



**DOWNTOWN MERCHANT COMMITTEE MEETING**  
**Wednesday, November 16, 8:30 a.m.**  
**The Ware Center at Millersville University – Lancaster**  
**MINUTES**

**45 in attendance!!!!**

**MEMBER INTRODUCTION HIGHLIGHTS**

- Kathy Frey of Festoon announced the debut of a new clothing line, that she personally designed, and that will be completely manufactured right here in Lancaster!
- Kelly Murphy introduced herself as the new social media assistant for the Lancaster Parking Authority.
- Cynthia Stauffer of the Fulton Theatre let everyone know that the current production of Beauty and the Beast is a tremendous hit with audiences, young & old alike and that they have added performances to the schedule to accommodate demand. Make your holiday theatre plans with tickets now at: <http://www.thefulton.org/calendar/>
- Kathy Smeyster, Director of Communications at PCA&D directed our attention to the opportunity to jumpstart your new year with Winter Classes starting January 28<sup>th</sup>. For more information go to: <http://pcad.edu/academics/continuing-education/>
- Jessica Mailhot reminded everyone that fresh turkeys are still available at Lancaster Central Market! Best to call NOW to place your order with The Turkey Lady at (717) 397-6666, or Shenk's Poultry at (717)786-9018. Also some important news - Raise the Roof campaign officially launched with a kickoff event on November 4th and has since raised over a million dollars. The goal of the Raise the Roof campaign is to raise funds to replace the roof of [The Lancaster Central Market](#). They are 2/3 of the way to reaching their goal of \$1.5 million to restoring the slate roof. The slate roof is estimated to last 100 years, which means our generation has the chance to invest in a building that has enriched the community, and ensure that it continues for years to come.  
- Head over to [goo.gl/dkxt04](http://goo.gl/dkxt04) to follow the progress of the campaign.
- Audrey Stoltzfus from Lemon Street Market let everyone know that they would have fresh turkeys and all the trimmings. Visit them this week at 241 W. Lemon Street!
- Hannah Harris announced that she is about to open a new business called Tiny Town, a unique miniature play town for children at 533 Janet Avenue. Learn more at: <https://www.facebook.com/TinyTownLLC/>
- Joyce Heberlein of Lancaster Galleries at 34 N. Water Street, announced a traditional "Wassail Night" at the gallery on Wednesday, December 14<sup>th</sup> from 4 until 8pm. All are invited.
- Martha Harris was excited to join us to introduce her new venture – Fi.zi.ka Energy 4 Learning. Fizika's mission is to offer educators and parents proven techniques and tools to engage learners through physical movement and creative play, in order to seed a lifetime of learning through healthy habits. Their office is at 233 N. Duke Street.
- William Wrede, attending his first Merchant Meeting announced that he would soon be opening Meduseld Meadery at 252 W. Harrisburg Pike, directly across from Lancaster Arts Hotel! They will create small batch, finely crafted meads from the best honey and ingredients they can procure. The Golden Age of Mead is back! They have high hopes of being open in time for Christmas.
- Rebecca Fowler of Fig Industries pointed out that the northeast corner of Penn Square has a brand new accessory thanks to Charles F. Snyder Funeral Homes & Crematory! The new clock, custom built by Electric Time and donated by the Snyder family, will be dedicated at 10 am on Friday, Nov. 18 during the [#ExtraGive](#).
- Rachael Reinmiller of Commonwealth Kitchen & Café at 443 N. Mulberry wants all to know that they are accepting take-out orders for Thanksgiving for everything from pies to full meals. Call (717) 490-6048 for details!

- **Downtown Panhandling Discussion and Response** - Randy Patterson, City of Lancaster Director of Economic Development & Neighborhood Revitalization Find all the details at:  
<http://www.cityoflanasterpa.com/government/proposed-legislation>

## **MERCHANT SPOTLIGHT on Sprout of Rice & Noodles presented by Vy Banh**

Synopsis under separate cover

### • **Upcoming Events**

- **Extraordinary Give – November 18<sup>th</sup>**
- **8th annual Central PA Open Source Conference (CPOSC) – November 19<sup>th</sup>**
- **Downtown for the Holidays – November 25<sup>th</sup> – December 31<sup>st</sup>**
- - 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 26<sup>th</sup>**
- **Holiday Arts Market (Southern Market Center) – December 3<sup>rd</sup>**
- **Cultivate Lancaster – December 8<sup>th</sup>**

