



Strong Community. Strong Economy. Vibrant City.

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

**MINUTES**

**44 in attendance!**

**MEMBER INTRODUCTION HIGHLIGHTS**

- Melanie Rice from [Escape on Queen](#) described to the group the upcoming Lunch & Learn: Unlocking Cooperation and Collaboration workshop on improving cooperation and collaboration within the workplace. This unique seminar allows participants to put their communication skills to the test through an Escape. The workshop will be conducted by Dr. Julie Morgan, an expert in the field of communications. Look for them on Thursdays, September 7th & 21st, from 10:00 am - 1:30 pm.
- Sky McDonald, R.N. from Lancaster Hematology Oncology Care informed the group about their community outreach program. Recently they collaborated with the Lancaster Recreation Commission about providing education on sun safety.
- Megan Zettlemoyer of [Typothecary Letterpress](#) disclosed that they are planning a Print Crawl with other Downtown Lancaster print businesses for First Friday in September. Follow their social media for details.
- Timm Wenger of Taste the World Lancaster was excited about their next event this Saturday, July 22. The Summer Brunch Tour still has some spaces available. Get your tickets at [www.tastetheworldlancaster.com](http://www.tastetheworldlancaster.com). Timm also reported that TukTukLancaster will be closing at the end of the month due to the denial of permission to operate as a common carrier by the State Public Utility Commission. The bright news is that the CrowdFunding campaign to raise the needed attorney's fees to appeal this decision was within about \$300 of the \$4,000 needed. We all wish Timm the best of luck in this battle.
- Dave Aichele, LCA's Director of Clean & Safe Services, pointed out that the redesigned, *It's OK To Say "No" To Panhandling* campaign postcards had been distributed to all, and that posters were available as well. Anyone needing a supply of postcards to handout at their business, or a poster to display can contact him at: [daichele@teamlanc.org](mailto:daichele@teamlanc.org)

- Kevin Molloy of the Lancaster County Convention Center proudly announced the LCCC is now nine years old and is undergoing its first renovation. Freedom Hall is getting much needed new carpeting, and all the lighting is being replaced with LED lights. These will be energy efficient, and cost effective too! The entrance lobby to the Convention Center is changing to one set of revolving doors, which will also help boost energy savings all year long. Kevin also reminded those attending that there is a major event at the Convention Center this weekend with the rock band Primus performing on Saturday evening to an expected attendance of 4,000!
- Meg Lefever Titter, of Excentia, encouraged everyone to check out the fun night planned at Clipper Magazine Stadium on Saturday, July 29<sup>th</sup> for the Lancaster Barnstormers [2017 Charity Cornhole Tournament!](#) The perfect company outing / networking event for your business! Packages include: Barnstormers Tickets • Beer Tickets • T-Shirts • Donation to Excentia Life Enrichment Services Reserve your spot today by contacting Alex Einhorn - [aeinhorn@lancasterbarnstormers.com](mailto:aeinhorn@lancasterbarnstormers.com)
- Kathy Smeyser, Director of Communications at PCA&D, has a full schedule coming up now that the largest class ever admitted to the school will begin orientations on August 29<sup>th</sup> to September 1<sup>st</sup>. There are Sponsorship opportunities available for the merchant & professional community, as well as requests for donations of coupons, gift cards, or company products for student information bags. Welcome posters are available for your business. Contact Jane Higinbotham, Director of Student Life & Housing at [jhiginbotham@pcad.edu](mailto:jhiginbotham@pcad.edu) or 717-396-7833 x1018.
- Marie Tomassetti from Friendship Heart Gallery let the group know one of their goals this year was to involve their individuals with the downtown, and collaborate with the community in a meaningful way.
- Susan Eberly of Alegre Concierge Services had a full calendar of exciting events to share with everyone. [PINK Lancaster](#) with Happenings the entire month of October. Official 2017 PINK t-shirts coming soon. New this year, PINK Night Out, every Wednesday in October. More details coming soon. October 6<sup>th</sup>. [SouthEast Lancaster Health Services – Over the Edge](#) – rappel event. Rappel 11 stories down Ruoff Towers. October 13<sup>th</sup> [Lancaster Science Factory – A Taste of Science](#) – Foodie & drink event with a twist. November 3<sup>rd</sup> [YWCA Lancaster – Women of Achievement Awards Luncheon](#) – Honoring six deserving “women on a mission” – the unsung heroes in our community. Nominations accepted until August 31<sup>st</sup>. Sponsor opportunities available.
- Jeremy Young, Community & Economic Development Manager for LCA introduced the group to Debbie Bailey, the Manager of Business Services for [Downtown Inc.](#) of York. Debbie has been visiting, and learning more about Lancaster, with the help of Jeremy and Marshall. LCA will be crossing the river to visit Debbie in York very soon. The two cities have much to absorb from each other.
- Heather Dighe of the Lancaster Recreation Commission is excited for [State Rep. Mike Sturla's 6th Annual Back to School Giveaway](#) on Saturday, August 12<sup>th</sup> from 12 to 5pm. Join the Lancaster Rec Team! They have openings for their new Urban Outdoor Fellow role and child care jobs. Learn more [here](#). Also mark your calendars for the [2017 Trick or Trot 5K and Monster Run](#) on Saturday, October 28<sup>th</sup>, from 7:30am until 12pm in Woodward Hill Cemetery! Heather also let the group know that her last named changed from Hannon to Dighe, because since she attended the last meeting she was married. Congratulation Mrs. Dighe!
- The group welcomed Tim Smith, who will be opening a new destination at 28 Penn Square, The Gallery of Modern Masters.

