to corrode, affecting the functioning of the valves and controllers. As a result, Barry Margeson, Market Manager, must operate the system manually.

Report of the Market Manager

Mr. Margeson presented a written report, which is attached to these minutes. Mr. Margeson introduced Alejandra Calvache, a Youth Leader through the Youth Leaders of the Americas Initiative State Department Program, who gave brief remarks. He agreed to find out for the next meeting where and when bollards will be installed and contact Marshall Retail Group regarding the curation of Eastern Market products. Ms. Calvache made a presentation on a draft Eastern Market marketing plan, which also is attached to these minutes.

Adjournment

The meeting adjourned at 8:49 P.M.

Monte Edwards, Secretary



Eastern Market Manager’s Report to the EMCAC

March 27, 2024

Eastern Market Finances for FY24:

Account Description	Oct-2023	Nov-2023	Dec-2023	Jan-2024	Feb-2024	Mar-2024	Grand Total
OTHER REVENUE FROM SOUTH HALL			\$ (53,755)	\$ (12,551)	\$ (11,791)		\$ (78,096)
OTHER REVENUE FROM NORTH HALL	\$ (3,550)	\$ (18,200)	\$ (6,800)	\$ (15,875)	\$ (36,900)	\$ (78,600)	\$ (159,925)
OTHER REVENUE FROM ATMS			\$ (2,491)				\$ (2,491)
OTHER REVENUE FROM APPLICATION FEES	\$ (35)	\$ (70)	\$ (70)	\$ (175)	\$ (140)	\$ (70)	\$ (560)
OTHER REVENUE FROM OUTDOOR VENDORS	\$ (14,513)	\$ (20,159)	\$ (12,005)	\$ (5,384)	\$ (8,823)	\$ (5,967)	\$ (66,852)
OTHER REVENUE FROM WEEKEND FARMERS		\$ (9,739)	\$ (12,993)	\$ (6,100)	\$ (8,615)	\$ (3,654)	\$ (41,101)
OTHER REVENUE FROM 300 BLOCK		\$ (8,922)	\$ (6,588)	\$ (1,586)	\$ 93	\$ (1,569)	\$ (18,574)
OTHER REVENUE FROM FLEA MARKET			\$ (6,268)				\$ (6,268)
OTHER REVENUE FROM TUESDAY FARMERS		\$ (176)	\$ (977)	\$ (153)	\$ (19)		\$ (1,325)
RENTALS - OTHER	\$ (20,299)	\$ (2,000)	\$ (156)	\$ (783)	\$ 12,198	\$ 5,800	\$ (5,239)
Grand Total	\$ (38,397)	\$ (59,266)	\$ (102,103)	\$ (42,608)	\$ (53,997)	\$ (84,060)	\$ (380,430)

Account Description	Oct-2023	Nov-2023	Dec-2023	Jan-2024	Feb-2024	Mar-2024	Grand Total
CONTRACTUAL SERVICES - OTHER			\$ 2,486	\$ 3,143	\$ 91	\$ 14,474	\$ 20,193
ELECTRICITY	\$ (2,395)		\$ 15,238		\$ 8,114	\$ 5,823	\$ 26,780
GAS			\$ 623	\$ 2,152	\$ 2,872		\$ 5,647
P-CARD CLEARING ACCOUNT	\$ (650)	\$ 650	\$ (2,486)	\$ (657)	\$ 3,052	\$ (341)	\$ (432)
PRIOR YEAR COST RECOVERY					\$ (3,249)		\$ (3,249)
WASTE MANAGEMENT						\$ 2,933	\$ 2,933
WATER	\$ (5,900)	\$ 1,075	\$ 3,943	\$ 4,398	\$ 8,259		\$ 11,776
PERSONNEL SERVICES	\$ 39,381	\$ 40,832	\$ 38,438	\$ 34,816	\$ 42,205	\$ (6,425)	\$ 189,247
Grand Total	\$ 30,436	\$ 42,558	\$ 58,242	\$ 43,853	\$ 61,344	\$ 16,464	\$ 252,896

Capital Improvements

Rain water going into bathroom issue will be resolved on Monday, April 8.

