



DOWNTOWN MERCHANT COMMITTEE MEETING
Wednesday, January 16, 2019 - 8:30 a.m.
The Ware Center at Millersville University - Lancaster

MINUTES

66 in attendance!

MEMBER INTRODUCTION HIGHLIGHTS

- Violet Baldwin of Baldwin's Dirty Little People Gallery announced that International Women's Day (Lancaster) will take place on Friday, March 8. This global day to celebrate the social, political and economic achievements of women will see events held around the City of Lancaster. There will be posters available for store windows to show support. If interested in one contact Violet at violet41278@gmail.com Violet also invited all to the [We Are All Beautiful](#) exhibit in honor of International Women's Day at [Artist Studio and Gallery @Annex 24](#) starting Friday, March 1.
- Bill Speakman, Marketing & Events Manager for Tellus360, was happy to let everyone know that the major renovations of the Temple are now complete, and the results are pretty amazing. The space will officially open this Friday, January 18.
- Amy Banks, Art Communications Manager for Millersville University assured the group that red-hot flamenco cures the winter blues. Don't miss Flamenco Vivo: Voces del Sur on January 24 & 25. Tickets available at www.ArtMU.com
- Sgt. Manuel A. Luciano of the Lancaster City Bureau of Police was present at the Merchant Meeting to introduce himself and to let the everyone know that he was available if anyone has a problem, or issue that they needed assistance with. He can be reached at lucianom@lancastercitypolice.com or at his office (717) 735-3332, or cell (717) 989-3716.
- Gary Davis of The Hotel Lancaster reminded everyone that Lancaster Penn Square Rotary Club has launched the [Hearts for Lancaster 2019](#). Display your Valentine on a lamppost in the City of Lancaster for a worthy cause!
- Tracy Horning is excited about all of the special events coming up for [Wacker Brewing Co.](#) and [POUR Craft Food & Drink](#). Be sure to follow them both on Facebook for all the dates & details.
- Maureen Wheeler, Community Relations Manager for the Lancaster Barnstormers let all know that the Barnstormers will be welcoming "Peter Pan on Ice" to the stadium on March 29 & 30 at 7 p.m. Tickets go on sale on January 25 [here](#),
- Laurie Moir, Director of Development at Lancaster Housing Opportunities Partnership wanted everyone to know that LHOP is featuring a Homebuyers Spotlight Video on Ms. Amy Banks of The Ware Center next week. Make sure to follow their [Facebook Page](#) for the release.
- Adriana Atencio, Director of Outreach & Resources for The Common Wheel let everyone know about their upcoming event, a major fundraiser for the organization, The Common Wheel Winter Chill 2019, that will be held at The Creative Factory of Lancaster on Saturday, March 2nd from 7 until 11pm. They expect upwards of 300 guests and sponsorships are still available. Contact adriana@thecommonwheel.com no later than January 31.
- Meg Lefever Titter, owner of Max's Eatery wanted to let the group know that if we are as "over" winter as they were then stop in at Max's for a Tiki Drink to add some sunshine to the season!

- David Aichele, Executive Director of the Downtown Investment District and Director of Clean & Safe Services was very pleased to announce that there was a record-breaking year for the sale of Downtown Dollars with over \$32,000 sold in 2018.
- John Spidalieri of LancLiving Realty invited all to attend their February First Friday exhibit – Deliverance, curated by Loryn Spangler Jones of LSJ Studios, and featuring the work of local collage artist Emily Truman. The show runs from 6 til 9 p.m. at 23 E. Fulton Street.
- Elyse Pollak, Communication Manager for the Central Market Trust, was thrilled to announce that they are two weeks away from completion of the Market Roof Project. They will also be partnering with Taste the Word for their 10th Anniversary season kickoff for a Lancaster Central Market Breakfast Tour on Saturday, February 9 from 7 – 9 a.m. Tickets are available [now](#).
- Hope Schmids, Director of Continuing Education and Workforce Development at Millersville University was excited to announce that the 2019 TEDxLancaster will be a youth event and they are looking for speakers ages 21 or younger. Find all the details [here](#).
- Bob Herbert, Director of Communications & Community Engagement for YWCA Lancaster let everyone know that they will be celebrating Dr. Martin Luther King, Jr. Day by providing activities for children from 10 a.m. – 3 p.m. Find the schedules and details [here](#). He also wanted everyone to mark their calendar for the [21th Running of the Race Against Racism](#) on Saturday, April 27 from 9 a.m. – 12 p.m. Registration is now [open](#).
- Steve Cabalar announced that the Grand Opening of [Cabalar Voodoo](#) (the combination of Voodoo Brewery Lancaster & Cabalar Meat Co.) will be Saturday, January 19 at 11am!

