



DOWNTOWN MERCHANT COMMITTEE MEETING
Wednesday, July 20, 8:30 a.m.
The Ware Center at Millersville University – Lancaster
MINUTES

42 in attendance!!!!

MEMBER INTRODUCTION HIGHLIGHTS

- Laura Kendall, Director, Office of Visual & Performing Arts for Millersville University at [Millersville University](http://www.millersville.edu), asked everyone to save the date for the Ware Center 6th Season Preview Party on Thursday, August 4th from 5:30 – 8pm. This is a FREE event!
- Rachel Vieni Reinmiller introduced “Commonwealth on Queen” as the new brand that will encompass both locations of her growing enterprise. Expect the roll-out to begin soon.
- Doug Groff of the Lancaster Safety Coalition would like everyone to support the Lancaster Safety Coalition during their Community Celebration Fundraiser on Wednesday, September 14th at Clipper Magazine Stadium! Some great sponsorship opportunities are available during this final Barnstormer game of the season. Contact Susan Eberly at: susane@alegreconcierge.com Purchase tickets NOW at: <https://www.eventbrite.com/e/lancaster-safety-coalition-community-celebration-and-fundraiser-tickets-19861048932>
- Anne Faix, Marketing & Communications Manager of the North Museum of Nature & Science wanted everyone to know about the FREE days of GSK Science in the Summer Camps for children at the North Museum from July 25 – 28. For more information, or to register go to: <http://www.northmuseum.org/event/gsk-science-summer/>
- Kristin Snyder of Sophie Stargazer Boutique, LLC is still active with ASSETS Social Enterprise Pitch and is also busy planning an exciting “Meet the Makers” week.
- Lori Dietrich of the Lancaster Public Library talked about an upcoming partnership with the Lancaster Barnstormers at LPL Night @ The Barnstormers on Tuesday, August 9 from 6 until 7pm. 20% of all “Pay What You Wish” tickets will be donated to the Library!! Please spread the word and invite your friends and neighbors.
- Mike Gitomer, received a warm welcome to his first Merchant Meeting as the owner of the new Spice & Tea Exchange on West Orange Street in Downtown Lancaster.
- Megan Lefever Titter was eager to share the news of “The Unique Colors of Excentia Fun Run” – a 5K being held with much fanfare on Saturday, October 1st. Exciting sponsorship opportunities are available. Please contact Megan at: mlefevertitter@ourexcentia.org For more details go to: <http://www.ourexcentia.org/excentia-events/fun-run/>
- Susan Eberly has another sensational event on the horizon. The Lancaster Science Factory is hosting an encore event of “A Taste of Science” on Saturday, October 22 from 6-9pm. Tickets are available now at: <http://www.eventbrite.com/e/the-lancaster-science-factory-taste-of-science-tickets-24597827765>
- Krin Kirshner of PPM Real Estate was so pleased to introduce the newest member of her team, Kelsey Reynolds.
- Lee Shand & Matt Ranauro introduced the group to their new software development company, Benefix. They are currently working out of Pubforge.
- Kathy Smeysen announced that the Fall Enrichment Classes at PCA&D are now scheduled. Reinvent yourself. Reimagine your future at: <http://engage.pcad.edu/fall2016> They are also gearing up for the students to return and planning a welcome back to campus. Any local business, or organization who would like to donate to goodie bags, or perhaps a meal for a family would be greatly appreciated. Once again there is an amazing welcome poster for your windows and storefronts. Contact Jessica Edonick for all details at: jedonick@pcad.edu

- Bob Shoemaker, Project Executive for the Lancaster City Alliance noted that the LCA had celebrate its 3rd Anniversary recently and that it was fitting to mark the date by electing Marshall Snively as the new President. Everyone in attendance heartily concurred!
- Chris Trender, of Joycat Events reminded everyone that Lancaster Craft Beerfest was taking place on Saturday, August 27th and Lancaster City Restaurant Week 2016 would be September 19 thru 25th.
- Amber Strazzo, the Communications Specialist for the City of Lancaster shared a Free marketing opportunity for businesses around the Convention Center, On Wednesday, July 27, between 12:45 PM and 3:00 PM, The Pennsylvania Society for Association Excellence (PASAE) will be hosting a Photo Scavenger Hunt in the 2 block area surrounding Penn Square. PASAE members consist of meeting planners from hundreds of Associations in Pennsylvania, as well hotel and convention center sales teams, visitor bureau directors and other vendors who promote and support travel and convention services. The participants in Wednesday's scavenger hunt will be planning and hosting conventions across Pennsylvania for hundreds of thousands of association members during the year, many of which will be at The Marriott at Penn Square. With our traditional Photo Scavenger Hunt, I always tell teams that no clues will ever be inside a building or private space, all are in plain view and there is no need to ask people questions. However if you do ask someone a question, please be respectful of his or her time and ask them no more than one question. PASAE's goal with this activity is 2 fold. One to introduce participants to all that downtown Lancaster has to offer and two to create an opportunity to give back to the community. As the teams travel through Lancaster solving clues, they will be earning points that allow them to "buy" school items that will be packed into backpacks and donated to a local charity that distributes them to school age children in need. If you would like to be a clue along the trek, we would love to include you. You are not required to provide or do anything special or different, unless you would like to. For example, Season's Oil and Vinegar Taproom will be having participants do a Vinegar Tasting. The clue is: What is your favorite flavor they have on tap at 36 West King Street? Clues could be something such as: This building was built on the foundation of the city Jail when the curtain finally closed on its use. This requires nothing more than finding the plaque on the street. If you have any questions or an idea for a clue, please contact Moire at Moire@mr-b-entertainment.com or 717-774-7777, by Sunday, July 24. The trek will then be finalized on Monday.

