

**EASTERN MARKET COMMUNITY ADVISORY COMMITTEE  
REGULAR MEETING  
JULY 26, 2023**

**MINUTES**

Attendance: Mike Bowers (for Bill Glasgow); Chuck Burger, Chair; Nicole Brown Dean; Robin Hinson-Jones; Jackie Krieger, Vice Chair; Tom Kuchenberg, Treasurer; Anita Jefferson; Brian Pate; and Jerry Sroufe.

The regular meeting of the Eastern Market Community Advisory Committee (EMCAC) was held on Wednesday, July 26, 2023, at 7:00 P.M., in person in the North Hall and via Zoom. The Chair called the meeting to order at 7:07 P.M.

**Approval of the Minutes**

Commissioner Sroufe moved that the minutes be approved. The minutes of the regular meeting on June 28, 2023, were approved.

**Report of the Treasurer**

Mr. Kuchenberg reported a \$1097.00 bank account balance and no expenditures.

**Reports of the Ad Hoc Subcommittees**

Eastern Market 150<sup>th</sup> Anniversary Ad Hoc Subcommittee: Mr. Pate reported that: (1) the 150<sup>th</sup> Anniversary beer tapping is scheduled for Friday, July 28, 2023, from 4:00 PM to 7:00 PM; (2) the 150<sup>th</sup> Anniversary puzzle is on sale; and (3) the Event DC grant funds are expected to be available mid-August.

Public Safety Ad Hoc Subcommittee: The Chair reported that a news release regarding the formation of the Public Safety Ad Hoc Subcommittee has been shared. Additionally, the Chair presented a draft letter to public officials regarding specific public safety matters and took comments regarding the draft. Commissioner Sroufe moved that the draft letter be approved, with the understanding that the Chair and the author will make final changes. The motion was approved.

**Report of the Tenants Council**

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

**Report of the Subcommittee on Market Operations**

Mr. Kuchenberg reported that Market Manager Barry Margeson is coordinating with the necessary Department of General Services personnel to develop a business inheritance policy for Eastern Market.

**Report of the Chair**

The Chair reported that (1) Councilmember Allen scheduled a meeting at the Southeast Library on Monday, July 31, 2023, to discuss Eastern Market Plaza matters and (2) the Chair invited a few councilmembers to tour Eastern Market and have lunch.

**Report of the Strategic Plan Review Ad Hoc Subcommittee**

Mr. Pate made a presentation, which is attached to these minutes, on the Strategic Plan Review Ad Hoc Subcommittee's draft assessment of the strategic plan. By unanimous consent, the Strategic Plan Implementation Committee was established.

**Report of the Market Manager**

Mr. Margeson presented a written report of the Market Manager, which is attached to these minutes. He agreed to email information, including a photograph, of a Metropolitan Police Department trailer camera.

**Adjournment**

The meeting adjourned at 9:40 P.M.

Tom Kuchenberg, Secretary Pro Tem

## JULY TENANTS COUNCIL MEETING MINUTES

### Housekeeping

- Volume of music by buskers buskers

TC has received many complaints about the high volume of music played by buskers set up near them. The volume prohibits normal conversation with their customers and can negatively affect sales. TC suggested management return to a busker orientation previously discussed, and include a one sheet hand out they can give to all buskers which encourages them to be good neighbors and to work harmoniously with the surrounding businesses. We believe that making them aware of how they hurt other businesses will go a long way towards cooperation. Management agreed to create a handout.

- Smoke free work environment and no smoking within 25 ft of Government Buildings Law.

Smoking permitted areas inside outside and employees. While there are some areas with sufficient signage with the 25 ft clearance from government buildings for smoking by anyone, the request for additional signage at the lower half of the building near C st has been ongoing for about 8 years. TC continues to request that the additional signs be ordered. There have been complaints about indoor Market workers leaning against the building (often directly under the no smoking signs) and taking smoke breaks. There are increased reports of smoking around entrances which forces the public to walk through smoke just to enter the building. There have been increased reports of vendors standing near their stands smoking which means they are also standing near others forcing them to work in a smoke filled environment. Also, Farmer's helpers are smoking around their trucks as well as just standing in walkways. Attachment A says outdoor businesses must go to the far side of the sidewalk on 7<sup>th</sup> street to smoke and cannot smoke on Market Square.

Management agreed to send an email reminding Merchants, Farmers, and Vendors that they and their employees are not allowed to smoke near the building.

- orientation new outdoor ppl

It has been noted that complaints about newer vendors causing disruption due to not knowing the process and rules for loading in and loading out are more frequent. TC has asked Management to be more proactive with new vendors as there is a lot to remember regarding rules and regulations. Take another look at what is covered in orientation, and then be present when new people arrive to reinforce. Because there should be someone from management team present in the mornings and actively managing the process, they should easily be able to know who is new and remind them of things like unload and remove your car so that others can unload as well, then set up. At end of day only bring your car on AFTER you have packed up and are ready to load out so that others can do the same.

- painted lines of demarcation

This has been a topic of discussion for decades, and while we are happy that management has begun to take ownership of holding people accountable for taking only the space for which they have paid for and only the space allowed by their location, we continue to get complaints of businesses that repeatedly attempt to gain additional space by setting up outside of their allotted area, which if not addressed by management, encourages and or forces their neighbors to also drift outside of their allotted space for reasons of fairness, equity, and to keep their neighbors customers from their selling space as waiting space, encroaching on what space neighbors have paid for.

TC has requested Management re paint the lines so they are more prominent for any new or regular businesses and any workers they may send in their stead to set up can be clear about the dimensions of their assigned space. This will make it easier for any management to walk around and clearly identify anyone who is outside of their space and address the issue. Additionally, this

should be the first step in management being proactive in addressing any repeat offenders as there are a few well known to take a mile if allowed.

