



DOWNTOWN MERCHANT COMMITTEE MEETING
Wednesday, September 21, 8:30 a.m.
The Ware Center at Millersville University – Lancaster
MINUTES

56 in attendance!!!!

MEMBER INTRODUCTION HIGHLIGHTS

- Christine Harvey of **POUR – Craft Food & Drinks** reminded all that they will be celebrating their 5h Anniversary in a Gala fashion from October 11 – 16th! They will have special events all week and each day will benefit a different Downtown Non-Profit. Don't miss Wednesday, October 12th when Lancaster City Alliance is the beneficiary!!
- Michele Weiss of the **Lancaster Barnstormers** let everyone know that Saturday, September 24th will be the 2016 Walk to End Alzheimer's Event at **Clipper Stadium**. You can register on line at <http://act.alz.org> Registration: 9:00am. Ceremony: 10:00am. Walk begins: 10:20am.
- Susan Eberly of **Alegre Concierge Services** has some exciting events on the horizon including: **The Lancaster Science Factory's** third annual "A Taste of Science" Gala on Saturday, October 22nd featuring food from the area's popular restaurants, food and wine served Robot Butlers and Mad Scientist Bartenders and lots of fun!
For tickets go to: <https://goo.gl/478rUH>
Also meet Cupcake Wars Judge Florian Bellanger over decadent savory and delectable sweet treats during a cocktail reception in his honor at Bistro Barberet & Bakery (26 East King St.) on Sunday, October 23, from 5 til 8pm. Expect a pastry chef challenge between Chef Bellanger and our own Chef Cedric Barbaret where YOU get to be the judge! For tickets go to: <https://goo.gl/NoYOgC>
- Rose Luciano, Community Facilitator at **the sweet core** would like to raise awareness of Exit Lancaster (a program designed to provide inner city youth in the City of Lancaster with impactful experiences intended to create and inspire success) and their Annual PINK LANCASTER Campaign in October - a special fundraising event for the [A. Barshinger Cancer Institute](#) and [Tour De Pink](#). How can YOU get involved? Consider purchasing a PINK LANCASTER T-shirt for you and your staff at: <https://squareup.com/store/exit-lancaster> Every Wednesday in October consider donating a portion of your sales to the fundraising efforts, or offer a sales special to patrons wearing a PINK LANCASTER T-shirt! As a participating organization you are invited to a special celebration at Tellus360, 2nd Floor on Wednesday, October 26th. For additional information please visit www.exitlancaster.com

MERCHANT SPOTLIGHT on El Jardin Flower & Garden Room, presented by Luis Morales

Synopsis under separate cover

• Upcoming Events

- **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 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 DROP THEM OFF AT Miesse Candies (118 N. Water Street)

- **Market District Streetscape Dedication Program – September 30th** The City of Lancaster cordially invites you to an exciting dedication ceremony culminating a ten-year project to renovate the historic Central Market and surrounding streetscape from 12 til 1pm. Please register at: <https://goo.gl/5yzKK6>
- **Great Social Enterprise LIVE PITCH** – September 30th from 7 to 9pm at The Ware Center
- **Harvest Breakfast at The Lancaster Central Market** – October 1st from 8am til 12pm
- **Lancaster ArtWalk** – October 8-9th
- **Central Business District Corridor Meeting – October 12th**
- **Extraordinary Give – November 18th**
- **8th annual Central PA Open Source Conference (CPOSC) – November 19th**
- **Downtown for the Holidays – November 25th – December 31st**
- **Small Business Saturday – November 26th**
- **Cultivate Lancaster – December 8th**

- **Presentation – Restaurant Week Website & App** – Mark Reinmiller (Kinectiv) and Chris Trendler (Joycat Events)
The fourth annual citywide collaboration will have 37 restaurants participate by offering unique Meal Deals in price points that range from \$10 - \$40 to eager Lancaster diners. This season the newest attraction for Lancaster City Restaurant Week isn't the food. It's the website. Designed & developed by our friends at **Kinecity**, the newly redesigned website is mobile friendly, and lets you search online for exactly the price, cuisine, type of meal, or eatery you're looking for among the dining packages offered by the city restaurants participating in the semiannual event. Check it out for yourself at: www.lancastercityrestaurantweek.com

- **Presentation – Crosswalk Phasing Plan** – Charlotte Katzenmoyer (Director of Public Works, City of Lancaster)
Find details at: <https://goo.gl/vbwKxb>

- **Presentation – 115 E. King Street (LCA/DID's Future Home)** – Cheryl Irwin-Bass, Vice President & COO, Lancaster County Chamber of Commerce & Industry. Find details at: <https://goo.gl/RGwtvi>

