



Strong Community. Strong Economy. Vibrant City.

DOWNTOWN MERCHANT COMMITTEE MEETING
Wednesday, October 17, 2018 - 8:30 a.m.
The Ware Center at Millersville University – Lancaster

MINUTES

44 in attendance!

MEMBER INTRODUCTION HIGHLIGHTS

- Jim Warden introduced himself as the proud new owner of Lancaster Trophy House. Jim has been a long-time employee and bought Lancaster Trophy House when the former owners retired. He is moving the business to a new location next week at 29 E. King Street.
- Gary Davis of The Hotel Lancaster was excited to announce that their restaurant in the hotel will be opening on Wednesday, November 28. “The Imperial” will offer world-fusion cuisine.
- Rachael Vieni Reinmiller let everyone know that Commonwealth on Queen will be partnering for the Extraordinary Give on November 16 with Vision Corps for two special events and that she will be working with Create Karma on an ExtraGive partnership event. Stay tuned for details.
- Maureen Wheeler, Community Relations Manager for the Lancaster Barnstormers is very excited about upcoming holiday events at Clipper Magazine Stadium. She hopes that all will join them for a Winter Wonderland of family fun that opens with a [Christmas Spirit Light Show](#) (Nov. 21 – Dec. 31) This mile-long holiday tour of thousands of color changing lights in holiday displays will be self-guided around the stadium with lights dancing in time to a musical accompaniment on your car radio. Learn about all of the magical events during [Christmas in the Ballpark!](#)
- Laurie Moir, Director of Development for Lancaster Housing Opportunity Partnership (LHOP) wanted all to know that the LHOP Annual Breakfast 2018 will be taking place on Friday, November 16 at 7:30am and is the perfect way to start off your ExtraGive day. You can end it with LHOP too when you join them, and 7 other partnering organizations for Karaoke on the Square at the Fulton Bank Quadrant of Penn Square from 5 until 8pm November 16. Please share this event with your co-workers and if anyone is interested in performing a solo in the Square that evening reach out to Laurie at lmoir@lhop.org
- Jenny Leister of 10,000 Villages Downtown Lancaster let all know that they are celebrating “Free Trade Month” thru October and to look for special events every Saturday on their social media. Also, a reminder that [Storytime on the Carpet](#) happens every Thursday at 11 am and this month they are reading [The Wheels on the Tuk Tuk](#).
- Abby Baer, Executive Director of [The Demuth Museum](#) is excited to be participating in the Extraordinary Give and plans lots of special events for this year, including opening the historic Demuth Tobacco Shop for some. This historic site first opened for trade in 1770.
- Meg Lefever Titter of [Max’s Eatery](#) will be “painting” Max’s blue & orange on Friday, November 16 as they partner with Lancaster Recreation Commission for the Extraordinary Give. They will also be hosting a Happy Hour for The Junior League of Lancaster! Other special events on their calendar include a special [Sunday Supper](#) on Sunday, November 11.
- Alicia Byler of Telltale Dress announced that they plan to move their location to 334 N. Queen Street (former home of Space). They are excited by this opportunity to have a street level window again. Anyone interested in their

beautiful, historic space on the second floor of The Keppel Building (perfect for an office) should contact PPM Realty at 717-394-3374

- Adriana Atencio, Director of Outreach & Resources for The Common Wheel is gearing up for a partnership with [CWS – Lancaster Immigration & Refugee Program](#) for the 2018 Extraordinary Give. She also wanted to point out that “Bike Parking” is always free!
- Christine Moore, manager of Seasons Lancaster is working on adding excitement and vitality to their store events and would appreciate any suggestions on partnerships with individuals who would be able to organize a Poetry Slam, or anyone who knows of bartenders that are available for these events. Contact at Christine@seasonstaproom.com
- Kathlene Carroll Sullivan suggests Dave Murray, owner of [Good Spirits Lancaster](#) for all bartending needs.
- Alan Freidman, owner of Ream Jewelers is hosting their [Ultimate Ring Event](#) this weekend. There will be several special offers including buy one wedding band, get one 50% off!
- Mara Clements, owner of [MoreSPACE](#), introduced herself as attending her first Merchant Meeting. She is a professional organizer for homes & businesses. MoreSPACE exists to empower their clients to own their peace by reclaiming their space.
- Violet Baldwin is one of the planners of the International Women’s Day Event that will be celebrated on March 8, 2019. She is looking for local venues to participate in the event. If interested contact Violet at violet41278@gmail.com
- Wyatt Behringer, Communications & Marketing Manager for the Lancaster Office of Promotion was eager to present on Lancaster City for the Holidays but also wanted to remind everyone that the Special Halloween Merchant Mixer will be at Springhouse Brewing Co. on Wednesday, October 24 and hopes to see everyone there (in costume). He is still collecting prizes for the costume contest and if you would like to make a donation of a gift card, or item, drop them to him at the Visitor Center, 38 Penn Square.
- Corrine Kirchner of [PPM Real Estate](#) was thrilled to announce that Lancaster Dispensing Company will re-open on Monday. This also means that the renovations on the top three floor of office space are complete and now available for lease. Prime downtown location in an historic building with views of Lancaster Central Market. For more details contact (717) 394-3374.
- Brendan Stengle, Assistant Executive Director for Music for Everyone invited all to attend the [Tellus Takeover](#), an amazing evening at Tellus360, on Thursday, October 25 from 6 p.m. until midnight, that benefits MFE and provides an unforgettable musical celebration. He generously offered the Merchant Meeting Committee members a 50% discount on their ticket. Use code LANCDID when you purchase your tickets [here](#).