TC has repeatedly pointed out that when the shift to auto pay with Market Spread occurs, these issues should already be resolved or managed quickly as the rate of pay will be attached to where a business is on the map and Marketspread cannot walk around and see that a vendor has set up incorrectly taking more than what they paid for.

Items for Market Manager to provide his notes for. Notes were not provided to TC prior to EMCAC meeting. Refer to Market Manager's report for any updates.

- Marketspread autopayment;
- 150<sup>th</sup>
- Security
- Compressor Room
- Update Meeting
- Potluck

# EM Strategic Plan

## *Analysis Results and Recommendations*



# Agenda

- Overview of Plan and Approach
- Overview of analysis
  - Completed/started/not started
  - Rank ordered findings
- 4 variable analysis
- Key findings and recommendations
  - Linked things
  - Things not included in the strategy (that probably should be)
  - Top items for pursuit or further development

# Plan Overview & Analytic Approach



- **Plan Overview**

- Initiated 2019, finalized 2020
- Recommendations organized around 12 goals supported by 52 action items.

- **Assessment Approach**

- Reviewed all actions items
- Assessed each action item
  - Determined status
  - Re-assessed and scored urgency, budget feasibility, practicality/complexity and political feasibility of each item
  - Ranked and re-assessed items
- Assessed “missing” and “linked” items in the plan

- **Bottom Line:**

- Since release of the SP, notable progress had been made on many of the action items, with positive results
- The plan is missing some critical areas
- The plan continues to be a good source of priorities for further improvement of the market
- The team recommends triaging 3-5 items and focussing on completing them over the next 1-2 years
- Use the plan to assess strategic performance every 18-24 months
- Use the results of this assessment to advocate for market improvements with key stakeholders
- The plan should receive a comprehensive update in the next 5-7 years



# Status Summary and Avg Score

STATUS	SUM
Not started	28
Started-on going	15
Started	7
Complete	2

Goal	Item	Description	Status	Average
2	2.1	Conduct a Facilities Assessment Plan	Complete	4.75
5	5.3	Provide a regular presence of management at the market on weekends	Started-on going	4.75
2	2.3	Repair and upgrade HVAC systems	Complete	4.75
4	4.1	Include outdoor market map, vendor list, and vendor products on website	Started	4.5
6	6.2	Hire a food merchandising display expert	Not started	4.5
8	8.1	Adopt outdoor management software	Started	4.5
8	8.2	Create multiple outdoor market layouts	Started-on going	4.5
1	1.1	Form implementation working group	Started-on going	4.25
2	2.2	Improve structure of capital improvements	Not started	4.25
6	6.3	Hang decorations from roof structure	Started	4.25
6	6.6	Set up chairs and tables in the North Hall	Started	4.25
8	8.3	Activate the North Plaza	Started-on going	4.25
10	10.1	Form EM District Promotion Committee	Started	4.25
10	10.5	Hire an EM District marketing and event coordinator	Not started	4.25
11	11.3	Implement marketing strategies	Not started	4.25
7	7.1	Pilot a partnership with a farmers' market management organization	Not started	4
11	11.1	Hold fundraising events for market projects	Not started	4
11	11.4	Hold events	Started-On going	4
1	1.3	Revise feedback mechanisms and role of the tenant council	Not started	4
12	12.3	Hang banners on light poles in EM District	Started-on going	3.75
12	12.6	Improve exterior lighting design of market building	Not started	3.75
12	12.9	Improve wayfinding and signage throughout the area	Started-on going	3.75
12	12.4	Light up market building for the holidays	Started-on going	3.75
1	1.2	Restructure membership of EMCAC	Not started	3.5
2	2.4	Improve acoustics in North Hall	Not started	3.5
6	6.1	Get all fresh food merchants registered for EBT payment	Started-on going	3.5
3	3.3	Revise quality controls for outdoor vendors	Started	3.25
10	10.2	Offer a Market District Gift Card	Not started	3.25

Goal	Item	Description	Status	Average
12	12.2	Use public art from DC's Art Bank collection	Not started	3
1	1.4	Drive increases in management staff compensation by EMCAC annual milestones	Not started	3
3	3.2	Establish current leases for South Hall merchants	Started	3
7	7.2	Expand farmers' line management to Saturdays	Not started	3
6	6.5	Focus on sourcing locally and origin labeling	Not started	2.75
6	6.7	Reconfigure stalls in the South Hall	Not started	2.75
12	12.8	Install EM District gateway arches	Not started	2.75
5	5.2	Offer a grocery bag valet service	Not started	2.5
10	10.4	Hire a graphic design and marketing firm	Not started	2.5
11	11.2	Hire a full-time marketing director	Not started	2.5
2	2.5	Improve entry doors	Not started	2.25
3	3.4	Establish monthly or seasonal license agreements with outdoor vendors	Not started	2.25
6	6.4	Set up a pilot for temporary food stalls in the North Hall	Started-on going	2.25
9	9.1	Convert all parking behind market into customer parking	Not started	2.25
9	9.2	Create a pick-up zone for groceries	Not started	2.25
9	9.3	Offer more street parking on weekends with low vendor turnout	Started-on going	2.25
10	10.3	Centralize EM District maintenance	Started-on going	2.25
12	12.5	Install distinctive signage	Started-on going	2.25
3	3.1	Use partnerships to help business thrive	Started-on going	2
4	4.2	Build an online ordering system	Not started	2
5	5.1	Create a place to pick up online orders	Not started	2
12	12.1	Use food trucks as street closure barricades	Not started	2
12	12.7	Improve streetscape along upper 7th Street	Started-on going	2
1	1.5	Transition management to a non-profit public authority	Not started	1.75

