



LANCASTER CITY MERCHANT COMMITTEE MEETING AGENDA

Wednesday, June 20 | 8:30- 9:30 a.m. | The Ware Center | 42 N. Prince Street

- **Introductions/Announcements**
- **Monthly Spotlights – Evolution Power Yoga – Lisa Taylor**
- **Upcoming Events:**
 - Lancaster PA Pride Fest – June 24
 - Celebrate Lancaster – June 29
 - Lancaster Craft Beerfest – August 15
 - Print Crawl – September 7
 - Lancaster City Restaurant Week – September 10 – 16
 - Lancaster Printers Fair – September 14 & 15
 - Velocity 2018 – September 27
- **So, You're Saying There's A Chance: Regaining Hope That Your Social Media Efforts Aren't a Total Waste of Time** – As algorithms change & user privacy concerns rise, it's become clear that social media platforms aren't all they once were for local businesses, organizations, and nonprofits. Amidst the uncertainty there still are plenty of ways you can use these channels to engage with your customers & benefit your business. This presentation will highlight tips to make the most out of your social media platform. **Presented by** Mike McMonagle, owner [MCKLCO mktg](#)
- **Member Intra-Marketing Committee Report**
- **Open Discussion**

Next Meeting – July 18

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 or by calling 717.394.0783.