MERCHANT SPOTLIGHT on North Museum of Nature & Science, presented by Anne Faix.

Synopsis under separate cover

• Upcoming Events

- **King Street Seisiùn – July 31st** the best block party of the year has been rescheduled! Tickets on sale now at: <http://bit.ly/kss2016> Benefits Lancaster City Alliance & LOOP!
- **Lancaster Craft Beer Fest – August 27th** returns to Downtown Lancaster on Saturday, August 27th with VIP from 3-4pm SOLD OUT and General Admission tickets still available from 4 – 7:30pm. 65 Breweries • 130 Beers • Food Trucks! Tickets available at: www.lancastercraftbeerfest.com
- **Lancaster City Restaurant Week – September 19 thru 25th** will debut an exciting new website with a partnership to the talented team at Kinectiv. It remains an entirely FREE event for each restaurant to participate in thanks to the generous support of sponsors like the Lancaster City Alliance.
- **Velocity 2016 – September 29th** with Cultural Performances • Visual Arts • Fashion Show • Food Tastings from local Restaurants. VIP Tickets at \$75 and General Admission at \$25. The event benefits Lancaster City Alliance, who uses all of the funds raised on marketing the DID and merchant community and makes events like Lancaster City Restaurant Week possible! Tickets now available at: www.velocitylancaster.com **Velocity 2016** – Door Prize donations will take the place of swag bags this year and will be distributed throughout the evening to both VIP and General Admission guests. Door Prize donations should have a value of \$25, or higher. Anyone interested in donating to this exciting event please contact Krin Kirshner at: corinn@ppmproperties.com
- **Presentation - Discover Lancaster; Selling Lancaster City** – Discover Lancaster Sales Team; Mara Sultan, Deirdre Kozma, Chris Ackerman, Christine Weaver and Laurie Walborn

- **Member Intra-Marketing Committee Report**

Report for MIM Business Committee Meeting for 7.6.16 at Sprout of Rice & Noodles

Member Spotlights will be on

- AUGUST – Uptown Antiques
- SEPTEMBER – El Jardin Flower & Garden Room
- OCTOBER - AngryYoungandPoor
- NOVEMBER – Sprout

Member Spotlights for 2017 – we will begin to reach out to:

- BrandYourself.com
- Lucca Italian Kitchen
- POUR – Craft Food & Drinks
- LSJ studio
- Baldwin’s Dirty Little People Art Gallery
- Excelsior

Merchant Welcome Program

It was another busy month for welcoming new neighbors to the business and merchant community in Downtown Lancaster.

Merchant Welcome Packets will be dropped off to the following:

- • **Jimmy John’s** – 35 N. Queen Street **Jessica**
- • **Chop Sushi** – 26 North Prince Street **Olé**
- • **Spice & Tea Exchange** – 30 W. Orange Street **Amy**
- • **Luca Italian Kitchen** – 436 W. James Street **Jessica**
- • **One Stop Thrift Shop** – 341 E. Liberty Street **Olé**

Merchant Mixers for 2016

- **July Merchant Mixer** at Spring House Brewing Co. on Thursday, July 14th was a great success. It was so wonderful to meet so many new business owners, and spend time with old friends!
- **October Merchant Mixer** in the Catacombs at Excelsior. This promises to be a spooky-good time!
- MARK YOUR CALENDARS for Wednesday, October 26 for the final mixer of the year!

Mark your calendars for the August MIM Meeting – Wednesday, August 3rd at Characters Pub (38 N Christian Street) from 11:30 to 12:30pm. ALL ARE WELCOME TO JOIN US!

- **#WeNoticedLancasterCity Presentation**

- **Open Discussion**

WE WANT TO RECOGNIZE YOUR BUSINESS & CELEBRATE YOUR HARD WORK!

Let us know the Anniversary of your business by completing this short survey. Go to: <https://www.surveymonkey.com/s/DIDMIM>

FREE SAFETY AUDITS:

- FREE Safety Audits are still available for Downtown businesses!
- Contact Dave Aichele at: daichele@teamlanc.org to arrange an appointment with the Police Department.

Next Downtown Merchant Committee Meeting is Wednesday, August 17th - 8:30am at The Ware Center.