# Multi-Variate Scatter Plot



5	<p>3.2 Establish Leases \$\$</p>	<p>1.3 Revise Tenants Council \$\$</p>	<p>8.3 Activate Plaza \$\$ 10.1 Form EM Promotion Committee \$\$ 10.5 EM District Coordinator \$\$\$ 11.3 Implement Mktg Strategies \$\$ 11.1 Hold Fundraisers \$\$\$</p>	<p>2.1 Facilities Plan \$\$ 5.3 Weekend MGMT \$\$ 2.3 HVAC \$\$</p>
4	<p>1.4 Tie Comp to Milestones \$ 12.8 Install Arch \$\$\$\$ 11.2 Hire a Mktng Director \$\$\$\$\$</p>	<p>1.1 Implementation WG \$ 10.2 Gift Card Program \$\$\$ 6.7 Reconfigure S. Hall \$\$\$\$</p>	<p>4.1 Market Map \$\$ 6.6 Chairs &amp; Tables in N. Hall \$\$ 7.1 Pilot a program w/ farmer market management co \$\$ 11.4 Hold Events \$\$\$ 12.3 Outside Banners \$\$\$ 12.6 Improve Lighting \$\$\$ 12.9 Improve Signage \$\$\$ 12.4 Holiday Lighting \$\$\$</p>	<p>6.2 Display Expert \$\$ 8.1 MGMT Software \$ 8.2 Multiple Layouts \$ 2.2 Improve Capitol Improvements \$\$</p>
3	<p>5.2 Offer Valet Service \$\$\$\$</p>	<p>3.3 Revise Quality Controls \$ 7.2 Expand Farmer Line MGMT \$\$\$</p>	<p>2.4 Improve Acoustics \$\$\$</p>	<p>6.3 Roof Hangings \$\$</p>
2	<p>12.2 DC Art Bank \$\$ 2.5 Improve Entry Doors \$\$\$ 3.4 Seasonal Licensing \$\$\$ 9.1 Convert Parking \$\$\$ 9.2 Pick Up Zone \$\$\$ 10.3 Centralize EM Maintenance \$\$\$ 12.5 Distinctive Signage \$\$\$\$ 3.1 Use Partnerships \$\$\$\$ 4.2 On-Line Ordering \$\$\$\$ 5.1 On-Line Pick-Up \$\$\$\$ 12.1 Improve Streetscape \$\$\$\$ 1.5 Transition to Non-Profit \$\$\$\$</p>	<p>6.1 EBT Registration \$ 6.5 Origin Labeling \$ 10.4 Hire Design Firm \$\$\$\$</p>		<p>1.2 Restructure EMCAC \$</p>
1	<p>12.1 Food Truck Bollards \$\$\$</p>	<p>6.4 Temp Food Stalls in N. Hall \$\$\$ 9.3 Increase street parking \$\$\$</p>		

