



DOWNTOWN MERCHANT COMMITTEE MEETING
Wednesday, January 18, 8:30 a.m.
The Ware Center at Millersville University – Lancaster
MINUTES

45 in attendance!!!!

MEMBER INTRODUCTION HIGHLIGHTS

- Mara Sultan with Discover Lancaster reminded everyone that the Quilters convention is due back in Lancaster for the 8th year in a row on March 29 – April 1st and that 15,000 visitors are expected to descend on the area once again.
- Amber Liptack, Marketing and Development Director for the North Museum of Nature and Science was excited to share the news about their signature fundraiser of the year – The Cosmic Bash, to be held on Saturday, March 4th at Spooky Nook Sports. Donations received during the Cosmic Bash help to continue the Museum’s mission of inspiring curiosity, discovery, and a lifelong appreciation of nature, science, and cultures. The museum would appreciate any donations that the business community might offer for auctions items. For donations or sponsorship opportunities contact Amber Liptack at aliptack@northmuseum.org or 717.358.4712. For tickets go to: <https://goo.gl/7bn6bF>
- Rachael Vieni Reinmiller of Commonwealth on Queen (301 n. Queen St.) announced that they are now offering a full brunch menu – all day – Friday thru Monday! Also, next Thursday, January 26th, they'll be hosting a 'Dark Dinner' in conjunction with [VisionCorps](#), where guests will have the chance to experience dining from a completely different sensory perspective. Check out the event page for more details at: <https://goo.gl/EVDyyd>
- Jessica Mailhot just wanted to say “RAISE THE ROOF!” as in the Lancaster Central Market “Raise The Roof” campaign that has so far raised \$1.2 million of the \$1.5 million needed to replace the roof of market. She let everyone know that they can be a part of history by purchasing a slate for themselves, their family, or their business, and leave a message on the bottom of it that will last as long as the new roof will – 100 years. Contact Jessica if you want your business to go UP in history! Email her at: manager@centralmarketlancaster.com
- Hope Schmids – Director, Continuing Education & Workforce Development for Millersville University encouraged the group to become familiar with the benefits to the [Professional Development Bootcamp Series](#) - spend a few Friday mornings with them exploring a variety of business-friendly topics, networking and developing new insights. Experienced business consultants from [SCORE Lancaster-Lebanon](#) join Millersville University content experts to offer a unique blend of knowledge and practical application in this professional bootcamp series.
- Corinn Kirchner of PPM Real Estate let all know that there is still some prime space left in the lovely Keppel Building on the 300 Block of North Queen Street. She also announced that now the ground level of the Citizens Bank building on Penn Square is now vacant and available for immediate lease. She hopes to be leading a presentation at a Merchant Meeting soon on the developments for 101 N. Queen Street – the Bulova Building.
- Kelly Dantine of Excelsior was delighted to announce that they have 65 weddings booked already for 2017 and will be collaborating with Roots & Blues Music Festival as a venue this year. In addition, she is proud to be partnering with Kathy Frey Terkeltaub, owner of Festoon, this year as she launches her own original clothing design line, made completely here in Lancaster!
- Christine Harvey from POUR Craft Food & Drinks and Wacker Brewing listed a number of exciting events in the forecast. They include: POUR events: January 24th, Winter Tiki Cocktail Party with special drinks and DJ from 9 -11pm * February 2nd Whiskey Tasting at 5pm. Wacker events: February 15th, Chocolate Stout and Oysters at 5pm
- Kristin Snyder, owner of Sophie Stargazer Boutique announced that her February First Friday event will include an appearance by textile artist Amber Kane.
- Kathleen Smeyser, Director of Communications for PCA&D introduced the new Gallery Director Marnie Benney, who spoke about the latest show “The Quantified Self” available at PCA&D thru March 10th.

- Theresa Yerger, from Fig Lancaster, want all to know that there will be another Gallery Walk & Sweet Crawl thru many of the galleries in Downtown Lancaster on Saturday, February 11th.
- Amy Banks, Arts Communications Manager for the Ware Center is very excited for the 2nd Annual Aware Lancaster Yoga & Wellness Day on Sunday, January 22nd from 9:00am until 8pm. Detailed information regarding class offerings can be found at www.awarelancaster.com. Tickets are available online at: WWW.ARTSMU.COM

MERCHANT SPOTLIGHT on Excelsior presented by Kelly Dantine

Synopsis under separate cover [here](#).

