



DOWNTOWN MERCHANT COMMITTEE MEETING
Wednesday, November 14, 2018 - 8:30 a.m.
The Ware Center at Millersville University - Lancaster

MINUTES

70 in attendance!

MEMBER INTRODUCTION HIGHLIGHTS

- Zach Nesbitt, representing Characters Pub talked about the special events that they will be hosting this season, including November Celebrity Bartending Night tonight to benefit Junior League. On Friday he will host a Celebrity Drag Lunch at Characters from 11am til 1pm to benefit Lancaster PA Pride in the ExtraGIVE.
- David Aichele, Lancaster City Alliance Executive Director of the Downtown Investment District & Director of Clean & Safe Services reported that the "It's OK To Just Say "NO" To Panhandling" campaign is still active and that there are posters for your shop windows and 2-1-1 Cards available for your counters. In addition, Dave is available if anyone has a specific issue that needs to be addressed. Contact him at daichele@teamlanc.org
- Gary Davis of The Hotel Lancaster was present to accept the 5 Year Member Milestone presented by the Downtown Investment District. He said he would be remiss not to acknowledge the enormous contributions of John Thomas and Lori Herr in accepting the award. Gary also announced that he was extremely excited that the new restaurant "The Imperial" will have a soft opening the first week of December with a Grand Opening scheduled for December 16.
- Amber Strazzo spoke about an exciting 2018 Shop Small Season in the City of Lancaster. Starting with Small Business Saturday on November 24. Lancaster Parking Authority has generously donated 2 hours of free parking in any of their city parking garages for busy shoppers on that day. There are posters available for merchants to display in their windows that explain the 3 spots around town to pick up your FREE parking voucher. Shoppers can get a free parking voucher at one of three locations:
 - [BUiLDiNG CHARACTER](#) (342 N. Queen St.)
 - [Mio Studio](#) (154 N. Prince Street)
 - Lancaster City Visitor Center (38 Penn Square).

Then on Thursday, December 13 merchants are encouraged to stay open late (9 pm or later) to encourage shoppers to do their holiday shopping in Lancaster City. There will be roaming entertainment, warm treats, and plenty of holiday cheer! There will be promotional material printed for this event Free to participate, just complete the survey at <http://bit.ly/ShopSmallSeasonSurvey>

- Wyatt Behringer reminded everyone that The Mayor's Tree Lighting & Tuba Christmas is Friday, November 23 at 6 p.m. This event brings about 5,000 people to Downtown Lancaster. He encourages shop and gallery owners to stay open late to capture that crowd.
- Mike Reynolds from Clipper Magazine Stadium was very excited about upcoming holiday events. He 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. There will also be a Christmas Tree Lane filled with decorated trees that are dedicated

to local non-profits. You “vote” with a donation for the best tree and as a way to support local organizations at the holidays. Learn about all of the magical events during [Christmas in the Ballpark!](#)

