



DOWNTOWN MERCHANT COMMITTEE MEETING
Wednesday, February 15, 8:30 a.m.
The Ware Center at Millersville University – Lancaster
MINUTES

64 in attendance!!!!

MEMBER INTRODUCTION HIGHLIGHTS

- Larry Cohen, Executive Director for the Lancaster Parking Authority discussed the consumer reactions, that have been mostly positive, since LPA began overseeing parking regulations in the City on January 1st. He mentioned that there are still only 2 LPA employees on patrol during a shift, and that the enforcement is consistent. The ParkLancaster pay by phone app for on-street parking in the city (powered by Parkmobile) has developed a “visitor” payment option that allows merchants to pay for their customers’ parking. Simply, you create an account by going to the Parkmobile website, then log in to the visitor tab, and then type in your customer’s license plate number and provide the increment of payment you desire to provide for them. For more information go to: www.parkmobile.com/ If you have any questions call: (717) 299-0907
- Christine Harvey of POUR – Craft Food & Drinks let everyone know that the amazing string quartet Vivace plays there monthly and are not to be missed. Check their social media for dates and times.
- Megan Lefever Titter of Excentia encouraged everyone to save the date for the [#ExcentiaRoadRally](https://www.facebook.com/ExcentiaRoadRally/) on Saturday, April 8th. Registration is open at: bit.ly/LESRoadRally This event helps support Excentia’s programs that empower individuals and their families.
- PCA&D Gallery Director Marnie Benney, spoke about the success of their latest show “The Quantified Self” available at PCA&D thru March 10th and encouraged all to come and visit.
- Hannah Harris announced that she will open her new business called Tiny Town, a unique miniature play town for children at 533 Janet Avenue this spring. Learn more at: <https://www.facebook.com/TinyTownLLC/>
- Timm Wenger of Taste the World Lancaster, and Tuk Tuk Lancaster was excited to announce that the tuk tuks would be arriving in Lancaster very shortly, and will be ready to begin their City tours soon. There are still advertising opportunities available on the sides of these bright red vehicles, starting at \$300. To learn more go to: tim@tastetheworldlancaster.com
- Rachael Vieni Reinmiller of Commonwealth on Queen (301 N. Queen St.) announced that they are now offering a full brunch menu – all day – every day!
- Melinda Myers, Community & Audience Engagement Manager for the Lancaster Symphony Orchestra was excited to share their plans to celebrate the 70th Anniversary of the Symphony starting on Saturday, March 4th with Tchaikovsky Symphony No. 5. For more information and tickets go to: <https://goo.gl/040aBD>
- Matt Early of Now Listen Here has founded a Meetup called ListenUp Lancaster that meets regularly. The meetups will be an opportunity to share food, drink, and the love of music in a setting that will encourage discussion and the appreciation of audiophile systems. He is looking for local venues in the restaurant and hospitality industry that might be interested in hosting this group. Contact him at: matt@nowlistenhere.net
- Evan Germann, owner of Evan H. Germann/Cabinetmaker, which occupies the same space on Vine Street with RudeWood, offers custom furniture, built-ins, and millwork for your home or business. For more details and images of his creations go to: www.evanhgermann.com

- Rich Ruoff, founder of Lancaster Roots & Blues Music Festival is excited about this year's event which is expected to draw 12,000 visitors to Downtown Lancaster. There will be 433 Musicians • 73 Bands • 90 Concerts • 12 Stages at the Festival from February 24th thru 26th.
- Alicia Byler and her business partner Leigh Moss are eager to be taking their new online venture 'Telltales Dress' to a brick & mortar location when they locate in the spring in the new Keppel Building. Until then you can shop with them online at: www.telltaledress.com
- Heather Hannon of the Lancaster Recreation Commission announced the date for Open Streets Lancaster as Sunday, May 21st. Open Streets Lancaster is different than a block party or street fair. It is part of a broad City effort to encourage physical activity, help people meet and, make social connections, and re-imagine the City as a place to walk and bike for transportation. They are still looking for some sponsors for this event that continues to grow in size reaching approximately 4,000 people. For information on sponsorship contact: hhannon@lancasterrec.org
- Nicole Vasquez was very pleased to let everyone know that That Shuu Girl will be celebrating their 5th Anniversary on First Friday, March 3rd with a special in-store event that will feature refreshments, raffles, giveaways, and much more!
- Susan Eberly of Alegre Concierge Services reminded everyone that the YWCA Race Against Racism, run for 19 consecutive years, is more important than ever this year, and will take place on Saturday, April 29th at 9AM, and will be held rain, or shine!
The Kick-off Dinner for the Center for Community Peacemaking & Conflict Resolution Service will be held on Thursday, May 4th with Arun Gandhi, grandson of Mohandas Gandhi, author, advocate and founder of the M.K. Institute for Nonviolence as the guest speaker. Anyone interested in sponsorship opportunities for this event can contact: info@ccp.org
- Kathlene Sullivan asked everyone if they planned to attend the King Street Seisun this year on Sunday, March 19th. It is the best and biggest block party in the City and it benefits several non-profits including **Lancaster City Alliance**. Get your tickets here: bit.ly/kss.lca \$2 from every ticket sold from this link will go to Lancaster City Alliance and help support the Merchant Meetings, marketing campaigns, Ambassadors and business programs we initiate throughout the year.