1. **Monthly Spotlight – Cabalar Meat Co.** presented by Steve Cabalar. Click [here](#) for synopsis.

2. **Special Presentation – “Development in the City of Lancaster”**

- Randy Patterson, Director of Economic Development & Neighborhood Revitalization for the City of Lancaster on the Lancaster Square Project. Full presentation [here](#).
- Nicole Hackmann, Capital Campaign Manager at the Fulton Theatre on Fulton Theatre Development. Full presentation is [here](#).

3. **Upcoming Events:**

- Lancaster City Merchant Mixer at The Imperial – Thursday, January 17 (5:00 – 7:00 p.m.)
- Cultivate Lancaster – January 24
- Lancaster Roots & Blues Music Festival – February 22 - 24
- Lancaster City Restaurant Week – March 4 - 10
- Quilt Week – March 27 - 30
- Launch Music Conference – April 25 – 28

4. **Lancaster City Visitors Guide for 2019** presented by City of Lancaster Office of Promotion. Full details can be found [here](#).

5. **Member Intra-Marketing**

- February Spotlight is Dough & Co.
- Merchant Welcome Packets to: Bakehouse on King, The Imperial. All October Packets delivered.
- Shop Small Season Campaign Review - was reported as generally lower turnout that previous seasons due primarily to weather related conditions that began in the late morning and lasted throughout the day.
- Small Business Saturday Free Parking Promotion – Ibrahim Aman, Director of Operations for Lancaster Parking Authority reported to the committee that approximately 71 vouchers were redeemed but he related that there was a

very high percentage of consumer dissatisfaction with both the distribution method and the clarity of the promotion. His suggestion for next year was to have interested merchants buy into LPA voucher system and offer their customer \$1 to \$2 off of parking with vouchers they can purchase from LPA. This suggestion was not received with wide enthusiasm. Amber Strazzo suggested that the vouchers be distributed at the LPA garages by a network of volunteers who work two-hour shifts. Whatever the solution, this program will be examined closely before presenting it again next year and the committee will reach out to Mr. Aman for his expertise in the planning.

- Lancaster Shops Late – was a tremendous success and the committee extended thanks to Wyatt Behringer and everyone at Visit Lancaster City for all of their efforts in creating such a special evening for the merchant community this season.
- 2019 Merchant Meeting Presentations – the committee choose subjects for the months of February, March and May. They are still working on a subject for an April presentation.
- New Business - It will be announced at the beginning of the January Merchant Meeting that there needs to be a time limit on Member Introductions. Encourage members who have special events or announcements to bring handouts that can be distributed to those in attendance. The group is growing, and the introductions are taking up time needed for the remainder of the agenda.
- Violet Baldwin has requested time during Member Introductions to make a very short presentation about International Woman's Day (March 8). She has 3 minutes.
- Wyatt distributed an image of the new window cling (see image attached) that Visit Lancaster City has created for all First Friday participants to proudly display. It will have the Visit Lancaster City website added to it and be ready for debut at a Merchant Meeting soon.

6. **Single Question Survey for January** – Do your customers find it is difficult to find parking nearby? Please take a moment to complete the survey now [here](#).

Next Meeting – February 20 at 8:30 am

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.