



DOWNTOWN MERCHANT COMMITTEE MEETING
Wednesday, August 17th, 8:30 a.m.
The Ware Center at Millersville University – Lancaster
MINUTES

45 in attendance!!!!

MEMBER INTRODUCTION HIGHLIGHTS

- Mike McMonagle of Industrial Resolution mentioned that he will be sharing more about the Central Pennsylvania Open Source Conference (CPOSC).
- Michele Weiss of the Lancaster Barnstormers invited everyone to join them on Sunday, September 11th for a special Barnstormers Game that will pay tribute to the 15th anniversary of 9/11. Proceeds from the day will be donated to the National Fallen Firefighters Foundation and the Lancaster City Fire Foundation. Pre-Game Ceremonies begin at 1:00 p.m., the game begins at 2:00 p.m. For tickets, contact John Eerisman at 717-419-7971 OR jerisman@lancasterbarnstormers.com.
- Megan Lefever Titter of Excentia reminded the group of the **Unique Colors of Excentia FUN RUN** taking place on Saturday, October 1st at 9:00 a.m. at Clipper Magazine Stadium. Proceeds will benefit Excentia's Life Enrichment Services (LES), which support more than 400 individuals in a year-round program for children and adults with intellectual disabilities. There are still opportunities for sponsorship and to sign up a team of 10 or more people from your business/organization. For more information about these opportunities, contact Meg at mlefevertitter@ourexcentia.org. To register for the race and learn more about Excentia, visit www.ourexcentia.org.
- Jessica Mailhot of the Lancaster Central Market shared that Harvest Breakfast is just around the corner and will be held on Saturday, October 1st.
- Doug Groff of the Lancaster Safety Coalition invited everyone to join the Coalition for their Community Celebration *Keeping an Eye on Safety* on Wednesday, September 14th at Clipper Stadium. There will be cocktails, hors d'oeuvres, a chef-inspired meal, and much more. For more information and to purchase tickets, visit <http://lancastercsc.org/community-celebration/>. Net proceeds to benefit the Lancaster Safety Coalition.
- Julia Morrell of Aussie and the Fox shared that they are celebrating three years of business this Saturday and they are still streaming the Olympics all week
- Kathy Smeyser of Pennsylvania College of Art & Design thanked the community for the great response in supporting the welcome efforts for their students arriving back to the City for the fall semester. Additionally, the MOSAIC Project will be featured in the gallery and the Continuing Education department is starting a fresh series of classes, "Marketing Tuesdays," that will cover new and exciting ways to market your business. For more information about classes and to register, visit <http://pcad.edu/academics/continuing-education/>.

MERCHANT SPOTLIGHT on Uptown Antiques presented by Lewis Bechtold.

Synopsis under separate cover

• Upcoming Events

- **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! **LIMITED** 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, LOOP, Fig, and Southern Wine and Spirits.
- **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 this year take the place of swag bags 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
- **Central Pennsylvania Open Source Conference (CPOSC)** – Originating in 2008 as a small tech conference, this event has grown over the years and will now be facilitated by the Industrial Resolution. The conference will take place on Saturday, November 19th at the Ware Center from 8:00 a.m. – 5:00 p.m. Attendees will be encouraged to venture out for lunch, so there is an opportunity for local restaurants and cafes to provide special discounts to conference attendees. There are sponsorship opportunities available and they are open to creative ideas to get the conference engaged with the community. For more information on the conference, visit www.CPOSC.org AND for sponsorship information, reach out to Mike McMonagle at mike@theindustrialresolution.com.
- **Presentation – Extraordinary Give 2016** – Tracy Cutler, VP Communications & Donor Cultivation, Lancaster County Community Foundation
 - There are many giving days throughout the country with an overall average of \$5.00 per capita – it is exciting to note that Lancaster’s Extraordinary Give is now at \$11.00 per capita, well above the average! There are a lot of ways to engage with the event, including but not limited to: staying open late, posting ExtraGive posters and sharing information through social media platforms, hosting a giving day event to support one of the non-profit organizations, etc. If you would like to participate in this way, reach out to LCCF at: extragiveinfo@lanfound.org OR aspangler@lanfound.org.
- **Downtown for the Holidays 2016 Prep** – Amber Strazzo, LOOP
 - It’s a good time for businesses to start thinking about events around the holidays. All events can be listed on the Visit Lancaster City website by submitting them for approval via the online form here: <http://www.visitlancastercity.com/events/submit-your-event/> .
 - The Tree Lighting will take place on Black Friday, Small Business Saturday will be the following day, and Breakfast with Santa will be on Saturday, December 3rd.
 - Horse-drawn Carriage Rides: if anyone has suggestions about how to make this happen, please reach out to Amber at astrazzo@cityoflancasterpa.com .
 - Window Decorating Contest: Downtown Merchants are encouraged to participate in this year’s LNP Window Decorating contest! All window decorations must be complete by Black Friday in order to be considered for voting. Voting can be done online. Prizes are still needed for contest winners – if your business would like to donate a prize, please contact Amber Strazzo at astrazzo@cityoflancasterpa.com.
- **Lancaster Parking Authority/Parking Enforcement Updates** – Larry Cohen, Executive Director, Lancaster Parking Authority
 - **To view the presentation:** <http://bit.ly/2aZpfAK>

MIM Business Committee Report

September Spotlight will be on El Jardin Flower & Garden Room with Luis Morales presenting.

Future spotlights will be:

- OCTOBER - AngryYoungandPoor
- NOVEMBER – Sprout

Merchant Welcome Packets to:

Merchant Welcome Program

All July Welcome packets were delivered. Thank you!

Merchant Welcome Packets will be dropped off to the following:

- **Inkcredible Tattoo Factory** – 246 W King Street
- **The Cidery** - 104 W. King Street
- **C TOWN Supermarket** – 246 W. King Street ALL by Olé

Merchant Mixer

- **October Merchant Mixer** in the Catacombs at Excelsior. This is going to be an awesome evening!
- MARK YOUR CALENDARS for Wednesday, October 26 for the final mixer of the year! Costumes encouraged.

We Noticed Campaign

- Fall is coming. Look for 'We Noticed' candidates. Get your submissions in for fall. Send them to info@teamlanc.org with the hashtag #WeNoticedLancasterCity

Business Recognition Awards

- The next Business Recognition Award Ceremony will take place at the September 21st meeting.

New Business

• **MIM Committee SPECIAL Project**

Small Business Saturday Neighborhood Champions

The MIM Committee is going to take the lead on a Small Business Saturday Campaign that builds on the success of a day that really focuses on shopping in #DowntownLancaster and we will need everyone here to help, not just business owners, but organizations, professionals non-profits! Everyone benefits when people #ThinkSmall and direct their holiday shopping dollars to our friends and neighbors in the DID! We will have more details on the project at a presentation for the September merchant meeting.

<https://www.americanexpress.com/us/small-business/shop-small/rally-signup?linknav=us-open-shops-small-Homepage-Hero-SignUp1-R1>

Mark your calendars for the September MIM Meeting – Wednesday, September 7th at Penn Square Grill (25 S Queen Street) from 12:00 to 1:00pm. ALL ARE WELCOME TO JOIN US!

• **Open Discussion**

- **David Aichele**, LCA, reminded businesses to ensure their staff is educated on the use of Downtown Dollars, as there have been a number of recent incidents of employees refusing to accept them.

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, September 21 - 8:30am at The Ware Center.