



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

54 in attendance!!!!

MEMBER INTRODUCTION HIGHLIGHTS

- Heather Hannon of the Lancaster Recreation Commission reminded all of 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 volunteers for this event that continues to grow, reaching approximately 4,000 people. For information about volunteering go to: www.openstreetslnc.org
- Melinda Myers, Community & Audience Engagement Manager for the Lancaster Symphony Orchestra shared an exciting Symphony event for Saturday, May 30th Antonin Dvořák's "New World" & Siegel Symphonic Blues Premiere from 3 pm to 8 pm.
- Julia Morrell of Aussie and the Fox let everyone know they will be hosting a series of Tea Party events for Mother's Day 2017. There are only a few seats left for this popular event. Find more information [here](#).
- Christine Harvey of POUR – Craft Food & Drinks let everyone know the Summer Music Series in the courtyard will begin this weekend. In addition, POUR will be taking part in the "Uncork The Night & Help The Fight" event at Excelsior on Friday, April 28th from 6:30 til 10 pm. All proceeds benefit the *Help The Fight*, a local non-profit organization for anyone locally, currently receiving breast cancer treatment and for those needing the necessary screening process to detect breast cancer.
- Susan Eberly wanted everyone to save the date for the 19th Annual YWCA Race Against Racism on Saturday, April 29th starting at Musser Park at 9 am. Individual registrations are still open thru April 23rd, and you do not have to be a runner, feel free to jog, or walk for the cause! Also 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
- Kris Bradley, founder of Lancaster Marketing Group is working with LCA regarding various marketing topics that they mutually think the members of the merchant's group would be interested in learning more about from either a combined Lancaster Marketing Group and LCA event or during a series of presentations to be held at the monthly merchant meetings. He

distributed a short survey for the members attending to fill out and return to get a feel for what to prioritize. Any member interested in being added to the Lancaster Marketing Group can sign up [here](#). Mark your calendars for Thursday, September 14th. The Insight Marketing Conference returns to the Ware Center. Learn more about the all-day event on the [conference website](#) and purchase tickets on Eventbrite at: <https://insight2017.eventbrite.com/?aff=LCA>

- Doug Groff, Lancaster Safety Coalition, invited all to the Lancaster Safety Coalition's Open House Series at 262 Conestoga Street (UGI Building) Lancaster, PA 17603. Stop by to get a tour of the camera monitoring system on May 9 from 11am -2pm, June 13 from 5pm – 8pm, August 8 from 11am -2pm, September 12 from 5pm – 8pm, and October 10 from 11am – 2pm.
- Bob Shoemaker, LCA Project Executive, wants all to know they are invited to the Fulton Theatre on Thursday, April 27th at 4 pm where Pennsylvania First Lady Frances Wolf and Mayor Rick Gray will make an exciting announcement about the arts community that will impact the entire business community. [Click here to view the invitation.](#)
- Mara Creswell McGrann encouraged all to attend the Penn Stone Outdoor Living Spring Open House on Friday, April 21, from 5 until 7pm.
- Amber Liptak, Marketing and Development Director for the North Museum of Nature & Science, was excited to share so many of the upcoming events at the museum including; Earth Day at the Museum – April 22nd and Astronomy Day at the North Museum – April 29. Don't miss a moment of the family fun at the North Museum. Check out their calendar of events regularly [here](#).
- Rachel Reinmiller, owner/chef at Commonwealth on Queen and Commonwealth Kitchen on Queen is excited about her almost sold out Earth Day tribute pop-up dinner [“From the Source”](#) on Thursday, April 20th. There will also be collaborating on a [“Dark Dinner Mixer”](#) with Vision Corps on Wednesday, April 26, from 6:30 to 9:30pm.
- Tim Wenger of Taste the World – Lancaster and Lancaster Tuk—Tuk was excited for the beginning of the Spring season! He encouraged all to join [Taste the World \(Lancaster, Pa.\)](#) for their Saturday morning Spring Brunch walking tour (featuring seven eateries), starting at [Visit Lancaster City](#) Visitor Center, 8:30 to 11 am. Use coupon code "merchant" to get 50% off tickets, while they last. Find details [here](#).
- Evan Germann, owner of Evan H. Germann Cabinetmaker, proudly announced that his wife, will be having a show - Lancaster, A Love Letter - Woodburned Paintings by Jenny Germann, opening for Spring ArtWalk at Red raven Art Company May 5 thru 7th. Lancaster, A Love Letter will feature woodburned paintings that focus on a variety of Jenny's favorite locations and experiences in Lancaster.

