



Strong Community. Strong Economy. Vibrant City.

DOWNTOWN MERCHANT COMMITTEE MEETING
Wednesday, October 18, 8:30 a.m.
The Ware Center at Millersville University – Lancaster

MINUTES

35 in attendance!

MEMBER INTRODUCTION HIGHLIGHTS

- Kathlene introduces Anne Williams, new Director of Communications for Lancaster City Alliance.
- Vanessa Mc Call Lee, owner of Angel Doll Company, looking for tips on getting shoppers in her space at Hardware Lofts Mall. She is having a grand opening celebration for November First Friday. She will have John Gosslin as a DJ, a face painters, and balloon twisters! If you are in the areas between 5-9pm, please stop by.
 - Friendship Heart Gallery invited everyone to continue their celebrations for the Governor's Awards at [Chalk the Block](#) happening Wednesday, Oct. 25th in Prince Street Park from 1 til 4pm!
- Kevin Malloy from the Lancaster County Convention Center let everyone know that the Voice of the Apostles group returned this week, with approximately 4,000 attendees.
- Excentia – is offering two team building for businesses exercise during Extraordinary Give, please consider participating. Perfect opportunity for a small business to take part in the ExtraGIVE1 Contact Megan Lefever titter at: mlefevertitter@ourexcentia.org
- Corinn Kirchner of PPM Realty was excited to announce that the Keppel Building will be welcoming a retailer this fall who is moving from Lancaster County, into exciting Downtown Lancaster!
- Susan Eberly of Alegre Concierge Services reminded all that LCA's Kathlene Carroll Sullivan will be honored at YWCA Lancaster's Women of Achievement Awards Luncheon on Friday, November 3rd, and tickets are still available for this fundraiser [here](#).
- Velocity co-chairs Susan Eberly, and Corinn Kirchner offered thanks to everyone who came out to support this fundraiser for Lancaster City Alliance this year. They would also like your feedback on what you thought of the experience. Take a short survey to help us prepare for Velocity 2018 [here](#).
- Kathy Smeyser, Director of Communications for PCA&D invited all to attend the 9th Annual Mosaic Project running from Saturday, Oct, 21 – Thursday, October 26, from 8am – 5pm. Kathy was proud to inform the group that a former Mosaic Project artist is now painting the official portrait of former First Lady, Michelle Obama.
- Amy Banks, Arts Communications Manager for the Ware Center, expressed their excitement for the 2017 [Governor's Awards for the Arts Week](#). The Ware Center will host a "Tunes At Noon" from Monday, Oct 23 – Thursday, Oct 26th. Bring your lunch and munch in the Lyet Lobby of the Ware Center while listening to local artists representing different music genres. The Ware Center is also presenting Pennsylvania Ballet II, considered Pennsylvania Ballet's "Community Ambassadors" on Wednesday October 25 at 7pm. This performance is free, but a reservation is necessary. Reserve your seat [here](#)!
- The group welcomed a new member, Julie Kennedy, owner of [Primitive Threads](#), a fashion shop for the young at heart that will be opening in The Keppel Building on the 300 Block of North Queen Street.
- Zach Richardson, with Tim Smith, owners of The Gallery of Modern Masters that recently opened on Penn Square observed that "Lancaster should be a role model on how to welcome new businesses. "

• John Gerdy of Music for everyone was excited about their contribution to the Governor’s Awards for the Arts Week Celebrations. [All Four Lancaster](#), musical walking tour throughout the city featuring 12 hours of music starts at Modern Art at 10:30am and continues around the City til 10:00pm.
John would also like everyone to support the MFE fundraiser, [The Tellus Takeover](#) on Thursday, November 9th at 6pm!

Monthly Spotlight – Excentia – Chris Shaak, CEO, Synopsis under separate cover [here](#) and also [here](#).

UPCOMING EVENTS:

- [Governor’s Art Award Week](#) – October 21st - 26th
- Fall Merchant Mixer at Wacker Brewing – October 25th
- Extraordinary Give – November 17th
- Lancaster City for the Holidays – November 24th – December 31st
- Small Business Saturday – November 25th

Extraordinary Give Presentation – Tracy Cutler, Lancaster County Community Foundation Synopsis [here](#)

- **Member Intra-Marketing Committee Report**
- **SHOPSMALL DINELOCAL in Lancaster City Campaign** – 100 images to date.
- Feed the Meter sign to remind consumer to feed the meter is under review with input from committee members with LPA.
- Downtown Construction Communications Messaging Campaign – Amber, Marshall and Matt were able to meet since our last meeting and the result was a logo created by Matt Hannigan of Good Three for a Progress in Process branding. The completed graphic is now in use by LCA and City of Lancaster for traffic alerts on social media and email blasts.



NEW BUSINESS

This year Lancaster City Alliance will once again be a Neighborhood Champion for Small Business Saturday and we want to have a promotion that energizes the community as much as last year’s “ShopSmallSelfie” campaign. For 2017 we are proposing a #ShopSmall Poster Crawl! Shoppers would pick up a blank #ShopSmallWithUs poster at participating merchants and take them around the city to get stamped at as many of the #ShopSmallWithUs businesses listed on our Facebook Event Page. They would then stop by the Visitor Center to show their completed poster to fill out a chance to enter a random drawing with (2 – 3) top prizes of \$100 is Downtown Dollars! We would like to see how many are interested in participating in a #ShopSmall Poster Crawl. If you would like to participate, please contact Kathlene Sullivan at: ksullivan@teamlanc.org

SINGLE QUESTION SURVEY FOR OCTOBER

Would you like to participate in #SHOPSMALL for Small Business Saturday this year? Answer [here!](#)

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

**Next MIM Meeting – Wednesday, November 1st at Penn Square Grill (2 E. King Street) 12- 1pm
All are welcome!**

OPEN DISCUSSION

- Convention Center hired HVS to do an impact study on convention center. They may be talking to a few merchants as part of the study. If someone from HVS is calling to ask about impact of convention center event, please take the time to speak with them and provide input. We are looking for things that we may not get when just speaking with convention center users.
- Annie Weeks noted that the highest attended Governor's Awards for the Arts Ceremony was 1400, we are doing one final push to reach high numbers.
- An exciting return of PhotOlé Photography's mobile art gallery [Parked](#) for Governor's Art Awards week on Tuesday, October 24th. Parked will be parked outside of PCA&D and you can schedule your own instant self-portrait session [here!](#)
- During Art Parade there will be bleachers in the PCA&D art garden. Every school in the county was invited to participate in the parade. Hotel Occupancy is reported to be up.

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, November 15th, at 8:30am at The Ware Center.