## Music Friday Presentation by John Gerdy

- Music for Everyone now arranges for an underwriter for the Binns Park Concert, and a multitude of street events on the 3<sup>rd</sup> Friday of every month that is dedicated to Music Fridays. Their mission is to cultivate the power of music, and to build it throughout the community. You can help by promoting Music Fridays each month, and if you are interested in sponsoring a musical street performance that evening contact MFE at: [mfelancaster@gmail.com](mailto:mfelancaster@gmail.com)

- **Monthly Spotlight – Henrietta Heisler Interiors, Inc.,** Henrietta Heisler  
Synopsis under separate cover [here](#)

- **Upcoming Events**

- **Lancaster Craft Beerfest – August 26<sup>th</sup>**
- **Latin American Cultural Festival – September 9<sup>th</sup>**
- **Fall Restaurant Week – September 18<sup>th</sup> - 24<sup>th</sup>**
- **Velocity – September 28<sup>th</sup>**
- **Pink Lancaster Month – Advantage Lancaster - October**
- **Fall ArtWalk – October 7<sup>th</sup> - 8<sup>th</sup>**
- **Governor’s Art Award Week – October 21<sup>st</sup> - 26<sup>th</sup>**
- **Fall Merchant Mixer at Wacker Brewing – October 25<sup>th</sup>**

- **Presentation: City Bike Infrastructure Plan & Bike Share Program –**  
Charlotte Katzenmoyer, Director of Public Works, City of Lancaster  
Synopsis under separate cover [here](#).

- **Member Intra-Marketing Committee Report from 7.12.17**

**August Spotlight** will be on Now Listen Here with Matt Early presenting. Future spotlights will be:

- September 20 – The Pottery Works - Marcia Natale
- October 18 – Excentia – Megan LeFever Titter
- November 15 – Good Design – Matt Hannigan presenting

The committee will begin to choose the 2018 Spotlights at the August MIM Committee Meeting.

### [Merchant Welcome Packets](#)

**July** – it was decided that the “It’s OK To Say NO To Panhandling” materials will now be added to all Welcome Packets.

