



Strong Community. Strong Economy. Vibrant City.

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

MINUTES

56 in attendance!

MEMBER INTRODUCTION HIGHLIGHTS

- Melanie Rice of [Escape on Queen](#) let the group know that their Shipwreck Room for Kids is now ready to launch! She was also representing [Lancaster Hematology Oncology Care](#) and told everyone about their community outreach program's available for educational purposes for any local business or organization. To learn more contact: 717-735-3738.
- Rachael Vieni Reinmiller and Sarah Gingrich were excited to share the news about [Playcation 2017](#) that will be held on Saturday, August 26th at the [Prince Street Park](#) and/or [Mayor Janice P. Stork Corridor Park formerly NW Corridor Linear Park](#) for playground games and challenges for children and adults. At 1pm, they move to the rooftop at Tellus360 for a community game. Anyone interested in donating prizes for this community event contact Playcation at: info@playlanc.com
- Megan Lefever Titter of [Excentia](#) was eager to share the news of their September 11th [Women's Giving Circle](#) event at Casa di Flori banquet room at The Inn at Leola Village.
- Susan Bowser, of Fig Industries, was excited to let everyone know about [The Bowtie Bash: A Celebration of Fig's Fall Issue & Mayor Rick Gray](#) held at the Fulton Theatre on Thursday, August 31st from 6 until 9pm. All are invited to join in the tribute to Mayor Gray, so make sure you have a spiffy bowtie, and get your tickets [here!!](#)
- Brendan Stengle, from Music for Everyone, talked about [The Great Big Piano Party](#) hosted by MFE on Saturday, September 23rd, at Spring House Brewing Co. from 6 until 11pm. Music for Everyone is still accepting sponsors for this gala event. Contact at: mfelancaster@gmail.com
- Christine Harvey announced that [Wacker Brewing Co.](#) is now offering their Bohemian Pilsner in six packs. Also, they are planning a Fashion Bus Brunch at [Pour Craft Food & Drinks](#) on Sunday, August 27th.
- Carol Reichler, from Millersville University shared that there will be a very special event on Friday, October 13th from 11am until 5pm. The "Come As You Are" event will be an educational day for women of all ages that will benefit the MU Women's Business Circle which supports women in need.
- Megan Zettlemyer of [Typothecary Letterpress](#) explained more about the [Lancaster Print Crawl 2017](#) that she is hosting on September First Friday, from 5 until 9pm. Stop at any of participating print shops, and businesses to get your poster and map. Follow the map around downtown to each of the shops to complete your poster. If you are interested in becoming a part of the Print Crawl, contact Megan at: megan@typothecaryletterpress.com
- Kathy Smeyser, Director of Communications at [PCA&D](#), thanked everyone for their welcoming their students returning to PCA&D for a new school year. She encouraged everyone to see the current amazing exhibit that runs through September 1st - [Faig Ahmed – Azerbaijan Carpet Art!](#)
- 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 6th. [SouthEast Lancaster Health Services – Over the Edge](#) – rappel event.

Rappel 11 stories down Ruoff Towers. October 13th [Lancaster Science Factory – A Taste of Science](#) – Foodie & drink event with a twist. November 3rd [YWCA Lancaster – Women of Achievement Awards Luncheon](#) – Honoring six deserving “women on a mission” – the unsung heroes in our community. Nominations accepted until August 31st. Sponsor opportunities available.

- Corinn Kirchner of [PPM Real Estate](#) reminded those gathered that PPM is always happy to assist members with real estate advise. They can be reached at: 717-394-3374. Corinn is also the co-chair of Velocity this year and she reminded all that this event is a major fundraiser for Lancaster City Alliance, and that all the proceeds benefit the marketing and promotion of the City of Lancaster! Corinne is collecting door prize gift card donations, with a minimum value of \$15. Anyone interested in donating a gift card for this event please contact her at: corinn@ppmproperties.com She and Susan hope the entire merchant and professional community will come out to enjoy this event that celebrates the City of Lancaster. [Velocity 2017: Celebrating A City Moving Forward](#) will be the best party of the season on Thursday, September 28th at Tellus360 from 5 until 9pm. General admission \$25, and VIP on the 10,000-sq. ft. Rooftop is \$75. Get your Tickets [NOW here!](#)
- David Wenger of [Wellness in Hand](#) is pleased to announce that he is now partnering with Carla Saylor at [Mandarin Rose](#) in offering fabulous Couple Massage Package. To arrange one for your favorite couple contact at: info@mandarinrosepa.com
- Kristin Snyder is celebrating one full month of [Sophie Stargazer Boutique, LLC.](#) in the Keppel Building, on the fabulous 300 Block of North Queen Street in Downtown Lancaster!
- Alan Friedland, owner of [Ream Jewelers](#), announced that they are having a special Inventory Reduction Sale with a beautiful selection of jewelry at savings of up to 40 to 60%!! Time to do some early holiday shopping!
- Chuck Trissler, owner of 551 West invited everyone to the [Community Block Party by Bagnall Shaw, 551 West, LHOP and SoWe](#) between West King, North Pine Streets, West Grant & West Orange Streets, on Saturday, September 9th from 4 until 8pm! They are still looking for about 15 more vendors. If interested contact: ck@401wos.com
- Deborah MacDonald of the [Lancaster Barnstormers](#) was thrilled to announce that the Budweiser Clydesdales are returning to Clipper Stadium on Sunday, September 10th!
- Debbie Bailey, the Manager of Business Services for [DowntownInc.](#) of York returned for a visit to the Merchant Meeting, and with her were the CEO of DowntownInc., Silas Chamberlin, as well as Meagan Feeser, and Stacy McClain.