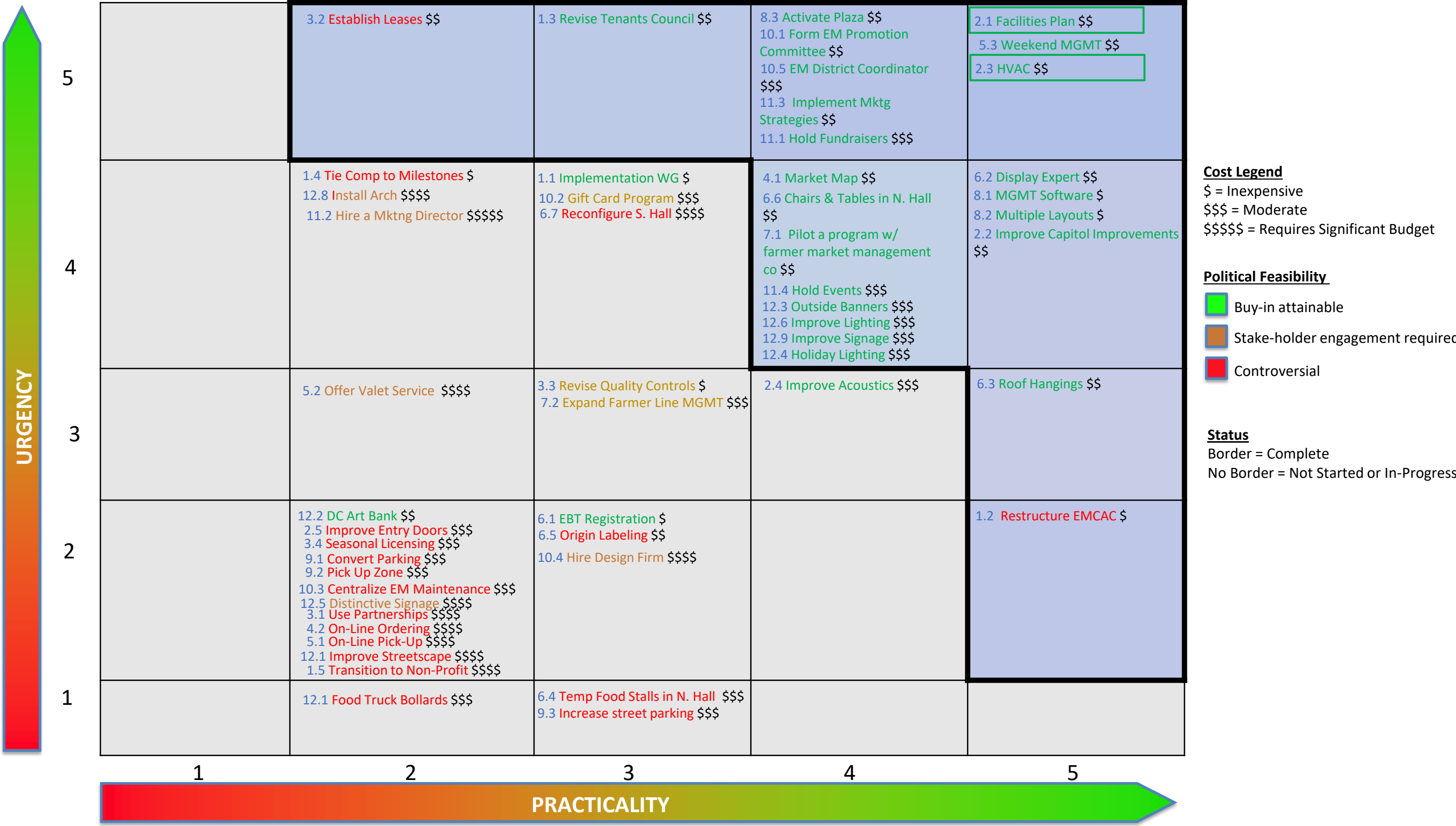


**Cost Legend**  
 \$ = Inexpensive  
 \$\$\$ = Moderate  
 \$\$\$\$ = Requires Significant Budget

**Political Feasibility**  
 Buy-in attainable  
 Stake-holder engagement required  
 Controversial

**Status**  
 Border = Complete  
 No Border = Not Started or In-Progress

# Multi-Variate Scatter Plot



# Key Findings

- Items not included
  - **Security**
- Linked Items
- Top Items for Further Pursuit

Table 1

Prioritized Items
5.3 Weekend Management
8.3 Activate Plaza
10.1 Form Promotion Committee
11.3 Implement Marketing Strategy
6.2 Display Expert
8.1 MGMT Software
8.2 Multiple Layouts
4.1 Market Map
6.6 Chairs/Tables in the North Hall
7.1 Pilot Farmers Market Program

BACK UP

# RECOMMENDATIONS SUMMARY

	goal	strategy	I	C	prerequisite
1	Transition to a nonprofit public-private partnership.	11 Form implementation working group	8	6	
		12 Restructure membership of the EMCAC	6	6	
		13 Revise feedback mechanisms and role of the Tenants' Council	7	5	
		14 Drive increases in management staff compensation by EMCAC annual milestones	9	6	
		15 Transition management to a non-profit public authority	10	10	11 1.2 1.3 1.4
2	Follow a capital improvements plan that balances historic preservation and energy efficiency.	2.1 Conduct a Facilities Assessment Plan	9	4	
		2.2 Improve structure of capital improvements	9	8	2.1
		2.3 Repair and upgrade HVAC systems	6	10	2.1 2.2
		2.4 Improve acoustics in North Hall	2	5	2.1 2.2
		2.5 Improve entry doors	4	7	2.1 2.2
3	Establish tenant agreements that balance small business security and management flexibility.	3.1 Use partnerships to help business thrive	6	3	
		3.2 Establish current leases for South Hall merchants	8	10	
		3.3 Revise quality controls for outdoor vendors	7	7	
		3.4 Establish monthly or seasonal license agreements with outdoor vendors	9	9	3.3
4	Incorporate online shopping options in a way that enhances the in-person experience.	4.1 Include outdoor market map, vendor list, and vendor products on website	9	2	
		4.2 Build an online ordering system	7	4	5.1
5	Create a customer hub.	5.1 Create a place to pick up online orders	6	2	
		5.2 Offer a grocery bag valet service	4	2	
		5.3 Provide a regular presence of management at the market on weekends	5	1	5.1
6	Enhance the vibrancy of the indoor market.	6.1 Get all fresh food merchants registered for EBT payment	7	1	
		6.2 Hire a food merchandising display expert	8	1	
		6.3 Hang decorations from roof structure	5	3	
		6.4 Set up a pilot for temporary food stalls in the North Hall	6	7	
		6.5 Focus on sourcing locally and origin labeling	8	2	
		6.6 Set up chairs and tables in the North Hall	8	3	
		6.7 Reconfigure stalls in the South Hall	9	10	

	goal	strategy	I	C	prerequisite
7	Attract and retain more local farmers.	7.1 Pilot a partnership with a farmers' market management organization	10	1	
		7.2 Expand farmers' line management to Saturdays	10	9	7.1 8.2
8	Manage outdoor market layout to increase density, vibrancy, functionality, and access.	8.1 Adopt outdoor management software	10	3	
		8.2 Create multiple outdoor market layouts	10	8	
		8.3 Activate the North Plaza	6	5	
9	Incorporate and communicate a variety of short-term parking options that allow for efficient pickup of purchases, and a range of accessibility needs.	9.1 Convert all parking behind market into customer parking	4	1	
		9.2 Create a pick-up zone for groceries	3	1	3.1
		9.3 Offer more street parking on weekends with low vendor turnout	10	7	3.1 3.2 3.3 3.4 3.5
10	Centralize efforts to create a unified Eastern Market District.	10.1 Form EM District Promotion Committee	8	4	
		10.2 Offer a Market District Gift Card	2	2	
		10.3 Centralize EM District maintenance	3	5	
		10.4 Hire a graphic design and marketing firm	6	4	
		10.5 Hire an EM District marketing and event coordinator	8	8	10.1 10.4
11	Enhance marketing efforts that are centered around events, outreach, and education.	11.1 Hold fundraising events for market projects	8	9	
		11.2 Hire a full-time marketing director	10	2	
		11.3 Implement marketing strategies	9	3	2
12	Activate public spaces using signage, urban design, and lighting.	11.4 Hold events	9	5	2
		12.1 Use food trucks as street closure barricades	2	1	
		12.2 Use public art from DC's Art Bank collection	3	6	
		12.3 Hang banners on light poles in EM District	4	6	
		12.4 Light up market building for the holidays	3	7	
		12.5 Install distinctive signage	7	8	
		12.6 Improve exterior lighting design of market building	3	8	
		12.7 Improve streetscape along upper 7th Street	5	10	
		12.8 Install EM District gateway arches	3	9	
12.9 Improve wayfinding and signage throughout the area	4	9			