- **Just Scrubz** – 157B E. King Street **Dave Aichele**
- **Cabalar Meat Co.** – 325 N. Queen Street **Scott Soost**
- **The Cellar on Market** – 25 W. King Street **Matt Hannigan**
- **PerkUp & Co.** – 348 N. Queen Street **Scott Soost**

## **MIM Committee SPECIAL Projects**

- SHOPSMALL DINELOCAL in Lancaster City Campaign – the #shopsmalldinelocal stickers are beginning to appear on businesses around town.
- Directory System Sub-committee – Update from sub-committee regarding kiosks. For the time being, until we hear more information regarding costs of kiosks, we can only help with updating content on the website relating to businesses (information, new businesses, etc.). The committee will reach out to members regarding their next meeting.
- Feed the Meter sign update from Lancaster Parking Authority. The LPA has green lighted this proposal and commissioned Kinectiv to design a graphic to convey the message to remind shoppers, and visitors to feed the meters to insure they enjoy their experience in the City of Lancaster.

## **NEW Business**

- With the increase in construction in the Downtown it has been suggested that the MIM committee work on an efficient communications plan to get the word out to local businesses about traffic alerts and to express to the public that the area is still navigable and a vibrant place to shop, dine and visit.
  - o Create a unifying graphic for use on social media to announce news of traffic alerts, or construction developments that highlights the positive aspects of educating the public, while showing a City making progress for the future.
  - o Promote these developments as good news for the Downtown, while communicating that the area is open and ready for shoppers and visitors.
  - o LCA will be working directly with the LNP in an effort to ensure that this positive message is carried to their readers.
- There was a proposal to investigate the possibility of a 2018 #shopsmalldinelocal Coupon Book fundraiser, similar to the Entertainment Books that are sold to support local schools and organization. The book would be printed locally, and feature the #shopsmalldinelocal images of local businesses, cafes, and restaurants, along with a value-added coupon for each. Many variations on this proposal were discussed, including having a debit card, tied to the book that a consumer could carry with them, or having a digital version of the book. This concept is still under discussion and is being led by Scott Soost, of Boutique Tana Kaya, and Matt Hannigan of Good Design.
- The Committee would like to explore ways to see the Downtown Dollars program expand to more merchants throughout the City of Lancaster. Lancaster Downtown Dollars are gift certificates available in \$5 and \$10 increments and are accepted at over 100 merchants in Downtown – including Central Market, galleries, restaurants, and shops. There is NO FEE to the merchant, or business who accepts Downtown Dollars. They are redeemed by Lancaster City Alliance for full face value, and provide an excellent way for consumers to purchase “gifts” that are guaranteed to keep those funds circulating to City of Lancaster businesses.  
Merchants interested in participating in the program should contact the Lancaster City Alliance at [info@teamlanc.org](mailto:info@teamlanc.org).  
A one-line reminder about the Downtown Dollar program will now be added to the bottom of all Merchant Meeting Agendas and Meeting Minutes. It will read:

**Add value to your business with Downtown Dollars Gift Certificates! Merchants interested in participating in the program should contact the Lancaster City Alliance at [info@teamlanc.org](mailto:info@teamlanc.org)**

The results are in from the July Single Question Survey – What are some Merchant Meeting Topics you would like to see in the future?

50% Downtown Development Project Overviews

37.5% Meet the bike Ambassadors & clean Teams

37.5% Learn More About B Corps

#### **SINGLE QUESTION SURVEY for MERCHANT MEETING MINUTES**

- Question for JULY  
Have you ever completed a transaction with Downtown Dollars (either as a business owner, or as a consumer)?
  - Yes
  - No

**Date and Location for August MIM Meeting – Wednesday, August 2<sup>nd</sup> at Molly’s Pub (253 E. Chestnut Street) from noon until 1pm.**

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

**Add value to your business with Downtown Dollars Gift Certificates! Merchants interested in participating in the program should contact the Lancaster City Alliance at [info@teamlanc.org](mailto:info@teamlanc.org)**

**Next Merchant Committee Meeting is Wednesday, August 16 - 8:30am at The Ware Center.**