Bollards: The bollards that were specified in the plan are no longer available and the alternative products are more expensive. The General Contractor has engaged with Concentric Security who did the original analysis. They proposed that the bollards be placed at the high risk locations for phase 1: 7th and North Carolina, 7th and Pennsylvania, C and the alley. I will provide the proposal to the security committee.

Work has begun on stonework (order placed), elevator, fire alarm, and security system.

Operations:

Advisory Review Subcommittee: We're working closely together. Next month, we'll have status of accepted vendors as we've had in the past.

Parking at C Street and Trader Joe's: There have been requests for an update on parking around Trader Joe's on weekends. Mike sent me these photos of the signs that will be up this coming weekend:



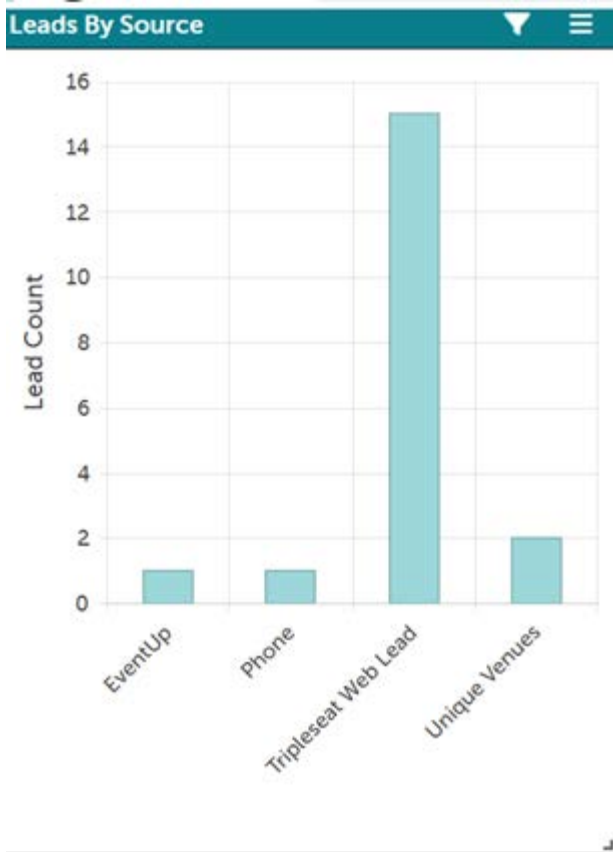
Security Update:

- Security work inside the market continues.
- Michael Lightfoot has proposed that we be the recipient of an AED that would be placed outside the market. This is not 100% but is being considered.

North Hall

Name	Date	Event Grand Total	Amount Due
Aerobic Fitness - March 2024	3/1/2024	\$450.00	\$0.00
Puppet Show Tuesdays - March 2024	3/5/2024	\$400.00	\$0.00
Aerobic Fitness	3/6/2024		
Laredo Day Reception	3/6/2024	\$5,600.00	\$0.00
Boogie Thursdays - March 2024	3/7/2024	\$300.00	\$0.00
CJCC Public Meeting: Understanding Community Supervision in the District of Columbia	3/7/2024	\$0.00	\$0.00
Aerobic Fitness	3/8/2024		
Maury at the Market 2024	3/9/2024	\$1,600.00	\$0.00
Puppet Show Tuesdays	3/12/2024		
Aerobic Fitness	3/13/2024		
Aerobic Fitness	3/15/2024		
Boogie Fridays - March 2024	3/15/2024	\$100.00	\$0.00
DC Rawhides Country Dancing	3/16/2024		
Puppet Show Tuesdays	3/19/2024		
Aerobic Fitness	3/20/2024		
Boogie Thursdays	3/21/2024		
Aerobic Fitness	3/22/2024		
Basis DC Supernova	3/22/2024	\$1,000.00	(\$200.00)
Bierer-Wilkins Wedding	3/23/2024	\$7,200.00	\$0.00
Puppet Show Tuesdays	3/26/2024		
Aerobic Fitness	3/27/2024		
Boogie Thursdays	3/28/2024		
Aerobic Fitness	3/29/2024		
Zero Waste DC Community Fair	3/30/2024	\$0.00	\$0.00
DC Rawhides Country Dancing	3/30/2024		
Grand Total		\$15,650.00*	(\$200.00)*