## where do we go from here?

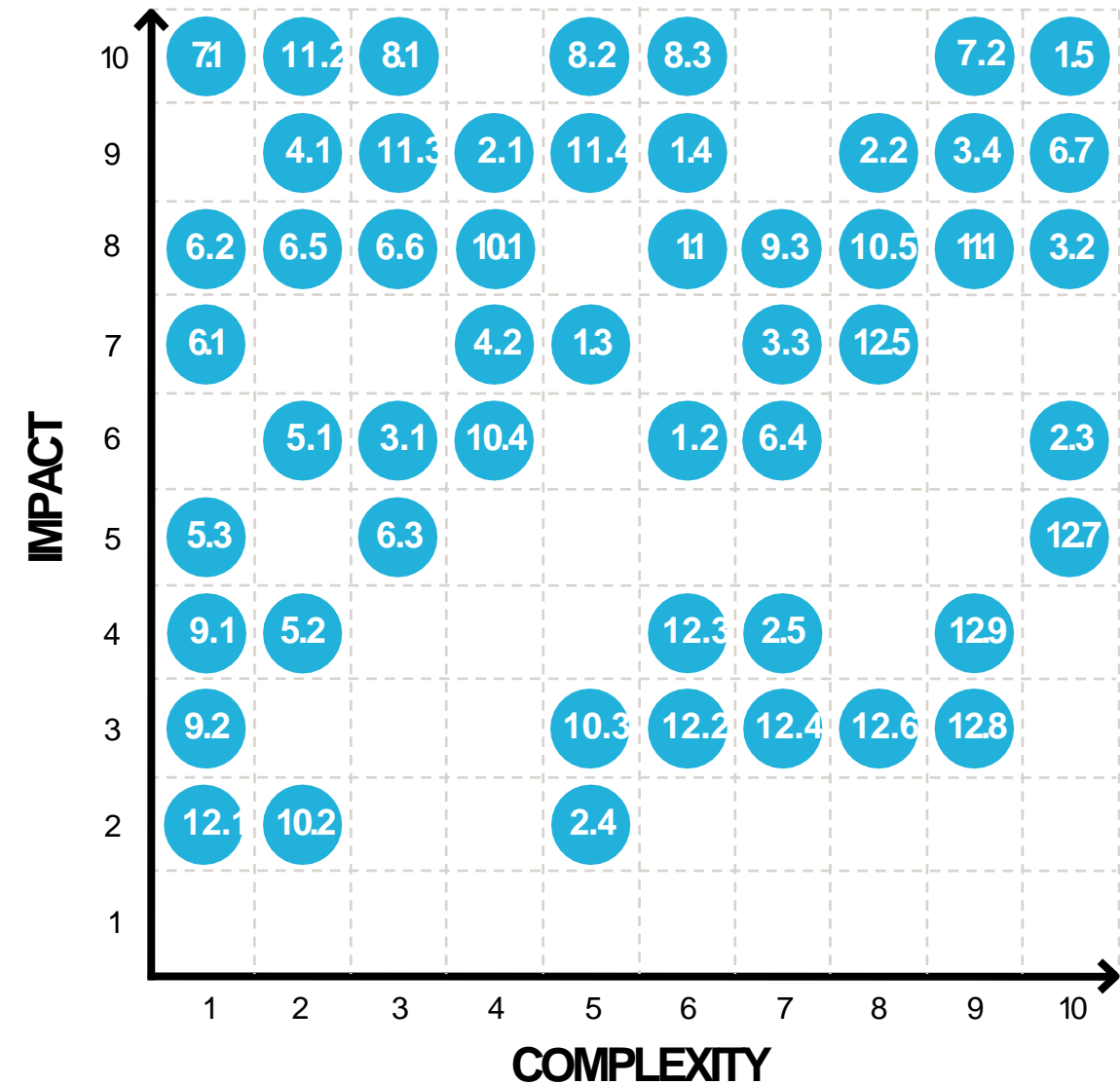
There is a lot that can be done to ensure a sustained and vibrant future for Eastern Market. Many of these strategies can start to be implemented by management, EMCAC, or the merchants right away. This document should be a tool to help the stakeholders through the next phase of the planning process: implementation.

Long-term and capital-intensive recommendations will require additional engagement, organization, and coordination. The majority of the strategies can be implemented and funded by the relevant stakeholders or the Enterprise Fund. However, there are strategies that would likely require either a capital campaign or capital allocation from DC Council. Other markets have established working groups to effectively navigate more complex or capital intensive changes such as the transition to a nonprofit public authority.

For Eastern Market, we recommend the following approach:

- A representative working group should develop a timeline for implementation based on public interest. Use stakeholder polling to inform decisions.
- Working group meetings should be open to the public. An outside mediator may be helpful to facilitate meaningful discussions.
- Prioritize high impact/low complexity strategies initially but also begin the process of building engagement for high impact/high complexity strategies.
- Promptly and continuously publish updates to the public. Reasoning to back up decisions should be communicated with data and precedents.
- Combine related strategies into a larger capital project and hiring relevant licensed professionals to further design and assess cost.