Upcoming Events

- **Spring Merchant Mixer at 551 West – April 20th**
- **Cultivate Lancaster Entrepreneurs Forum – April 27th** - register today [here](#).
- **Zenkaikon Eleven – April 28th – 30th**
- [Spring Artwalk – May 6th – 7th](#)
- **SACA Fiesta – May 18th**
- **MEDA World Night Market – May 19th**

- **Open Streets Lancaster – May 21st**
- **Velocity – September 28th** - surprise announcement coming soon about this year's event. Every year the money raised from VELOCITY goes back to support marketing efforts on behalf of all the members of the merchant community.
- **Merchant Anniversaries**
 - **That Shuu Girl Boutique** **5 Years**
 - **LSJ Studios** **1 Year**
 - **Telltale Dress, LLC** **1 Year**

Member Intra-Marketing Committee Report from 4.5.17

MIM Committee SPECIAL Project

#shopsmalldinelocal campaign

- There are now about 70 City of Lancaster businesses, restaurants & cafes represented in the campaign. There are 3 posts a week to the LCA social media platforms to support this campaign.
- There is a running slide show on the large flat screen in the open-plan conference room of the new LCA office space at 115 E. King Street.
- Fig Lancaster will feature the campaign through one of their Fig Contributors Blogs and through their new digital content and social media.
- A more visible link for this campaign is needed and LCA is working on a digital flip-book for their website that would contain all of the images. The Facebook album contains both the images and the information about each business.
- Update on door decals – Survey Question added to March Merchant Meeting Minutes inquiring if the merchants wanted a #shopsmalldinelocal decal to display at their business resulted in 15 responses and all answered YES.

NEW Business

Marty Hulse, President of LEADS, now has a copy of our Anniversary Tracker and will be distributing flowering baskets to mark their anniversaries. They are working on a shoestring budget now so they are targeting the businesses in the central business district, near where the LEADS flowering baskets are hanging.

Date and Location for APRIL MIM Meeting – PLEASE NOTE DATE CHANGE - Thursday, April 5th at SaLa Thai (337 N. Queen Street) from noon until 1pm.

Future Member Spotlights

- May 17 – POUR-Craft Food and Drinks and Wacker Brewing Co. - Christine Harvey
- June 21 – Baldwin’s Dirty Little People Art Gallery - Violet Baldwin
- July 19 – Henrietta Heisler interiors, Inc. – Henrietta Heisler
- August 16 - Now Listen Here – Matt Early
- September 20 - The Pottery Works – Marcia Natale
- October 18 - Excentia – Megan LeFever Titter

- November 21 –

April Welcome Packets to New Business Openings

Catalina's On Orange – 40 W. Orange (Wayne Pagan) *Olé*

Paragon Engineering Services – 252 Harrisburg Avenue, Suite 300 C *Dave W.*

Foltz's Pretzels - 60 N. Queen Street *Amy G*

Steel Peel (Pennsylvania Pizza Company) - 711 Harrisburg Avenue *Matt H.*

Meduseld Meadery - 252 Harrisburg Avenue *Dave W.*

Merchant Mixer 2017

- Spring Mixer on Thursday, April 20th at 551 West
- Summer Mixer Marion Court Room on Wednesday, June 28th
- Fall 'Halloween' Mixer at Wacker Brewing on Wednesday, October 25th

- **Presentation - Lancaster Urban Farming Initiative – Proposal for Vertical Greenhouse in Downtown Lancaster** - Corey Fogarty, Board Chair & Owner of Federal Taphouse

All the materials offered in this morning's presentation can be found at the Lancaster Urban Farming Initiative [website](#) and [social media](#).

- **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, May 17 - 8:30am at The Ware Center.