MERCHANT SPOTLIGHT on BrandYourself.com presented by Pete Kistler

Synopsis under separate cover [here](#).

• Upcoming Events

- **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 6th thru 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!
- **King Street Seisun – March 19th**
- **AQS Quilters Convention - March 26th – April 1st** now in its 8th year, will bring thousands of visitors to

Lancaster. Mara Sultan of Discover Lancaster is preparing for their arrival and a “Welcome Quilters” poster is available for you to download & print for your windows [here](#).

- **LAUNCH Music Conference & Festival – April 13 – 16th**
- **Open Streets Lancaster – May 21st**

- **101 N. Queen Street Redevelopment Presentation** – David Martens, President & CFO, Zamagias Properties – The full presentation can be viewed [here](#).

- **Member Intra-Marketing Committee Report**

- **February Welcome Packets**

- In White Salon – 18 N. Queen Street Dave W deliver to Harrisburg Ave.
- Now Listen Here – 317 N. Queen Street (Matt Early) a certificate will be presented by David Aichele and Scott Soost
- Charlotte Shop – 32 W, King Street (opening 2/14) Julia

- **LCA New Business Opening reviewed for additional Welcome Packet deliveries**

- ABC Adorable Baby Clothing - 302 E. New Street Noah
- Gesino’s Italian Specialty Foods – 945 N. Plum Street KCS & Anja
- Beiler’s Donuts – 348 Harrisburg Avenue KCS & Anja
- Almaz Ethiopian Restaurant – 701 E. Walnut Street KCS & Anja
- The Flying Pig Deli & Gourmet – 324 E. Walnut Street Noah

- **Merchant Mixers 2017**

- January Merchant mixer at the Belvedere Inn was a tremendous success and we want to thank them for their generous hospitality.
- April 20– 551 West
- Summer – to be announced
- October 25 – 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**

- **SHOPSMALL DINELOCAL in Lancaster City Campaign**

- Logo created by Good Three Design.
- A slide show was presented to show the 40+ business that have been captures and branded for the **#SHOPSMALL #DINELOCAL Lancaster City Campaign. Sample images attached below.**
- It was decided that the slide show would be presented at the February Merchant Meeting.
- Discussion concerning creating window clings from the new logo. Matt Hannigan will work on some designs to use when this question is brought before the full Merchant committee.
- The images will begin to roll out the week of 2/6/17 and will be posted at least twice a week each week, all year long. Each image will contain the name and location of the business, and the post will share a brief description, with hyperlink to social media, and to website.

- Scott Soost recommends that the posts be personalized whenever possible to reflect the specific owners of these small businesses.
- Social media campaign to extend through all of 2017 up to the introduction of Small Business Saturday and the beginning of the Holiday Season.

NEW Business

- Scott Soost would like to explore possibilities to expand the marketing opportunities that the PARKLancaster app could hold for local small businesses with Larry Cohen. He feels that there are many ways that it could be used as an incentive to attract loyal customers to Downtown Lancaster for shopping & dining.
- Noah Miller would like the LCA social media to share the Lancaster Penn Square Rotary's "Hearts for Lancaster" Valentine's Fundraiser. Kathlene followed up with a scheduled post for Monday, Feb. 6th.

Date and Location for MARCH MIM Meeting – Wednesday, March 1st at Commonwealth Kitchen & Cafe (443 N Mulberry Street) from noon until 1pm. All are welcome!

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