



DOWNTOWN MERCHANT COMMITTEE MEETING
Wednesday, October 19, 8:30 a.m.
The Ware Center at Millersville University – Lancaster
MINUTES

63 in attendance!!!!

MEMBER INTRODUCTION HIGHLIGHTS

- Geoff Harpster announced that FIT Studio now offers yoga.
- Lindsay Filling is so pleased that Filling's Clothing is now celebrating their 87th Anniversary and they are celebrating with a weekend full of trunk shows.
- Lee Lovett of Red Raven Art Company reminded everyone that their annual Black Friday "4x4 for 40" sale is coming up soon and there are always crowds waiting outside the doors for these beautiful pieces of original art!
- Christina Hopper from the Viktor Yeliohin International Ballet Academy (214 Grant Street) distributed information about the Academy and about the upcoming performance of The Nutcracker on the first weekend in December. Tickets are on Sale Now: call 717-201-1122 or at vynutcracker@gmail.com
- Loryn Spangler Jones of LSJ Studios is celebrating and supporting women artists from around the globe with her first annual holiday FemARTS showcase, on November First Friday!
- Kathleen Smeyser, Director of Communications for PCA&D let everyone know that this November First Friday will see the opening of the Faculty Bi-Annual.
- Amy Giangliulio, Marketing Communication Coordinator of Vision Corps, wanted everyone to know about the best party of the EXTRAGive that will include 14 non-profits hosting the "Great Giving Gig" at Tellus360 on Friday, November 18th!
- Melinda Myers announced that the Lancaster Symphony Orchestra will perform Mozart's Requiem with the Lancaster Symphony Chorus.
- Vanessa Lee of Angel Doll Creations

MERCHANT SPOTLIGHT on AngryYoungandPoor, presented by John Shuba

Synopsis under separate cover

• **Upcoming Events**

- **Extraordinary Give – November 18th**
- **8th annual Central PA Open Source Conference (CPOSC) – November 19th**
- **Downtown for the Holidays – November 25th – December 31st**
 - **For more information, visit here:**
<http://www.lancastercityalliance.org/wp-content/uploads/2016/09/DowntownDecoratingContestFlyer2016.pdf>
 - **To download and print the voting handout, visit here:** <http://www.lancastercityalliance.org/wp-content/uploads/2016/09/DowntownDecoratingContestHandout2016-2.pdf>

- **Small Business Saturday – November 26th**
- **Holiday Arts Market (Southern Market Center) – December 3rd**
- **Cultivate Lancaster – December 8th**

- **Extraordinary Give 2016** – Tracy Cutler, & Aaron Spangler, Lancaster County Community Foundation

For details go to: http://prezi.com/-cctafr9gpsn/?utm_campaign=share&utm_medium=copy&rc=ex0share

- **Taste The World Special Announcement** – Timm Wenger

Find details at: <http://tukstarter.crowdfundhq.com/campaigns/tuktuk-lancaster>

- **Small Business Saturday Preparations**

Lancaster City Alliance has been accepted as an official Neighborhood Champion for Small Business Saturday to promote #SHOPSMALL with our friends & neighbors in the City of Lancaster. We will promote a #SHOPSMALL SELFIE event through our social media platforms and distribute promotional materials to all participating businesses.

- Visit Lancaster City will partner with LCA by hosting a sign-up page on their website for the event for all City of Lancaster businesses who will be open on Small Business Saturday and wish to participate and serve as a site for digital marketing resources for the event. The criteria for participation include:
 - Being open on Saturday, November 26th
 - Having a social media presence for your business
 - Agree to participate by posting #SHOPSMALL promotional materials both on your social media, but at your brick& mortar location leading up to and including Small Business Saturday.
- There will be a LNP gift wrap station for your #SHOPSMALLLANCASTER holiday purchase located at BUILDiNG CHARACTER that will benefit a local non-profit.
- LCA will print and distribute signage to all participants in advance of Small Business Saturday.
- There will be a special Facebook Event Page for Small Business Saturday #SHOPSMALLSELFIE campaign that will feature images of local businesses promoting the event.
- The City of Lancaster will be a center for all those who LOVE to #SHOPSMALL on Small Business Saturday and they can show it with some #SHOPSMALL #SELFIELOVE. To encourage shoppers to participate there will be a contest with a random drawing for the #SHOPSMALLSELFIES posted with the hashtag #ShopSmallLanc with two prizes from Lancaster City Alliance and the Downtown Investment District of \$100 in Downtown Dollars each!
- Everyone can participate! You may not own a retail business in Lancaster City, but you can still help your friends and neighbors to promote this day of returning to the local community to #SHOPSMALL (a day that is, for many, the single busiest of their entire year! Share the posts in advance of the day). Engage with the Event Page with a LIKE, or a SHARE, encourage your clients, customers, fans to #SHOPSMALL in the City of Lancaster on November 26th. Tell a neighboring retailer that might not attend these meetings about our campaign, but most importantly, support your City by getting out that Saturday to personally #SHOPSMALL with some a #SHOPSMALLSELFIE!

- **Member Intra-Marketing Committee Report**

- MIM October Business Meeting Report
- NOVEMBER – Sprout of Rice & Noodles
- **Member Spotlights for 2017** – are now filled through July
- **Merchant Welcome Program**
- **Merchant Welcome Packets will be dropped off to:**
 - Sonia’s Fashion Boutique – 353 E. New Street by Amy Giangliulo
 - The Sugar Tank – 252 N. Queen by Amy
 - The Rabbit & The Dragonfly – 51 N. Market Street by Amber
 - Select Property Management – 115 E. Chestnut St. by Noah

Merchant Mixer

October Merchant Mixer at Excelsior on Wednesday, October 26th from 5-7pm! Don’t miss the scariest night of the year! Beer and wine and light repast are complementary. Costumes are encouraged and this year there are more fabulous prizes than ever!! Please RSVP to: info@teamlanc.org with “Merchant Mixer” in the subject line.

If donating a prize for the Mixer to drop off at the Marriott front desk to the attention of Carla Saylor by Sat 10/22. If not possible, then she will contact you by email to arrange a pick up.

We Noticed Campaign

- Fall Slide Show will be shown at the November Meeting. Keep posting shots of the best of the Downtown, the City, of places and people with the hashtag #WeNoticedLancasterCity

Date and Locations for **NOVEMBER MIM Meeting – Wednesday, Nov. 2nd at SaLa Thai Restaurant** (337 N. Queen St.) from noon til 1pm. All are welcome!

• **Merchant Anniversary Recognitions**

- Vision Corps – 90 years
- Jerome Hershey – 35 years
- Zanzibar – 20 years
- Prince Street Café – 10 years
- Red Raven Art Gallery – 10 years
- Rachel’s Café & Creperie – 10 years
- Lancaster Arts Hotel – 10 years
- Lancaster Cupcake – 5 years (5 in business & 1 with brick & mortar)
- Envy Studio – 5 years
- The Fridge – 5 years
- POUR – 5 years
- Mulberry Social – 1 year
- MadCap&Co. – 1 year

• **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, November 16 - 8:30am at The Ware Center.