



Strong Community. Strong Economy. Vibrant City.

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

**MINUTES**

**78 in attendance!**

**MEMBER INTRODUCTION HIGHLIGHTS**

- Marshall Snively, President of Lancaster City Alliance introduced our special guest, Mayor Danene Sorace, and thanked her for joining us at the April Downtown Merchant Committee meeting.
- Heather Dighe, Executive Director of Lancaster Recreation Commission invited everyone to participate in [Open Streets Lancaster 2018](#) on Sunday May 20th from 11am until 3pm. Open Streets Lancaster creates blocks of safe, **car-free** streets so that residents can walk, bike, shop local goods, participate in spontaneous play activities, and get to know one another.
- Amber Strazzo, Communications & Marketing Manager let everyone know that [LEADS](#) will be hanging the flowering baskets around Downtown Lancaster on Sunday, May 20<sup>th</sup> starting at 8am. You can Adopt-A-Flower Basket for yourself, or your business [here](#).
- Christine Harvey of POUR-Craft Food and Drinks was excited about their upcoming Earth Day Wine Tasting on April 22, and Mother's Day Brunch on Sunday, May 13<sup>th</sup>. [Reservations](#) are required.
- John Gerdy, Executive Director at Music for Everyone let everyone know about ["The Great Big Piano Party"](#) event on Saturday, April 28<sup>th</sup> from 6:30 to 10:30pm that will celebrate nine years of magical musical street scenes in Lancaster through "Keys for the City." Tickets are available [here](#).
- Sammi Simmons of Lancaster Galleries announced that they will be hosting a Benefit Art Auction in support of the [Mount Gretna School of Art](#) on Sunday, April 22<sup>nd</sup> from 3 until 5:30pm
- Susan Eberly of Alegre Concierge Services reminded those attending that the 20<sup>th</sup> Anniversary of the [YWCA Lancaster – Race Against Racism](#) is Saturday, April 28<sup>th</sup>! Team registrations are now closed but individuals can still register online right up until April 25<sup>th</sup> at 11:59pm. Register [here!](#)
- Emily Landis, Executive Director of [The Lancaster Science Factory](#) is looking forward marking their 10th Anniversary with great new programs and events for the future and invites all to explore them on [TLSF website](#).
- Megan Zettlemyer, owner of [Typothecary Letterpress](#), announced the 2<sup>nd</sup> annual Lancaster Print Crawl 2018 for Friday, September 7<sup>th</sup>!
- Schirlyn Kamara of [Nu Life at Nimble Thimble](#) spoke about volunteer opportunities at Nu Life, and this summer's [Youth Go Green Camp](#).
- Kathleen Smyser, Director of Communications for PCA&D invited all to attend the [2018 Senior Show & Celebration](#) during First Friday in May (May 4<sup>th</sup>) from 5 til 8pm.
- Kevin Molloy, Executive Director of the Lancaster County Convention Center requests your input as they study the convention center impact on the local economy and community. As a merchant, or business owner your input is vital, please take a moment to complete this brief survey at <http://bit.ly/lancccsurvey>
- Zac Nesbitt, chairperson for the [Lancaster Pride Festival 2018](#) was in attendance to update everyone on plans for this year's event on Sunday, June 24<sup>th</sup> from noon until 6pm. Lancaster Pride, an annual celebration of Lancaster County's LGBTQ communities and their allies, is moving to a new location, dropping its \$5 entrance fee and adding a

beer garden this year. The event will run the length of Water Street from Conestoga to James and is expecting a record audience of 10,000. Donation and sponsorship opportunities will soon be updated on their [website](#). For details contact Zac directly at [z.thomas.nesbitt@gmail.com](mailto:z.thomas.nesbitt@gmail.com) or 717-330-6199.

### **Monthly Spotlight – Levengoods of Lancaster** presented by Lane Levengood

Click [here](#) for synopsis.

**Member Milestone & Anniversaries** (see attached list) – Mayor Sorace joined Marshall Snively in recognizing the significant merchant anniversaries for the beginning of the year.

### **Lancaster Public Art Presentation** – Joanna Davis

Full presentation available [here](#).