## strategies (by impact and complexity)







## Eastern Market Manager’s Report to the EMCAC

July 26, 2023

### Eastern Market Finances:

		1st Quarter		2nd Quarter		3rd Quarter		Grand Total	
		Budget	Actuals	Budget	Actuals	Budget	Actuals	Budget	Actuals
<b>Income</b>		\$ 176,156	\$ 122,147	\$ 202,355	\$ 270,094	\$ 210,135	\$ 173,197	\$ 588,646	\$ 565,438
<b>Expenses</b>									
<b>Non-Personnel Services</b>	CONTRACTUAL SERVICES - OTHER	\$ -		\$ 4,292	\$ 13,539	\$ 2,224	\$ 9,190	\$ 6,516	\$ 22,729
	ELECTRICITY	\$ 19,513	\$ 12,328	\$ 4,017	\$ 18,809	\$ 15,271	\$ 17,599	\$ 38,800	\$ 48,736
	GAS	\$ 67	\$ 727	\$ 8,392	\$ 9,797	\$ 2,811	\$ 6,455	\$ 11,270	\$ 16,979
	WASTE MANAGEMENT	\$ -		\$ 1,011	\$ 22,385	\$ 5,340	\$ 21,736	\$ 6,352	\$ 44,121
	WATER	\$ 7,450	\$ 7,868	\$ 13,300	\$ 19,785	\$ 13,737	\$ 11,732	\$ 34,487	\$ 39,385
	OCCUPANCY FIXED COSTS	\$ -		\$ 5,000		\$ 64,010		\$ 69,010	\$ -
<b>Non-Personnel Services Total</b>		\$ 27,030	\$ 20,924	\$ 36,012	\$ 84,314	\$ 103,393	\$ 66,712	\$ 166,435	\$ 171,950
<b>Personnel Services Total</b>		\$ 109,489	\$ 116,716	\$ 107,099	\$ 113,405	\$ 110,991	\$ 115,070	\$ 327,579	\$ 345,191
<b>Total Expenses</b>		\$ 136,519	\$ 137,640	\$ 143,111	\$ 197,720	\$ 214,384	\$ 181,782	\$ 494,015	\$ 517,141
<b>Grand Total</b>		\$ 39,637	\$ (15,493)	\$ 59,244	\$ 72,374	\$ (4,249)	\$ (8,585)	\$ 94,631	\$ 48,297

Eastern Market’s budget is \$798,177. The budget is set at the amount that DGS and the OCFO estimate is achievable for the fiscal year.

### 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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## Operations:

- Potluck tomorrow;
- Eastern Market Update Meeting on August 2
  - Security;
  - 150<sup>th</sup> Anniversary
  - Marketspread;
  - HVAC and Capital Projects.

## Outdoor Market:

Last month, I wrote, “We continue to have completely full market days.” What this means is the following:

Currently,

109 is a completely full market on Saturdays and

92 is a completely full market on Sundays

On Saturdays, May 27, June 3 and June 10, we had 104, 104, 106 vendors respectively. I consider that a full market. 100% will be difficult to achieve and it might mean sending people home because they were on the waiting list and there was not a space for them.

Sundays have had lower attendance, a full day at around 80/92 (87%). Sundays are the day that vendors just take off more often. As you can imagine, we are currently focusing our recruitment efforts on Sundays.

## Soliciting at the market by non-profits:

After first reaching out to the Professional Face-to-Face Fundraising Association (PFFFA) several months ago and developing a plan for working with solicitors, we had a couple of good weekends. Recently, a solicitor showed up again and we resolved it with PFFFA.

## Security Update:

So far, since last week’s meeting, we have:

- Had increased visits from MPD and from PSD (DGS’s police force);
- Been in discussions about payment for a messaging function in Marketspread (which we will follow through on);
  - There is a limited number of texts that can be sent each month;
  - It will be used only for events that require immediate action. Thunderstorm that comes from out of nowhere (not one that we’ve been watching all day);
- Scheduled a new Active Shooter Training for August 8 at 6:30pm;
- Added a component to Marketspread where you can put in your emergency contact information;
- Met with team from Anser Advisory who will be putting together a Security Assessment, as Nero Priester spoke about during last month’s meeting. Met on a Friday, then on a Saturday morning as well;
- Input requested: Cameras on trailers from MPD?

**Marketspread:**

Marketspread autopayment will begin on August 19-20. To begin the program, we will introduce it side-by-side with the current cashiering option. That way, vendors will be able to pay in person or through Marketspread as we get it going.

**Parking:**

Consistent usage of Trader Joe's on weekends.

**Capital Improvements****HVAC:**

- Chiller current status: All six compressors are operational. Because of a delay on a control panel, the project was pushed back for completion at the end of August;
- Compressor room.

**Interior and Exterior Construction Projects**

ATMOS Inc has been spending significant time at the market working out a project plan for the scope of work, which includes the subprojects below. The project plan is almost complete. Important timelines that have been detailed are:

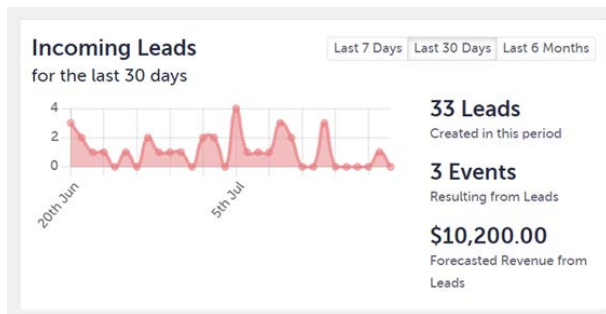
1. Installation of the freight lift will take ten days and will be complete by August 29.
2. Installation of the bollards will take 45 days. It will start in October and be complete by the beginning of December. They will complete their work during the week so that the outdoor market can operate without interruption.
3. Electronic security system upgrade will be complete by September 1.
4. Metal deck work is 95% complete.

