



Strong Community. Strong Economy. Vibrant City.

DOWNTOWN MERCHANT COMMITTEE MEETING
Wednesday, September 20, 8:30 a.m.
The Ware Center at Millersville University – Lancaster

MINUTES

42 in attendance!

MEMBER INTRODUCTION HIGHLIGHTS

- Timm Wenger was excited that [TukTuk Lancaster](#) is up and running and described some of the amazing tours he is now offering. Learn more about them all at: www.tuktuklancaster.com
- Linda Wipple, from the Vista School invited all to Lancaster's Autism Walk for Education that will be held on Thursday, September 28th at 4:30 pm at [The Ware Center - Millersville University](#).
- Jennifer Kiebler announced that [Simply from Scratch Catering](#) is collaborating with [Lancaster Farm Fresh Cooperative!](#)
- Ally Rolland invited everyone to the event that [Friendship Heart Gallery](#) will be hosting during the Governor's Awards for the Arts Week. There will be a [Chalk the Block in Prince Park](#) on Wednesday, October 25th, 1 – 4 pm. This will be a community collaboration, and the finished mural will be captured from the skies via drone!
- Henrietta Heisler will hold a Toy Piano Concert at [Henrietta Heisler Interiors, Inc.](#), 217 W. Walnut St. on Friday, September 29th when [Lancaster New Sounds presents: NAKED EYE TOY](#) from 7:30 – 9:00 pm.
- Kristin Snyder of Sophie Stargazer Boutique, LLC announced that her Maker Series will resume on Friday, September 22nd, when she will be hosting Imagine Goods, a company that partners with vulnerable people around the world to make vintage-inspired products that gives fair wages and creates opportunity.
- Corinne Kirchner of PPM Real Estate was excited to tell everyone about an event that a neighbor on her businesses' block will be hosting on Saturday, October 7th from 10am- 2pm. Festoon's [Lancaster Is Going To The Dogs Day](#) is a rescue awareness event to bring attention to rescues and area shelters. A percentage of proceeds will be donated to rescues, shelters and K-9 Unit. Beginning at 12:30 pm, Festoon will put on a fashion show to showcase their new line as well as walking dogs available for adoption that day! A 'Rescued on the Runway' of sorts!
- Susan Eberly, Alegre Concierge Services, and co-chair of Velocity reminded everyone that [Velocity: A Celebration of The City Moving Forward](#) on Thursday, September 28th is a fundraiser for Lancaster City Alliance that directly benefits the entire merchant community when the funds raised are used to promote and market the City of Lancaster. She hopes to see you all there and Corinne, our other co-chair suggested that VIP tickets would sell out soon at \$75 each, with general admission at \$25. Purchase tickets [here](#). Susan had a full calendar of exciting events to share. [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. On October 6th, the [SouthEast Lancaster Health Services – Over the Edge](#) – rappel event. Rappell 11 stories down Ruoff Towers. October 13th - [Lancaster Science Factory – A Taste of Science](#) – Foodie & drink event with a twist.
- Megan Zettlemyer of [Typothecary](#) reported that the [Lancaster Print Crawl 2017](#) event was a great success with between 400 and 500 attending this inaugural year! Typothecary will be open for the Governor's Awards for the Arts Week and printing a new poster for that event.

- Erica Horning of [Reology Studio](#) let all know that her October First Friday event will include the unveiling of the Mulberry Mural, designed and created by Rachel Cross. They will also be hosting the [Creatively Lancaster Makers Market – October](#) on Saturday, October 14th from 10am-3pm. You will find a carefully curated pop-up market of talented makers hawking their original creations, unique wares, and beautiful designs. Special bonus are Souvlaki Boys and Penny’s Ice Cream Food Trucks!
- Christine Harvey is very excited about the [2nd Annual Biergarten Fest](#) on Sunday, October 1st from 1 til 5pm! Wacker Brewing Co. & Excelsior are throwing a festive beer garden style party with authentic German style beers crafted by Wacker complete with plenty of live entertainment by the Lancaster Liederkrantz Hobby Chor and delicious German foods by Jimmy Duffy’s Catering served in the Courtyard, Terrace and Catacombs at Excelsior.
- Erica Pajol informed the group about the 2018 Rose & Shamrock Festival & Feis that is scheduled for Downtown Lancaster from Friday, February 16 – Sunday, February 18th. The event is expected to bring thousands of visitors to the Downtown.
- Rachael Reinmiller let everyone know how glad she is that [Commonwealth Kitchen & Café](#) is providing the food for the CWS Lancaster Immigration & Refugee Program [“Celebrating 30 Years”](#) at the Visitors Center on Friday, September 22nd.
- John Gerdy of Music for Everyone announced the newest event for the organization will be a “Tellus Takeover.” Sponsorship opportunities are available. Contact: mfelancaster@gmail.com
- Christian of [Beautiful Sin Tattoo](#) introduced himself to the group and told everyone of his hopes to plan a future event that includes all of the City tattoo artists with the goal of supporting local non-profits that benefit children.

- **Monthly Spotlight – The Pottery Works** – Marcie Natale
Synopsis under separate cover [here](#)

- Upcoming Events

- [Fall Lancaster City 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 – October 25th
- [Cultivate Lancaster](#) – December 8th

Open Discussion – Downtown Sidewalk Aesthetics – Merchants Opinions on Sidewalk Signage – Randy Patterson, City of Lancaster

Sign Commission: 1 representative from Godfrey, 1 representative from The Infantree, 1 representative from the community. (All new signs must be approved by the Sign Commission.)