Marketing and events:

- Alejandra Calvache – Youth Leader through the YLAI State Department Program (Youth Leaders of the Americas Initiative).
- The proposal to move forward with an Eastern Market branded retail store in DCA was accepted last year and the District is now negotiating with the Marshall Retail group that will be moving forward with the program. This was announced this past week and several vendors saw it and called to hear more. There will be a part of the space that has Eastern Market products and that provides info about the market and DC neighborhood retail in general.
- National Association of Produce Market Managers visited Eastern Market – Chuck Burger, Mary Quillian Helms, and I spoke.
- Eli Morr from PeaceSake Candles did an excellent presentation on email marketing. It was attended by 17 vendors.
- Alex Liedstrand, intern, has been doing vendor and merchant profile photos for the past 3 weeks at the market. These will be used online, in promotional material, for logos for vendors, etc.
- Together with the Eastern Market Main Street, we are currently gearing up for the next set of activities, which will include:
 - Cherry Blossom festival (March 20-April 14):
 - Blossoms at the Market (North Hall) for duration of festival. Artechouse/ceiling decorations coming this week: March 20-April 14
 - Cherry Blossom Fundraiser on Friday evening, April 12

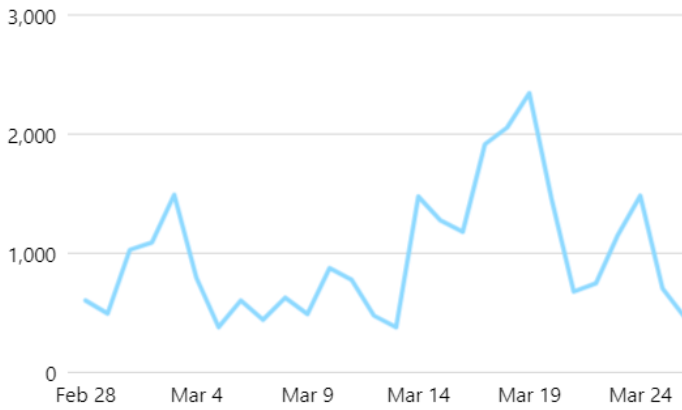
- Marketing: Washingtonian, Instagram, WAMU, Hillrag
- 150th Anniversary Market Weekend Event June 21st-23rd
- Zip Trip – Friday, July 19 (morning)

Reach

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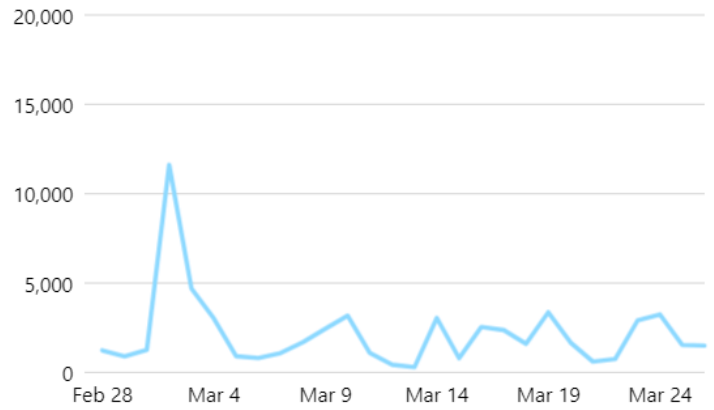
Facebook reach ⓘ

21.4K ↓ 15.7%



Instagram reach ⓘ

33.6K ↑ 13.9%



Thank you!

- Alejandra Calvache who arrived, got right down to work, and will have a final product in a week!