### • **Holiday/Small Business Saturday Preparations**

- There will be an article about the Lancaster City Alliance Neighborhood Champion Small Business Saturday campaign on Lancaster Newspapers next week. There will also be an ad promoting the City of Lancaster as a destination for shoppers on November 26<sup>th</sup>!
- To learn more about the LCA sponsored Small Business Saturday campaign go to:  
<https://www.facebook.com/events/1273296209388731/>
- The LCA Ambassadors will be distributing Small Business Saturday posters and materials to use in our #SHOPSMALL Selfie contest. To register your business for this FREE campaign, go to:  
<http://www.visitlanastercity.com/resources/small-business-saturday-merchant-participation-form/>
- It was pointed out that everyone should be reminded that the small businesses in the City of Lancaster, are also your friends and neighbors, and that by supporting them you are also supporting the community where you live and work. So, remember to #SHOPSMALL in the City of Lancaster this entire Holiday Season, and ALL yearlong! Marshall expressed it perfectly here: [http://lanasteronline.com/column-making-every-day-small-business-saturday-in-lanaster/article\\_4face5c4-9dbb-11e5-8260-9b5e6513d6c6.html](http://lanasteronline.com/column-making-every-day-small-business-saturday-in-lanaster/article_4face5c4-9dbb-11e5-8260-9b5e6513d6c6.html)

### • **Member Intra-Marketing Committee Report**

#### **Future spotlights will be:**

January 2017 – Excelsior with Kelly Dantine presenting  
Our 2017 Member Spotlights are scheduled through July.

#### **Merchant Welcome Program**

Amy Giangiulio is the newly appointed “Keeper of the Welcome Packets.” If anyone needs one...see Amy. Congratulations on your appointment!

#### **Merchant Welcome Packets will be dropped off to:**

- Escape On Queen – 43 N. Queen Street by Carla
- A Slice of Brooklyn – 241 N Queen St by Amy
- Yearly Eye Care of Lancaster – 41 N Queen by Amy

**Merchant Mixer - October** - This event was a tremendous success and thank you to all the committee members that helped make it an extra special evening.

- We want to thank John & Kelly Dantine again for their generosity and hospitality.  
January 2017 mixer – date and location – Keeping it close to the Central Business District in case of inclement weather.  
The committee should have a schedule for 2017 Merchant Mixers after our January Meeting.

## **NEW Business**

### **Recruiting additional MIM members**

- The MIM committee is constantly working on exciting projects to benefit the entire merchant and business community and we would like your input and assistance. We meet on the first Wednesday of every month for a one hour lunch meeting at a local restaurant. Everyone is welcome, so please spread the word. At the moment we would like to add marketers retailers and members of our hospitality community to the committee.  
So, if you know of anyone who might be willing to share their expertise, please tell them about the Member Intra-Marketing committee, or contact Kathlene Sullivan.

### **DID Anniversary Celebration**

- May 1, 2017 is the 25<sup>th</sup> Anniversary of the Downtown Investment District and the start of what LCA intends to be, a year-long celebration.
- Ideas discussed include a new logo design
- The planning of these events will be handled by a special DID Anniversary Celebration Committee, headed by LCA Director of Clean & Safe Services, David Aichele. The first introductory meeting will likely take place in January.
- We hope that members of this Merchant Meeting would be willing to serve on this committee to help plan the direction of the celebration. Please see Lancaster City Alliance's David Aichele after the meeting if you are interested.

## ● **2017 City Visitor Guide Update**

There will be 200,000 of these 2017 City Visitor Guides printed and they are the #1 choice of guides at the Visitors Center!

For all the information on advertising go to: <https://goo.gl/forms/bcAtmukdByVaKGyn2>

## ● **Update - Lancaster Parking Authority On-street Parking Enforcement & Payment Change to "Pay by Plate"** - Larry Cohen, Executive Director, LPA

**\*\*SPECIAL NOTE!!** The Holiday Week of FREE two hour metered parking in Downtown Lancaster will be December 19<sup>th</sup> to the 24<sup>th</sup>! Sponsored by the Lancaster Parking Authority, Lancaster City Alliance, the Downtown Investment District, and City of Lancaster Office of Promotion.

For all the details on this presentation go to: <http://www.lancastercityalliance.org/wp-content/uploads/2016/11/LPA-Parking-Updates.pdf>

**\*\*PLEASE NOTE** that these plans are a work in progress for the LPA and they will be making changes and adjustments to it as the project progresses.

**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](mailto:daichele@teamlanc.org) to arrange an appointment with the Police Department.

**Next Downtown Merchant Committee Meeting is Wednesday, January 18 - 8:30am at The Ware Center.**