- Maureen Wheeler, Community Relations Manager for the Lancaster Barnstormers let all know that the organization is hosting a Thanksgiving dinner at the stadium that evening for the Head Start program kids.
- Kathy Frey, owner of Festoon says that the shop has a glorious abundance for the holiday season and is planning a special Meet the Designer on Sunday, December 2
- Laurie Moir, Director of Development at Lancaster Housing Opportunities Partnership wanted everyone to know that LHOP would be honoring Lancaster City Alliance with a special “Partnership” award at the LHOP 2018 Annual Breakfast on Friday, November 16 at 7:30am at the Doubletree Resort. She has 4 free tickets available for anyone who would like to attend. Contact Laurie at lmoir@lhop.org
- Adriana Atencio, Director of Outreach & Resources for The Common Wheel is gearing up for their annual Holiday Bike Drive on Saturday, December 15. This year they are going to be providing free bikes to children in every elementary school in the School District of Lancaster in their drive that is in honor of the founder’s mother, who was a nurse at SDoL. There are still sponsorship and volunteer openings for this very worthy cause.
- Meg Lefever Titter, owner of Max’s Eatery wanted to tell the group about a couple of events. First was the “LYP ExtraGive Kick-Off Event at Max’s” on November 15 at 7p.m. “The Great Maxby’s Sunday Supper Club” on Sunday, December 2 from 6 to 9p.m. She also let the group know that she would be reaching out to anyone in her business community around W. King Street in an area that will now be called the Market Theatre District for Marketing Collaboration. They will be having a meeting to discuss plans and strategies at Max’s Eatery on Thursday, November 15 at 9:30am. Any local businesses with questions should contact Rebecca Wood from Foxduck at admin@foxduck.com, or Meg Titter at meg@maxseatory.com
- Lori Sturgess of Lori Betts, LTD at 52 N. Prince Street invited all to come visit and view her unique collection of textile art.
- Mark Reinmiller of Kinectiv will be partnering during the ExtraGIVE with YWCA Lancaster on the Square on Friday and in front of his building there will be a Pop-Up PAWS to benefit the Humane League.
- Rachael Vieni Reinmiller, co-owner of Commonwealth on Queen and board member of Creating Karma will be hosting Stretch It Forward at lululemon (661 Harrisburg Avenue) from noon until 8:30 p.m.
- Jenny Leister of 10,000 Villages Downtown Lancaster reminded all that they are a nonprofit fair-trade organization that helps break the cycle of poverty and effects the lives of 20,000 makers in 30 developing countries.
- Amy Banks, Arts Communications Manager for The Ware Center invited everyone to the Benchmark Construction Giving Party at The Ware Center on Friday evening starting at 5 pm. and then on to the Marriott for the Lancaster County Community Foundation’s Extraordinary Give Fest that will feature the stunning sounds of the Central City Orchestra starring Ms. Amy Banks! If that is not enough excitement for you for the weekend then Amy wants you to get ready for Rubi Nichols’ Lanc Out Loud Launch Party on Saturday, November 17 at Max’s Eatery from 8pm on!
- Abby Baer, Director of the Lancaster Museum of Art wanted all to know that the museum and Elizabeth Farms are partnering to bring beautiful, fresh trees to Downtown Lancaster! Please pre-order your tree by Friday, November 16 and specify whether you would like at 6-7' or a 7-8' tree. A limited quantity of trees will be available if you have not pre-ordered. Trees are \$65 each and 100% of sales benefit the Lancaster Museum of Art. Call 717-299-9940 or email assistant@demuth.org to order your tree today!
- Pastor Tim Mentzer from historic [Holy Trinity Lutheran Church](#) on S. Duke Street was present and invited all to visit a service soon with his congregation that is celebrating their 288th year here in Lancaster.
- Schirlyn Kamara of [Nu Life at Nimble Thimble](#) spoke about her program at Nu Life which teaches individuals to sew, tailor and start small businesses. She also shared the news that this summer’s Youth Go Green Camp are seeking a patent on their project with the U.S. Patent Office and everyone is extremely excited about the possibilities that holds.
- Ryan Keates of Foxduck let everyone know that they will be printing the official ExtraGive t-shirts at the Marriott on Friday and will also be hosting an event for SCORE at Foxduck (11 W. King Street) from 5 – 8 p.m. with light refreshment and free time with a SCORE mentor.
- Alicia Byler & Leigh Moss were super excited to say that they are all moved into their shiny new location for their gorgeous vintage shop Telltale Dress at 334 N. Queen, the former home of Space!

- Olé Hongvanthong was here with wife, and business partner Heidi Castillo to accept their 10 Anniversary Milestone Award from the Downtown Investment District. Olé also announced that he will have a show that opens at the City Hall Gallery in December that features a photo collection from his recent journey to Laos. Heidi wanted all to know that [PhotOlé Photography](#) will once again be part of the Extraordinary Give at the Marriott on Friday. They will be shooting portraits to benefit Lancaster County Community Foundation, so come PhotoReady!
- Kevin Molloy, Executive Director of the Lancaster County Convention Center, was very excited to share with the group that the Convention Center not only provides a home for community events like the Extraordinary Give on Friday but is currently returning in the neighborhood of \$30 million dollars to the broader community in tourists dollars from events that are held there.
- Melinda Myers, Community and Audience Engagement Manager for Lancaster Symphony Orchestra invited all to the LSO Open House Extra Give Party on Friday from 5 til 7 p.m. in their new home at 48 N. Christian Street.
- Elyse Pollak, Communication Manager for the Central Market Trust, would like all to remember their beloved Lancaster Central Market on ExtraGive Day. She also reminded everyone that Market will be open 6 a.m. – 4 p.m. on Wednesday, November 21 for all your Thanksgiving shopping needs and also on Friday, November 23 from 5 til 8 p.m. for The Mayor's Tree Lighting Ceremony. Stop in for some hot cocoa and other warm treats!
- Harrison Hahn told the group about the small business benefits that Benefix offers regarding health insurance. Benefix was created as a simple solution to fix the oh-so complicated process of employee benefits. Anyone that would like more information can contact him at harrison@benefix.us

- **Monthly Spotlight – Space** presented by Jesse Speicher
Click [here](#) for synopsis.