Stonework Signage Work Mezzanine 2 Part Roof Access Ladder Replacement of Lost Bricks and Application of Plaster and Paint in Basement Piers Basement Moisture Penetration <del>Roadway Lines</del> <del>Receptacles deteriorated due to use - North Hall</del> Repair of sealant on skylight Metal Deck Work Bollards Freight Lift Replacement Electronic Security System Upgrade Fire Alarm Systems, Control Equipment, Public Address System
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# North Hall

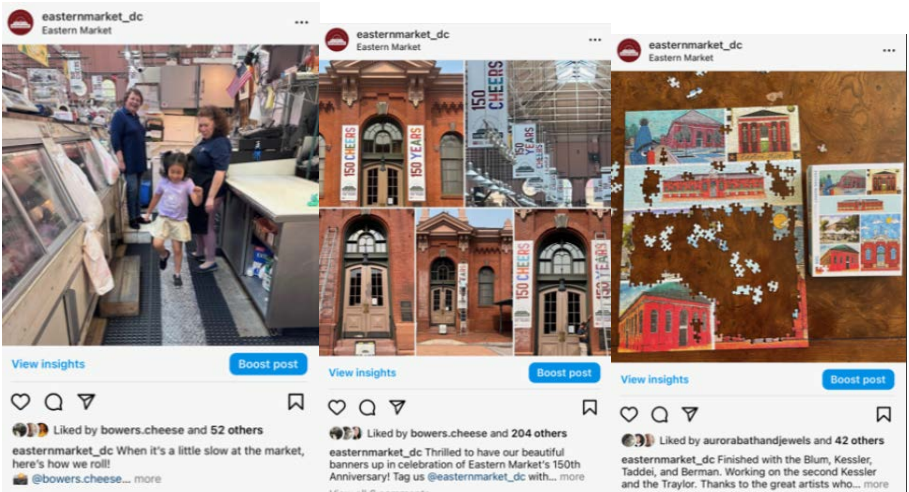
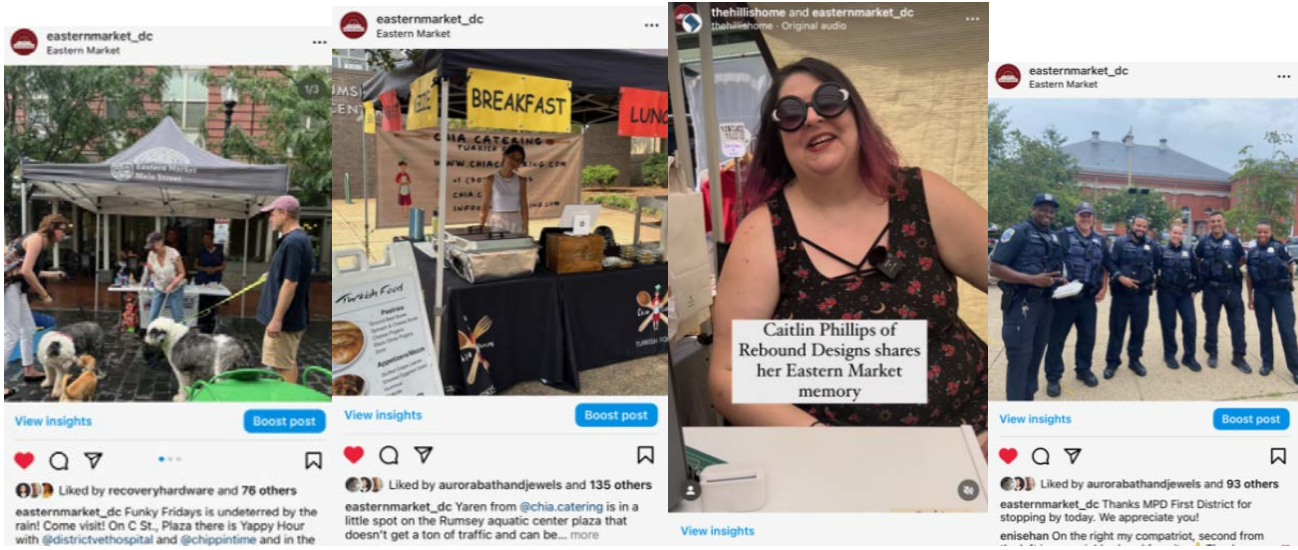
## Events this month:

Status	Name	Status	Date	Grand Total	Amount D
Closed					
	Aerobic Fitness - July 2023	CLOSED	7/5/2023	\$400.00	\$0.00
	Boogie Thursdays - July 2023	CLOSED	7/6/2023	\$400.00	\$0.00
	Aerobic Fitness	CLOSED	7/7/2023		
	DC Rawhides Country Dancing	CLOSED	7/8/2023		
	Aerobic Fitness	CLOSED	7/12/2023		
	Boogie Thursdays	CLOSED	7/13/2023		
	Aerobic Fitness	CLOSED	7/14/2023		
	Aerobic Fitness	CLOSED	7/19/2023		
	Caring with Congress	CLOSED	7/19/2023	\$3,000.00	\$0.00
	Boogie Thursdays	CLOSED	7/20/2023		
Total				\$3,800.00	\$0.00
Definite					
	Aerobic Fitness	DEFINITE	7/21/2023		
	DC Rawhides Country Dancing	DEFINITE	7/22/2023		
	Aerobic Fitness	DEFINITE	7/26/2023		
	Boogie Thursdays	DEFINITE	7/27/2023		
	Aerobic Fitness	DEFINITE	7/28/2023		
Total				\$0.00	\$0.00
Grand Total				\$3,800.00	\$0.00



## Marketing

More and more, you will see marketing in conjunction with the Eastern Market Main Street.