Monthly Spotlight – Music for Everyone presented by John Gerdy

Click [here](#) for synopsis.

UPCOMING EVENTS:

- **Merchant Halloween Mixer – October 24 (Wear your best costume)**
 - Central Business District Parking Study Meeting – October 25
 - Trick or Treat Lancaster City – Wednesday, October 31 - 6 pm to 8 pm
 - ExtraGive – Friday, November 16
 - The Mayor’s Tree Lighting & Tuba Christmas – November 23
 - **Small Business Saturday – November 24**
 - Breakfasts with Santa – December 1
 - **Lancaster Shops Late – December 13**
 - New Year’s Eve in Lancaster City – December 31
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- **Special Presentation – Lancaster Parking Authority Updates presented by Lancaster Parking Authority Communications Manager Carol Gifford**
 - **Let’s Talk about Parking in Lancaster City** – Please join Lancaster Parking Authority at a public meeting to talk about parking and transportation alternatives to provide input into a new study of the supply and demand

of parking in Lancaster City

- Tuesday, October 23, 6 – 8 p.m.: Southeast at San Juan Bautista Catholic Church, 425 S. Duke Street
- Wednesday, October 24, 6 – 8 p.m.: Southwest (SoWe) Saint Joseph Church, 440 St. Joseph Street
- **Thursday, October 25, 6 – 8 p.m.: Downtown or Central Business District and New Holland/East Walnut corridor, Lancaster City Council Chambers, 120 N. Duke Street.**

These meetings are important for residents, business owners, shoppers, visitors and anyone who enjoys all that the City of Lancaster has to offer.

- o An online Parking Study survey will be posted to the Lancaster Parking Authority [website](#) in both English and Spanish by the end of October.
- o In December, courtesy of Lancaster Parking Authority, free two-hour on street parking in the Central Business District will be offered December 17-24.
- o Stay up to date on Lancaster Parking Authority news & information by signing up for the newsletter [here](#).

- **Special Presentation – “Ideas and Inspiration: Leverage the Extraordinary Give to support your business”** – presented by Lancaster County Community Foundation Communications Manager, Aaron Spangler. **Full presentation** [here](#).

- **Special Presentation – Lancaster City for the Holidays** – presented by City of Lancaster Director of Office of Promotion Executive Director Annie Weeks and Wyatt Behringer, Communications Manager, Marketing & Communications Manager, City of Lancaster Office of Promotion. **Full presentation** [here](#).
 - o Lancaster City Alliance & Visit Lancaster City want to thank the Lancaster Parking Authority for partnering with us to make this the best Small Business Saturday ever on November 24! **Free Two-Hour Garage Parking on Small Business Saturday in the City of Lancaster!** This is a donation with a value of about \$5,000.
 - o These parking vouchers will be distributed from 3 locations around the City. Shoppers can pick up a FREE Two-Hour Parking Voucher with a receipt from any City of Lancaster business at these locations:
 - **The Visitors Center - 38 Penn Square**
 - **Mio Studio on Gallery Row - 154 N. Prince Street**
 - **BUiLDiNG Character – 342 (Rear) N. Queen Street**The Visitor Center & Mio Studio will be open to distribute vouchers from 10 am – 7 pm and BUiLDiNG Character will be open from 10 am – 8 pm.
 - o Are you planning to participate in **Small Business Saturday** (November 24), or **Lancaster Shops Late** (December 13) in the City of Lancaster? Join Lancaster City Alliance & Visit Lancaster City to spread holiday cheer and bring shoppers into the City. Complete this brief [survey](#) to let us know your plans for the Shop Small Season!
 - o **Lancaster City Business Window Decorating Contest!** Four Categories: Most Creative/Innovate, Best at Night, Best Use of Store Merchandise, and Best of Show! Winners will be announced in Entertainment Lancaster on Dec. 13th and all four winners will get a full free ad in LNP’s Sunday Magazine.
Voting Period: November 23 - December 10
Location: Lancaster City
Vote online at [here](#).

