



Strong Community. Strong Economy. Vibrant City.

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

**MINUTES**

**41 in attendance!**

**ANNOUNCEMENTS**

- Marshall welcomed a familiar face to our Merchant Meeting and announced that we would all be seeing a lot more of Lori Herr (formerly of The Hotel Lancaster) since this is her very first day as the new Administrative Assistant for Lancaster City Alliance.
- Another person that is familiar to everyone now has a new title. David Aichele was named the Executive Director of the Downtown Investment District (DID). This is a well-deserved promotion for Dave as he has been working behind the scenes in the DID for years and is well equipped to serve in the position. Marshall will continue to be involved with the Merchant Committee.
- Bob Shoemaker, past President of Lancaster City Alliance and a guiding force for these last five years will be retiring on Friday, June 29. If you see him around town between now and then, be sure to wish him well!

**MEMBER INTRODUCTION HIGHLIGHTS**

- Jack and Chelsea Zawisa of [Harvest Moon Bagel Co.](#) announced that they will soon be opening a location in Downtown Lancaster at the site of the former Columbia Bakery (47 N. Queen St.).
- Susan Eberly of Alegre Concierge Services announced that the nominations for the [YWCA Lancaster “Women of Achievement” Awards](#) are now open. If you know of a woman that you would like to nominate download the application [here](#). All applications are due by July 20<sup>th</sup>!
- Corrine Kirchner of PPM Real Estate let the group know that they are now handling 3 newly renovated, attractive floors of commercial space (751 sq. ft. each), including a penthouse space, all with elevator access, in a prime downtown Lancaster location above Dipco. Anyone interested can contact (717) 394-3374.
- Corrine, as chair of Velocity, with Susan Eberly her co-chair, announced that there will be a surprise interactive experience on the second floor of Tellus360 this year and that both VIP and General Admission ticket holders will have a chance to join in the excitement! Also Corrine announced that the VeloCity 2018 committee is now accepting applicants for the [Velocity Fashion Show](#), [Velocity Food Vendors](#), and [Velocity Cocktail Competition](#)! Click on the links for all the details.
- Kristin Snyder, owner of Sophie Stargazer Boutique is working with [ASSETS](#) on her B Corp Certification. Congratulations Kristin!
- Adriana Aurora Auriga, Director of Outreach and Resources at [The Common Wheel](#) is excited that their 4<sup>th</sup> Birthday Party Event will be at their Common Wheel Bicycle Shop location at 324 N. Queen St. on First Friday, July 6. Stop by for a Pop-Up Park, Judged Pie Contest, and more!
- Rachael Vieni Reinmiller is also excited about [The Common Wheel 4<sup>th</sup> Birthday Party](#). She will be providing the \$5 after 5 pop-up featuring delicious BBQ food (vegetarian options available!) for the festivities.

- Alicia Byler, owner of Telltale Dress was also present at the meeting and all were pleased to hear that she is the newest member to the Downtown Investment District Board of Directors. Congratulations Alicia!
- Lisa Taylor of Evolution Power Yoga has had her business in the City for 17 years and this is her first Merchant Meeting. We hope to see her again.
- Megan Zettlemoyer reminded everyone that the popular Print Crawl will take place again this year on Friday, September 7.
- Wyatt Behringer introduced himself in the new Marketing & Communication Manager for LOOP. You can contact Wyatt at [WyBehringer@cityoflancasterpa.com](mailto:WyBehringer@cityoflancasterpa.com)
- Tim Miller also introduced himself as the new Executive Director of the [Lancaster Safety Coalition](#). Tim comes from York County, where he most recently worked as Chief Operating Officer of [Downtown Inc., York, PA](#), for which he created and implemented programming to build a safe and more walkable urban center.
- Milzy Carrasco, the new [City of Lancaster Director of Neighborhood Engagement](#) introduced herself to the group to explain the series of Neighborhood Block Parties that she is organizing throughout the city this summer. Several of the events will be near local businesses and organizations present today and so she will be reaching out to offer ways for all to participate. Milzy has an office in City Hall and is always available should anyone have any questions, or concerns. She can be reached at [mcarrasco@cityoflancasterpa.com](mailto:mcarrasco@cityoflancasterpa.com)

**Monthly Spotlight – Evolution Power Yoga** presented by Lisa Taylor, with Maria Weaver, Executive Director of AIM. Click [here](#) for synopsis.

#### UPCOMING EVENTS:

- Lancaster PRIDE Fest – June 24 on Water Street
  - 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](#). Full presentation [here](#).
- **Member Intra-Marketing Committee Report**  
Future Spotlights are:  
**July 18** – Citronnelle with Chef Rafael Perez and Susan Louie  
**August 15** – Thistlefinch Distillery with Andrew Martin  
**September 19** – The Common Wheel  
**October 17** – Space  
**November 21** – Music for Everyone  
**January 16** – Cabalar Meat Co.

- **June Welcome Packets**

**Amorette** – 401 N. Prince Street **KCS**

**Redeux Vintage** – 17 N. Prince Street 2nd Floor **Matt H.**

**Junior's Market** – 923 S. Duke Street **Amber**

- **Lancaster City Merchant Mixer** - Thursday, June 14 – Kefi at Yorgo's - was a tremendous success with 30 in attendance. The new event space at Yorgos is delightful and our hosts provided a warm welcome. Highly recommend!

### **Small Business Saturday 2018 – Saturday, November 28 “Tell Me Your Shop Local Lancaster Story”**

- Matt Hannigan will work with the committee to create a graphic based on our #shopsmalllocal brand that incorporates our theme and the Small Business Saturday logo.
- Shopping downtown is like going on a treasure hunt. There are treasures everywhere. Finding the perfect treasure for your treasured loved ones in the shops and galleries of Downtown Lancaster, is an adventure.
- Taking time to explore the shops and galleries for a special gift is an act of love.
- Committee will reach out to Loryn Spangler Jones to if she was able to locate the source of the pavement decals that were used so effectively during the Governor's Arts Awards. The committee will then research pricing.
- Committee will reach out to Megan Zettlemyer for an update on her project to find a way to customize for different parts of the City in order to create a SBS selfie/location contest.
- Kathlene will research pricing on a custom SBS Selfie Frame that can be repurposed for future events.
- The SBS “Merch Pickup” procedure must be established.

### **Follow up on the May Merchant Meeting Discussion of Downtown Panhandling/Loitering Discussion with Public Service Representatives**

- The committee agreed that there needs to be a follow up report on this issue for the June Merchant Meeting.
- Dave Aichele has been in touch with many of the Public Service Representatives about the discussion and is planning a meeting with the entire group to continue the discussion.
- Olé suggested portable showers.
- The committee would like to be part of the discussion about a handout that can be made available to the business community that is an updated and complete list of community meals, shelter, counseling, and homeless services.
- The conversation also included an examination of the “Who To Call” list circulated by [Neighbors United](#). We would like to have Dave Aichele assist in reviewing the list and updating it for handouts to the Lancaster City business community.
- There is no single, simple, solution to the problem because there is no single, simple cause for panhandling.

**Date and Location for July MIM Meeting Take Note – THURSDAY, July 12 at Shot and Bottle (2 N. Queen Street). All are welcome.**

## **Next Merchant Meeting – July 18 at The Ware Center**

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.