- **Special Presentation – “Lancaster’s Home for the Cultural Arts”** A celebration of the upcoming season and a look at the role The Ware Center plays for the Arts in our community was presented by Amy Banks, Art Communications Manager, The Ware Center/Millersville University. Full presentation is [here](#).

- **Special Presentation – Lancaster Roots & Blues Festival, February 22-24, 2019** – presented by founder Rich Ruoff

- **Member Milestone Awards – (See attached list)**

- **Upcoming Events:**

- ExtraGive – Friday, November 16
- The Mayor's Tree Lighting & Tuba Christmas – November 23
- Holiday Window Decorating Contest – November 23 – December 10
- Small Business Saturday – November 24
- Breakfast with Santa – December 1
- Lancaster Shops Late – December 13
- Free Two-Hour Holiday Meter Parking – December 17-24
- New Year's Eve in Lancaster City – December 31

- **Member Intra-Marketing Committee Report**

Future Spotlights are:

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

- **Additional Spotlights for 2019**

March 20 – Yorgos

April 17 – Lancaster Trophy House

Invitations are being sent to fill spots for 2019.

MERCHANT WELCOME PACKETS

Status of October Welcome Packets

- **Columbia Kettleworks 2nd Gear** – 116 N. Water Street *Matt H.* ✓
- **Anita's on Walnut Café & Bakery** – 324 E. Walnut Street *Dave A.*
- **Popped Culture** – 348 N. Queen Street (Mark Weider) *Matt H.*
- **Ellister's Elixers** – 302 E. New Street *Noah M.*

- **November Merchant Meeting Member Milestone Awards**

Members in attendance at November merchant Meeting will be prepared to assist Marshall in distributing awards.

MIXER – January Merchant Mixer date to be determined. Location – The Pressroom Restaurant

- **Small Business Saturday Campaign 2018 – “Tell Me Your Shop Local Lancaster Story”**

- Report on SBS Promo Campaign – the campaign has begun on social media with 19 videos scheduled between now and November 24.
- Listrak messages planned on this event closer to the date
- Wyatt has a variety of SBS swag available at the Visitor Center & signage for windows. Will push out reminders to have merchants pick up.
- A large Small Business Saturday Banner is being installed on the outside of the Visitor Center
- SBA Tote bags that will be handed out on November 24 will be stiffed with promo materials from local merchants. A Listrak message will be sent out on Friday letting business know to drop off their materials to the Visitor Center by Wednesday, November 14. They can also bring them to the Merchant Meeting.
- Volunteers available for that day should meet at the Visitor Center (38 Penn Square) at 9:45 am and work their areas until noon, or they run out of swag.

- **Lancaster Shops Late**

- Wyatt has almost 50 shops participating. LOOP is printing a promo card that lists everyone and creating an easy link to the event for mobile platforms.
- Anja is booking the musical talent for the evening.
- There will be a Listrak message and social media posts dedicated to this event.
- The social media event is seeing a great deal of engagement.

NEW BUSINESS

- **Suggestion for a consumer “Lost & Found” located somewhere downtown as a public service.** This was explored by Lancaster City Alliance a few years ago when they consulted with the Marriott on their “Lost & Found” program. Due to liability issues and complexities, this suggestion will not be pursued.

- **Single Question Survey for November - Will you be taking part in the Holiday Window Decorating contest this season?**

Please take a moment to complete the survey now [here](#).

Next Meeting – January 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 or by calling 717.394.0783.



November 2018 Member Milestones

1 Year

- 131 Hair Studio
- Caribbean Wave
- Good Guy Vapes
- Levorgoods of Lancaster
- Mishorm
- The Gallery of Modern Masters

5 Year

- Café Di Vetro
- Commonwealth on Queen
- East King Culinary
- Friendship Heart Gallery
- GoodThree Design
- Reology Studio
- Space
- The Hotel Lancaster

10 Year

- PhotOlé Photography
- InfanTREE

30 Year

- The Framing Concept

40 Year

- Lancaster Dispensing Company