- **Monthly Spotlight** – Now Listen Here, by Matt Early
Synopsis under separate cover [here](#)

- **Upcoming Events**

- Music Fridays – 3rd Friday of each month
- Lancaster Craft Beerfest – August 26th
- Latin American Cultural Festival – September 9th
- Fall Restaurant Week – September 18th – 24th
- Velocity – September 28th
- Pink Lancaster Month – Advantage Lancaster - October
- Fall Artwalk – October 7th – 8th
- Governor’s Art Award Week – October 21st - 26th
- Fall Merchant Mixer at Wacker Brewing – Oct 25th

- **Merchant Anniversaries Celebration**

- Spice & Tea Exchange – 1 year
- Baldwin's Dirty Little People Art Gallery – 5 years
- The Scarlet Willow Inc – 5 years
- Yorgos - 10 years
- Pennsylvania College of Art & Design – 35 years
- Excentia – 40 years

- **Marketing Seminar: Social Media Marketing – presented by Kris Bradley, founder of Lancaster Marketing Group, and owner of NameSpark.**
Synopsis under separate cover [here](#).

MEMBER INTRA-MARKETING (MIM) REPORT

- September Spotlight will be on The Pottery Works with Marcia Natale presenting.
- Future spotlights will be:
 - October 18 – Excentia – Megan LeFever Titter
 - November 15 – GoodThree Design – Matt Hannigan
 - January 17 – BUZZ
 - February 21 – Escape on Queen
 - March 21 – Telltale Dress
 - April 18 – Levorgoods of Lancaster
 - May 16 – Thistle Finch Distillery
 - June 20 – Evolution Power Yoga
 - July 18 – Citronnelle

Merchant Welcome Packets delivered:

- **Levorgoods of Lancaster** – 104 W. King Street Lane Levorgood *Carla*
- **Pitbullz Pizza** – 752 E. Ross Street Nina Cintron *Megan*
- **Mr. Bill's Fat Crab Café** – 430 Harrisburg Pike Tim Gladfelter *Suzy*
- **Telltale Dress** – 323 N. Queen Street Suite 101 Alicia Blyler and Leigh Moss *Scott*

MIXER

Fall Special Halloween Merchant Mixer at Wacker Brewing on Wednesday, October 25th. The Sign-up Sheet for Merchant Costume Contest Prize donations will be circulated again at the Merchant Meeting. ****Any merchant wishing to donate please contact Carla Saylor at Mandarin Rose at: info@mandarinrosespa.com**

MIM Committee SPECIAL Projects

#SHOPSMALL DINELOCAL in Lancaster City Campaign

- Amy Giangiullio was able to deliver #shopsmalldinelocal door decals to interested businesses in the 200/300 block of N. Queen.
- Directory System Sub-committee had nothing to report at this time.
- Feed the Meter sign update from LPA – this is still in the works with Kinectiv, and Kathlene will have a status update for the September meeting.
- Downtown Construction Communications Messaging Campaign – Marshall reported that after a meeting with the City there is going to be an effort to coordinate with construction projects, and utility companies to manage traffic alerts in a timely manner. He will be meeting with Matt Hannigan of Good Design, and Amber Strazzo, Communications and Marketing Manager of the City of Lancaster to discuss a consumer-friendly design to be used for positive messaging about traffic route changes, or delays, that emphasizes the progress that results for the future of this City by these improvements and construction.
- Scott Soost wanted to suggest that parking spaces not be shut down long periods before a project begins, but closer to the point that it is designated to start.

NEW Business

- **New MIM Committee Member** – Elyse Pollak, the Communications Manager for Lancaster Central Market has joined our group.
- **Velocity 2017 – a Celebration of a City Moving Forward** is the annual fundraising event for Lancaster City Alliance and we hope that all MIM Committee members can attend that evening, and help with ticket sales for this amazing evening. Proceeds from the event fund the projects that the MIM committee recommend, and other marketing efforts that promote the Downtown, and the City of Lancaster! Tickets available at: <https://www.eventbrite.com/e/velocity-2017-tickets-36082900928>

SINGLE QUESTION SURVEY for MERCHANT MEETING MINUTES

Results for **July Single Survey Question**. Have you ever completed a transaction with Downtown Dollars (either as a business owner, or as a consumer)?

YES – 80%

NO - 20%

Single Survey Question for August:

Are you OPEN for business on Sunday?

YES

No

If the answer is YES, would you like to be listed, along with other businesses OPEN on Sunday, in some form of rack card, or flyer? Please leave your information in the comment section.

Take the survey at: <https://www.surveymonkey.com/r/MimQ5>

Date and Location for September MIM Meeting – Wednesday, September 6th at Mr. Bill’s Fat Crab Café (430 Harrisburg Pike) from noon until 1pm.

Let us know the Anniversary of your business by completing this short survey. Go to:

<https://www.surveymonkey.com/s/DIDMIM>

FREE Safety Audits are available for downtown businesses! Contact Dave Aichele at 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

Next Merchant Committee Meeting is Wednesday, September 20 - 8:30am at The Ware Center.