- **Downtown for the Holidays 2016 Update** – Annie Weeks, Visit Lancaster City

- Mayor's Tree Lighting and Tuba Christmas will be held on November 25th, black Friday. From 6-8pm, PRIMA will perform, we will have the lighting of the tree and we will end with Tuba Christmas. Visits with Santa at the Marriott are from 7:30pm-9pm. Lancaster Central Market will be open, 5-8pm.
- Saturday, November 26th is Small Business Saturday.
- December 3rd is Breakfast with Santa at the Marriott Convention Center at 8am. Download a registration form on our website.
- The New Year's Eve band will be announced soon. Free concert in Binns Park, 10pm-midnight followed by fireworks. Free and open to the public.
- **Reminder to ALL retailers to add their individual events to our website:** <http://www.visitlancastercity.com/>

- **Downtown for the Holidays 2016 Update** – Amber Strazzo, LOOP

- For more information: <http://bit.ly/2ddv24s>
- For Voting Handout: <http://bit.ly/2cTgEg6>

- **Small Business Saturday Preparation/Member Intra-Marketing Committee Report
MIM Business Committee Meeting of 9.7.16 at Penn Square Grill**

Present: Amy Giangulio, Anja Najera, David Aichele, Carla Saylor, Jessica Mailhot, Marshall Snively, Kathlene Sullivan, Olé Hongvanthong

September Member Spotlight will be on El Jardin Flower & Garden Room presented by Luis Morales. Future spotlights will be:

- OCTOBER - AngryYoungandPoor
- NOVEMBER – Sprout

Member Spotlights for 2017

- January 18 – Excelsior Kelly Dantine **CONFIRMED**
- February 15 – BrandYourself.com Drew Speranza **CONFIRMED**
- March 15 – Be Well Lancaster Allison Nor-Lapp **CONFIRMED**
- April 19 – Luca Italian Kitchen Taylor Mason **CONFIRMED**
- May 17 – LSJ Studio Loryn Spangler-Jones **CONFIRMED**
- June 21 – Baldwin’s Dirty Little People Art Gallery Violet Baldwin **CONFIRMED**
- July 19 – POUR-Craft Food and Drinks and Wacke Brewing Co. Christine Harvey **CONFIRMED**

Merchant Welcome Program

All August Welcome packets were delivered. Thank you!

Merchant Welcome Packets will be dropped off to:

- **Sonia’s Fashion Boutique** – 353 E. New Street by Amy Giangulio

Merchant Mixers for 2016

- **October Merchant Mixer** at Excelsior or Wednesday, October 26th from 5-7pm! Costumes encouraged!!
- **Costume Contest Prize Committee** – all merchants and members are encouraged to donate a prize for the **Costume Contest**. Please contact Carla Saylor at: info@mandarinrosespa.com

Business Recognition Awards

- Marshall will be presenting the next Business Recognition Award Ceremony at the October 19th Merchant Meeting.

- Vision Corps – 90 years
- Prince Street Cafe - 10 years
- Red Raven Art Gallery – 10 years
- Lancaster Arts Hotel – 10 years
- Lancaster Cupcake – 5 years (5 in business & 1 with brick & mortar)
- Envy Studio – 5 years
- Mulberry Social – 1 year
- MadCap&Co. – 1 year

Special Project

- **MIM Committee SPECIAL Project**

Small Business Saturday Neighborhood Champions

Lancaster City Alliance has until November 11th to register as a Neighborhood Champion for Small Business Saturday and promote the chance to #SHOPSMALL with your friends & neighbors in the City of Lancaster. Last year almost 5,000 Neighborhood Champions registered in this AmEx campaign.

- We would need to have 10 local businesses read to participate in our #SHOPSMALL event on November 26th
- Because this event is takes place on a busy shopping day we need an event that our merchants and the public can engage in while they work & shop while promoting #SHOPSMALL in Lancaster City!
- Best choice would be a “Show Us Some #SHOPSMALL Selfie Love Campaign” that would tie LCA social media (Facebook, Instagram) and partner with merchants throughout the City.
- If approved as Neighborhood Champions we would receive FREE promotional materials to use in this campaign. Each of the 10 businesses that we register in our proposal should then also register and receive their own individual free promo kits. For more info. go to: www.shopsmall.com
 - This Special Project will be presented at the September Merchant Meeting with an open discussion to solicit comments and ideas. Amy G. will takenoteson this portion of the meeting for the committee. A sign-up sheet will be distributed at the meeting for eligible merchants who are willing to participate fully in the event.
 - A copy of our proposal will be distributed to committee members for review prior to the September Merchant Meeting. Please submit all suggested edits and revisions to Kathlene Sullivan ASAP!

New Business

- Olé Hongvanthong proposed that someone from the City of Lancaster be invited to a Merchant Meeting to explain their “Adopt-a-Block” Street Clean Up Program. The “Adopt-a-Block” program is an additional initiative that also relies on volunteers. This program is intended for organizations that want to participate on a more regular basis to monitor and maintain a specific street or area of the city.

www.cityoflanasterpa.com/resident/adopt-block

Mark your calendars for the October MIM Meeting – Wednesday, October 5th at Yorgo’s (66 N. Queen Street) from 12:00 to 1:00pm. ALL ARE WELCOME TO JOIN US

- **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, October 19th - 8:30am at The Ware Center.