Sandwich Boards:

- A proliferation of sandwich boards in recent years;
- At this moment, the only regulation is that the sign must be in front of your building and cannot be permanently affixed to the sidewalk;
- Must be at least 4” of clearance between the sign and the nearest obstacle.

Should the City establish Design 7 Materials Standards for Sandwich Boards?

Feedback from the merchants:

- The materials and designs should remain up to the individual business.
- This is a creative community and one way that this can be expressed is through the sidewalk signs.
- As long as the signs are not impeding the view of a crosswalk (height requirement might be considered).
- Should consider having something to weight a sign down because in strong winds they blow over.

MEMBER INTRA- MARKETING COMMITTEE PROJECTS UPDATE

MEMBER SPOTLIGHTS

Future spotlights will be:

- October 18 – Excentia – Megan LeFever Titter
- November 15 – GoodThree Design – Matt Hannigan

2018 Spotlights confirmed are:

- January 17 – BUZZ Michael Sirianni ✓
- February 21 – Escape on Queen Melanie ✓
- March 21 – Telltale Dress Alicia Byler ✓
- April 18 – Levorgoods of Lancaster Lance Levorgood ✓
- May 16 – Thistle Finch Distillery Andrew Martin ✓
- June 20 – Evolution Power Yoga Lisa Taylor ✓
- July 18 – Citronnelle Suzy ✓

September Welcome Packets

- **Nicole Taylor Boutique** 325 N. Queen Street **Scott**
- **El Jardin Flower & Garden Room** 258 N. Queen Street **Scott**
- **The Freinschaft Market** 398 Harrisburg Pike Josephine & Josh Stoltzfus **Olé**
- **My Aunt Debbie** 336 N. Queen Street Debbie Serdy **Scott**
- **Om Hair Studio** 131 N. Water Street **Olé**

*In the past 3 months, this committee distributed Welcome Packets to **14 NEW businesses** in the City of Lancaster!*

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 for any member present who would like to donate. Any who may not be able to attend can contact Carla Saylor at: info@mandarinrosespa.com

We Noticed Campaign

A slideshow of the images submitted over the past three months was shown. There were 14 #wenoticedlancastercity submissions. Keep POSTING!

MIM Committee SPECIAL Projects

- **SHOPSMALL DINELOCAL** in Lancaster City Campaign – 130 images to date. To be included in a slideshow presentation at Velocity, and were shown at the September Merchant Meeting.
- **Feed the Meter** sign update from LPA – a PDF of the sign will be shown at the October Merchant Meeting.
- Scott Soost reported serious concerns with the Parking Kiosks being malfunctioning on the 300 block of N. Queen, and repairs on the part of LPA taking several days, leaving consumers to wander the block in search of a way to feed a meter.
- Downtown Construction Communications Messaging Campaign – Amber reported that she and Marshall are meeting this week with committee member, Matt Hannigan of GoodThree, to refine a visual messaging concept for this campaign.
- Coupon Book Marketing Committee Report – Scott Soost distributed a very detailed report on the Coupon Book Proposal. There was discussion about a phone app that sparked interest. The committees will continue to research this proposal.

NEW BUSINESS

SMALL BUSINESS SATURDAY 2017 – NOVEMBER 25!

Lancaster City Alliance has applied to once again become a Neighborhood Champion for Small Business Saturday for American Express. A number of suggestions were discussed but the one that resonated with the group involved a “Small Business Saturday Poster Contest.” This would be an event modeled after the recent “Print Crawl” by Typothacary. A unique Small Business Saturday poster, that also incorporated our #shopsmall #dinelocal brand would be created, and printed, then distributed to participating businesses. Consumers would be encouraged to take their posters around to as many of these businesses as possible to get them “Stamped” with a unique rubber stamp. Completed posters would be dropped off at a single location, such as The Visitor’s Center. Posters with the most stamps would be entered into a drawing to WIN prizes of Downtown Dollars. Factors to be researched:

- Design of Poster (Matt Hannigan)
- Cost of reproducing poster
- Cost of stamps and ink pads.

Kathlene to consult with Megan Zettlemyer regarding on her planning for Print Crawl, and get specs on design and cost estimates to report back at October meeting.

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 ONLY fundraiser of the year. 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! **GET. YOUR. TICKETS. NOW. [HERE!!](#)**

SINGLE QUESTION SURVEY for MERCHANT MEETING MINUTES

Survey Question for September: Do you decorate your space for Halloween?

- Yes
- No

Leave your reply [here](#)

OPEN DISCUSSION

Susan Eberly announced that the YWCA Lancaster has made their selection for their annual [Women of Achievement Luncheon](#) on Friday, November 3rd. She was very pleased to share with the group that both Henrietta Heisler and Kathlene Carroll Sullivan have been chosen as two of the 6 honorees this year. We congratulate both of them!

Lancaster City Halloween Merchant Mixer at Wacker Brewing Co | Wednesday, October 25 | 5 - 8pm

Date and Location for October MIM Meeting: Wednesday, October 4th at Annie Bailey’s Irish Public House
28-30 E. King Street | Noon- 1pm | All are welcome!

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, October 18th, at 8:30am at The Ware Center.