• **Upcoming Events**

- **Merchant Mixer at The Belvedere Inn on Thursday, January 26th**
Please RSVP today at: info@teamlanc.org with Merchant Mixer in the subject line
- **Roots & Blues Festival – February 24th – 26th**
4th Annual Roots & Blues to be held here in Downtown Lancaster and this 3-day event will have 70 acts over 11 stages with an expected attendance of 12,000! New this year is a tremendous tent that will cover Penn Square with a brand new, state of the art sound system being introduced by Clair Brothers at this event. For tickets go to: <http://www.brownpapertickets.com/event/2520481>
- **Lancaster City Restaurant Week – March 6 – 12th**
LCRW 2017 is expecting over 40 restaurants to participate this March offering a diverse range of dining options to the people of Lancaster. Last year 80% of survey respondents reported that they heard about Lancaster City Restaurant Week from social media. So, LIKE the page's posts, and SHARE them too! the best way that you can help is to make plans to dine out for breakfast, lunch, or dinner the week of March 6 – 12th, and encourage friends and family to do so as well. Visit the website at: www.lancastercityrestaurantweek.com to choose your favorites and then dine out often. It is going to be a delicious week!
- **LAUNCH Music Conference & festival – April 13 – 16th**
- **Aggressive Panhandling Ordinance Update – Dave Aichele, Lancaster City Alliance Director of Clean & Safe Services**
The Lancaster City borough council recently passed an ordinance that makes aggressive panhandling illegal in Downtown Lancaster. It also bans panhandling in public parking lots, on buses and at bus stops, and within 20 feet of a bank, ATM or public toilet. Begging on private property and within 25 feet of an outdoor cafe is banned unless the property owner or manager gives permission.
A full copy of the [Lancaster City Aggressive Panhandling Ordinance](#) can be found on the Lancaster City Alliance website.

• **Member Intra-Marketing Committee Report**

Future spotlights will be:

- February 15 – BrandYourself.com • Drew Speranza
- March 15 – Radiance • Sarah Preston and Cara Kriner
- April 19 – Luca Italian Kitchen • Taylor Mason

Merchant Welcome Packets to:

January Welcome Packets

Sola Salon - 690 N. Charlotte St., across from FENZ restaurant along Harrisburg Avenue (Olé)

Bruno's – 60 N. Queen Street relocation (Amy G.)

Molly's Pub – 235 E. Chestnut Street new owner Jason Brandt (Noah)

Merchant Mixers 2017

- January 26 – Belvedere Inn

- April 27 – 551 West
- Summer – to be announced
- October – Halloween Mixer at Wacker Brewing Company

We Noticed Campaign

- Keep POSTING! This positive campaign about life in the City of Lancaster has caught the attention of so many. Everyone is urged to keep looking for #WeNoticedLancasterCity shots!

MIM Committee SPECIAL Project

Small Business Saturday Neighborhood Champions

- Review response and critique for 2017. The day was a great success for most retailers but we can do a better job to include restaurants and cafes in the event next year. The results of the Survey Monkey poll are attached under separate cover.

#SHOPSMALL Every Day in the City of Lancaster Campaign

- Social media campaign to extend through all of 2017
- #SHOPSMALL Every Day signs/ Need to make them Lancaster City specific. The logo suggestion of #ShopSmall #DineLocal was suggested, and approved to cover the entire merchant base in the City. Change of colors will be implemented to reflect the LCA and the City. Matt Hannigan of Good Three Design will handle this project and report back to the committee.
- David Aichele suggested that this new logo be printed on all the envelopes for the Downtown Dollars, and that information on the program and the annual Small Business Saturday Campaign be added to the Merchant Welcome Packets.

Date and Location for FEBRUARY MIM Meeting – Wednesday, February 1st at 551 West (551 West King Street) from noon until 1pm. All are welcome!

- **Merchant Anniversary Recognitions**
 - The Culinary Classroom – 1 year
 - Pubforge – 1 year
 - Innovation Focus, Inc – 30 years

We celebrated two significant and well-deserved retirements and acknowledged the tremendous role each individual contributed to life here in the City of Lancaster.

- Sue & Doug Glouner - The Turkey Lady at Central Market – 15 years
- Moirajeanne FitzGerald - Here To Timbuktu – 28 years

• **Special Presentation** – our thanks to Laura Kendall, Director of the Ware Center Millersville, on the announcement that she will be leaving Lancaster to accept the position of vice president of Programming and Education at the Omaha Performing Arts Organization. We are so grateful to Laura for all that she did to increase the presence of the Arts in downtown Lancaster, and to facilitate these Merchant Meetings every month for the last three years.

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, February, 15 - 8:30am at The Ware Center.