- **Member Intra-Marketing Committee Report**

Future Spotlights are:

- **November 14** – Space
- **January 16** – Cabalar Meat Co.
- **February 20** – Dough & Co.

October Welcome Packet

- **Columbia Kettleworks 2nd Gear** – 116 N. Water Street **Matt H**
- **Anita's on Walnut Café & Bakery** – 324 E. Walnut Street **Dave A**
- **Ellister's Elixirs'** – 302 E. New Street **Noah**
- **El Moro Latin Cuisine** – Queen & Frederick Street **Wyatt**

- **Small Business Saturday Campaign 2018 –**

- Visit Lancaster City has prepared a survey for the merchants that will identify who is participating in the holiday events: staying open for Mayor's Tree Lighting Ceremony, taking part in Lancaster Shops Late and participating the Small Business Saturday. We will be encouraging all merchants to register for their own box of SBS swag. Register for yours today at bit.ly/SmallBusinessSaturdaySWAG
- **Free Two-Hour Garage Parking on Small Business Saturday in the City of Lancaster!**
The Lancaster Parking Authority responded to our proposal requesting some form of free parking on Small Business Saturday with the generous offer of FREE Two-Hour Parking in ALL Lancaster Parking Authority garages in the City of Lancaster that day.
- A sub-committee of the MIM committee consisting of Amber Strazzo, Carol Gifford, Kathlene Carroll Sullivan and Wyatt Behringer met to discuss promotion and distribution of the 1,000 chasers (parking vouchers) that the LPA will be making available for that day.
- A promotional campaign will be launched with a graphic created by Infantree to announce, "It has never been easier to Shop Small on Small Business Saturday in the City of Lancaster." It will also include our #shopsmalllocal logos. **It has been requested by the MIM committee that proofs of this graphic be distributed for vetting before final approval.**
- **DISTRIBUTION** These parking vouchers will be distributed from 3 locations around the city. Shoppers can pick up their FREE Two-Hour Parking Voucher with a receipt from any City of Lancaster business at these locations:
 - **The Visitors Center - 8 Penn Square**
 - **Mio Studio on Gallery Row - 154 N. Prince Street**
 - **BUILDiNG Character – 342 (Rear) N. Queen Street**
- The Visitor Center will be operating with extended hours that day (to be determined) and both Mio Studio and BUILDiNG CHARACTER will have staff dedicated to this task to match whatever hours that the Visitor Center sets.
- **Clipboards will be distributed to each location with Sign-In sheets to gather zip codes of the shoppers that collect a free parking voucher.**
- **Volunteers for Small Business Saturday – November 24** We canvas all of the shopping areas of the City that day wearing our holiday swag (elf hats, with a Santa hat for David H.) and hand out SBS merchandise to shoppers. Anyone else wishing to volunteer please contact Kathlene at ksullivan@teamlanc.org
- **Lancaster Shops Late – Thursday, December 13**
 - Loryn Spangler Jones has met with the Visit Lancaster City team to begin planning this event.
 - There will be live musical performances once again and sponsors are needed in order to increase the number of performers. Several committee members volunteered to reach out to individuals and organizations to solicit sponsorship. The cost for an artist for the evening is \$200.

- There will be an ad running about Lancaster Shops Late in Lancaster County Magazine.
- Participation last year hit about 50 local businesses. We would like to exceed that figure for 2018.

NEW BUSINESS

- **Member Milestone Awards** – are scheduled to be presented at the November Merchant Meeting.
- **[Start Up Weekend Central PA](#) at The Candy Factory** on Saturday, October 26 at 6:00 pm to October 28 at 8:30pm. Build Your Dream Business in 54 Hours. For this event bring energy, enthusiasm and ideas. You can pitch your own idea or join a team. Participants vote on the ideas that teams will pursue during the weekend. After the product pitches, participants break down into teams and get to work. Mara Clements reports that the organizers are looking for mentors, coaches, and of course, participants. Contact Layla Thomas at laylamariethoms@gmail.com
- **Digital Interactive Public Street Art Map** – this is an initiative that Loryn Spangler Jones is leading in order to highlight both the wide array of public art now available in the City of Lancaster and to encourage support for more. A subcommittee has been formed to study this idea in the new year, in order to gather information and potentially partner with Lancaster Public Art how to best pursue this goal for 2019.
- **Date of November Merchant Meeting** – will be changed to Wednesday, November 14 due to the Thanksgiving holiday.

Single Question Survey for October Meeting

Single Question Survey for October: **Would you like more information about the City of Lancaster Adopt-A-Block Program?** Please take a moment to complete the survey now [here](#).

Date for November MIM Committee Meeting is Thursday, November 8. Location to be announced.

**Next Merchant Meeting – November 14 at The Ware Center
Date is one week earlier due to Thanksgiving holiday.**

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.