### **UPCOMING EVENTS:**

- YWCA Race Against Racism – April 28<sup>th</sup>
- Cultivate Lancaster Entrepreneurs Forum- May 3<sup>rd</sup> @ The Candy Factory
- Barnstormers Opening Day – May 4<sup>th</sup>
- Spring Lancaster ArtWalk – May 5<sup>th</sup> & 6<sup>th</sup>
- **DAS Conference – May 8 – 10<sup>th</sup>**
- MEDA World Night Market- May 18<sup>th</sup>
- Open Streets Lancaster- May 20<sup>th</sup>
- Red Rose Run – June 2<sup>nd</sup>
- **Merchant Mixer @ Kefi at Yorgos – June 14<sup>th</sup>**
- Lancaster PRIDE – June 24<sup>th</sup> on Water Street
- Celebrate Lancaster – June 29<sup>th</sup>
- Print Crawl – September 7<sup>th</sup>
- Lancaster Printers Fair – September 14 & 15<sup>th</sup>
- **Velocity 2018 – September 27<sup>th</sup>**

### **Merchant Advocacy Discussion Continued**

• **Extended Outdoor Dining Season** – since our last meeting Amber Strazzo has forwarded a list of all businesses that currently have an existing outdoor dining permit with the City of Lancaster. They included 29 restaurants & cafes across the city. Lancaster City Alliance will conduct a single question survey that will ask if the individual is in favor of changing the existing City Ordinance to extend the dining season to all year, except in the case of snow emergencies. If consensus is achieved, this suggestion will be presented to the City and City Council.

• **Allowance for Sidewalk Sales** – the suggestion was made that a broader range of opinions of retailers from the City of Lancaster needs to be gathered to discover what is desired before moving forward. Lancaster City Alliance proposes creating a multi question survey on this issue to be distributed to those merchants that have the required sidewalk dimensions per ADA standards and their desire to have sales.

### **Member Intra-Marketing Committee Report**

**May Member Spotlight** will be on BUZZ with Michael Sirriani presenting.

Future Spotlights are:

June 20 – Evolution Power Yoga with Lisa Taylor

July 18 – Citronnelle with Chef Rafael Perez and Susan Louie

August 15 – Thistlefinch Distillery with Andrew Martin

**Lancaster City Merchant Mixer** – Thursday, June 14<sup>th</sup> – Kefi at Yorgo's.

- **Downtown Dollar “How-To” sheet review.** Lancaster City Alliance Director of Communications, Anne Williams prepared this updated “How-To” as an info sheet that can be shared at Merchant Meetings, on the LCA website, and distributed to participants, and prospective merchants, that completely explains the program. Committee members offered some suggestions for changes and additions on the sheet, and it will be distributed at the April Merchant Meeting.

- **DAS Conference** – May 8 thru 10<sup>th</sup> with a “Downtown Lancaster Experience” scheduled for Wednesday, May 9<sup>th</sup>. See attached flyer.

- This is the largest travel center show in the country, with an estimated 500 attendees returning to Downtown Lancaster. On Wednesday evening the group will have free time when they are encouraged to explore the downtown, and DAS is providing each attendee with Downtown Dollars to spend.

#### **NEW BUSINESS**

- Loryn Spangler Jones reports that Thursday, December 13<sup>th</sup> has been chosen as the date for the 2018 Lancaster Shops Late.

- Lancaster City Alliance will be discussing the possibility of some form of free parking promotion for Small Business Saturday and Lancaster Shops Late with the Lancaster Parking Authority. They will be proposing a partnership with the merchants on these events.

#### **Single Question Survey for April Meeting**

Single Question Survey for April: Are you a Merchant that accepts Downtown Dollars? Answer [here!](#)

#### **Open Discussion**

- There was a discussion about concerns of increased aggressive panhandling and homelessness in the core downtown. Some merchants shared that individuals have entered their places of business to solicit.

- It was noted that there has been a rise in the number of incidents in the downtown involving K2 use and overdosing. It was asked if information could be made available to offer best practices for merchants to deal with these situations. There is information regarding panhandling and emergency numbers regarding panhandling. The Bike Squad will deliver that information again.

- The City and LCA/DID will prepare a resource card to distribute that will assist merchants and their staffs to deal with these issues with important numbers to call.

- Lancaster City Alliance President, Marshall Snively suggested that the matter warranted a special meeting of the Merchants that would include representatives from the Lancaster City Police Department, Public Health officials and homeless services. If not before, the May 16<sup>th</sup> merchant meeting may be devoted to this topic.

### **Next Meeting – May 16th**

Please let us know the Anniversary of your business by completing the following short [survey](#).

***Add value to your business with Downtown Dollars Gift Certificates!***

Merchants interested in participating in the program should contact the Lancaster City Alliance via email at [info@teamlanc.org](mailto:info@teamlanc.org) or by calling 717-394-0783.



## April 2018 Member Milestones & Anniversaries

### 1 Year

- Slice of Brooklyn
- 247 Sneaker
- Escape on Queen
- Molly's Pub

### 5 Year

- Citronnelle
- Melinessence
- Gypsy Kitchen
- Modern Art
- Salon 717
- Hidden Treasures
- Wellness in Hand
- Subway

### 10 Year

- Lancaster Science Factory
- Annex 24
- Richard Waine Photography
- Bed and Bath Affair

### 15 Year

- Cocina Mexicana