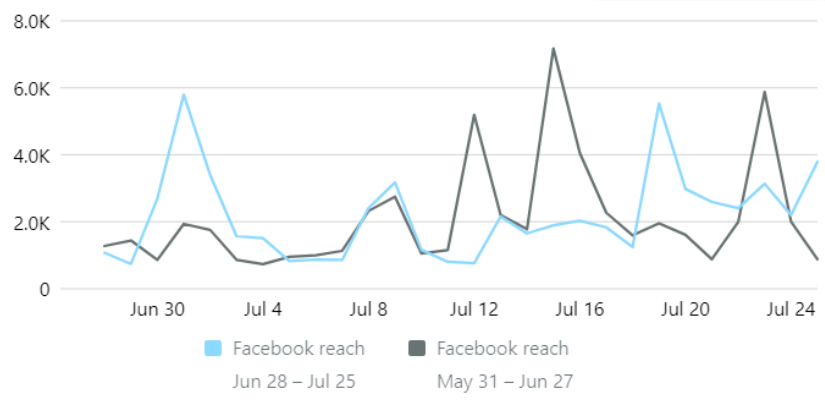


Facebook reach ⓘ  
40,203 ↓ 3.2%

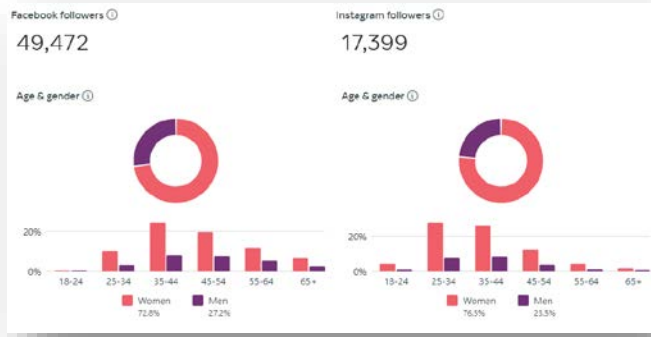
Instagram reach ⓘ  
13,470 ↓ 14.2%

Paid reach ⓘ  
0 0.0%

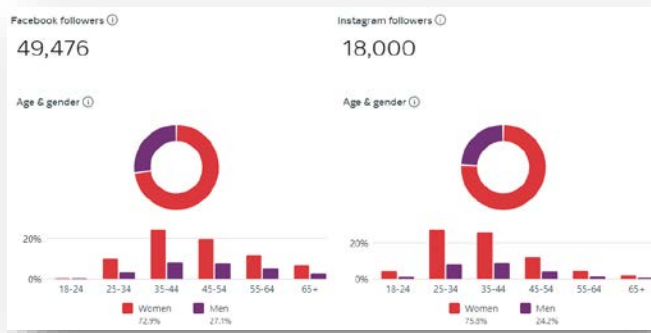
Daily Cumulative



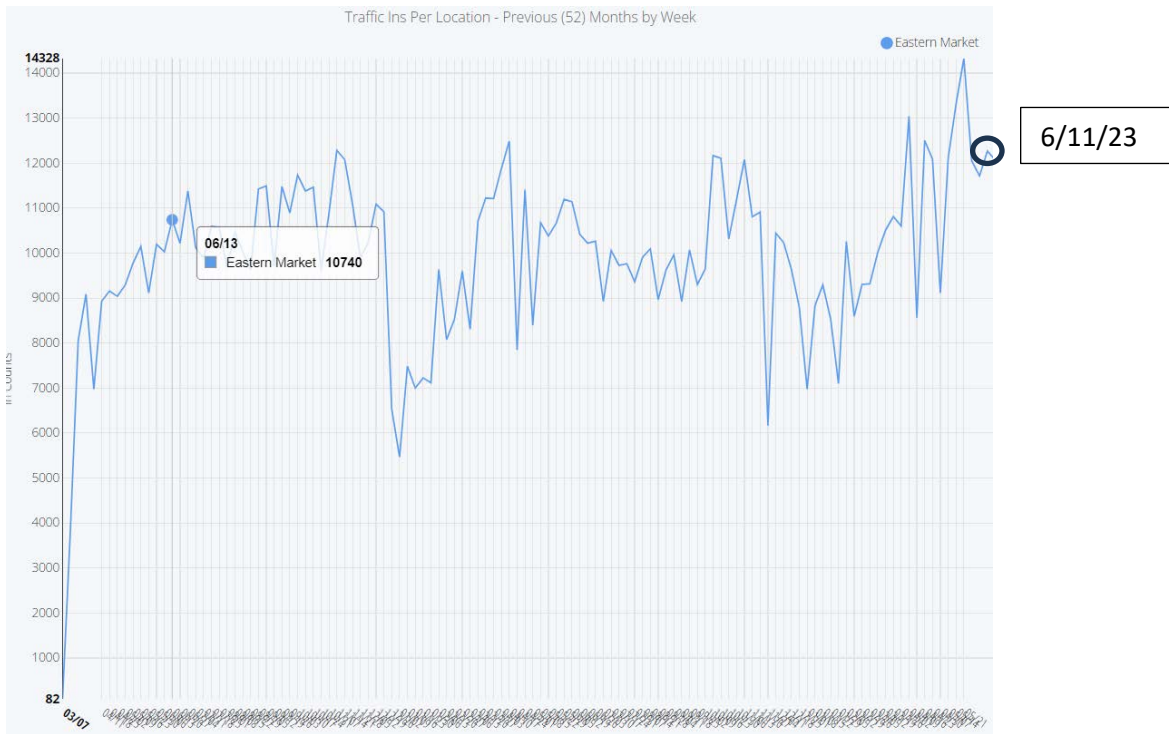
## Last Month:



## This month:



## Customer Counts



## 150th Anniversary

- This Friday’s “Funky Friday” will include an opportunity to taste the 150<sup>th</sup> Anniversary Kolsch on the C Street plaza!
- Banners are up in the market, outside the market, and on the street;
- Puzzles were released last week and are available at Labyrinth and several other Hill retail stores;
- Events DC has informed us that the \$200,000 grant to Eastern Market Main Street will be released in mid August.

## Eastern Market Main Street

The new Executive Director for the Eastern Market Main Street was hired. She is a local, Hill East resident who has worked with many small businesses in the Eastern Market community, and with many residents, through her time starting up Labyrinth, alongside store owner Kathleen Donahue.

## Thank you’s

- Everyone who has signed up so far (or let me know they’re coming) to tomorrow’s potluck. These events are such a nice opportunity for the community to come together during non-working hours to spend time together and share dinner.
- Thanks to Nero Priester (and the PSD team) and to Sgt. Fultz (and the First District Team) for their attention to the market.