



DOWNTOWN MERCHANT COMMITTEE MEETING
Wednesday, March 20, 2019 - 8:30 am
The Ware Center at Millersville University - Lancaster

MINUTES

41 in attendance!

MEMBER INTRODUCTION HIGHLIGHTS

- Zach Brown, Director of Tourism Partnerships for [Discover Lancaster](#) expressed on behalf of Discover Lancaster's staff and Board of Directors, their deepest regrets for upsetting anyone over their choice of location for this year's annual meeting. Zach related that they were unaware of any restrictions for use at the time the contract was signed.
- Bill Speakman, Marketing & Events Manager for Tellus360, announced that there would be some exciting changes coming this summer. As part of Tellus 360's ongoing and evolving mission to create new and unique experiences for their guests, the new Food "Truck" Market at Tellus360 invites aspiring restaurateurs to become partners in its creation. Tellus is building four rooftop food vending structures on its 10,000 sq. foot rooftop garden space (pending LCB approval). Applications are now being accepted for vendors to lease those spaces. One of the four spaces available will be a "test kitchen" with rotating vendors, giving up-and-comers an opportunity to experiment and fine tune their cuisines. Tellus360 is also looking for a partner to offer coffee year-round. The application form for potential vendors can be found [here](#).
- Christine Schneider of [Horizon Empower the Orphaned](#) nonprofit shared the Pamoja event scheduled for Saturday, April 13 at Manheim Brethren in Christ Church hosted by the Burkholder Family Foundation. Tickets can be purchased [here](#).
- Kaitie Ward of [Festoon](#) let everyone know that they are celebrating their 15th Anniversary this year. Follow them on [Facebook](#) for all the details. Also, Kathy Frey recently underwent knee surgery but is recovering nicely.
- Bob Herbert, Director of Communications & Community Engagement for [YWCA Lancaster](#) reminded everyone that the [YWCA Race Against Racism](#) is on Saturday, April 27. Register for the race [here](#).
- Mara Clements, owner of [MoreSPACE](#) and Director of [Women Connect Lancaster](#) drew the attendees attention to a campaign by School District of Lancaster to reduce truancy in schools. Mara is hoping that members of the business community will support this #InSchool #OnTime #EveryDay campaign with donations that they would offer to students and families as incentives and rewards. Anyone interested in contributing to this outreach can contact Ashley D. Mercado, Principal at Wickersham Elementary School at Admercado@lancaster.k12.pa.us
- Rebecca Addington introduced herself to the group. She will be opening [Domaci](#), an eclectic home furnishing and more destination at [101NQ](#) later this year.
- Susan Eberly of [Alegre Concierge Services](#) wanted everyone to know about some important upcoming events including [About Child Trauma Foundation Derby Day Celebration](#) on May 4 at Conestoga Country Club and [Domestic Violence Services Annual Gala](#) on April 17 at Lancaster Country Club.
- Tracy Horning is excited about all of the special events coming up for [Wacker Brewing Co.](#) and invited all to the [March Wacky Trivia Sponsored by Help the Fight](#) on March 19 from 7 til 9 p.m.

- Maureen Wheeler, Community Relations Manager for the [Lancaster Barnstormers](#) is excited for Opening Day on Friday, April 26.
- Laurie Moir, Director of Development at Lancaster Housing Opportunities Partnership wanted everyone to know that the LHOP annual [All Things Home Fair](#) will take place on Saturday, April 13 at Lancaster Rec and Price Elementary School from 10am until 2pm. This is an event that promotes fair and affordable housing for all. Anyone who would like to participate as a vendor or donate a prize for the event can contact Laurie at lmoir@lhop.org . Make sure to follow their [Facebook Page](#) for the release.
- Judy Gitomer of [The Spice & Tea Exchange](#) let everyone know that they are partnering with [The Mad Chef Craft Brewing](#) for a special event this Saturday, March 25.
- Dr. Jeff Steed of the new [Metro Pet Vet](#) at 443 N. Mulberry Street introduced himself to the group and let all know that he would be attending as often as possible. Learn more [here](#).
- Karen Peiffer, Executive Director at the [PA Guild of Craftsmen](#) was proud to announce that the organization would begin a celebration of their 75th Anniversary in June.
- Wyatt Behringer, Communications & Marketing Manager for the Lancaster Office of Promotion, has new door clings to promote First Friday in the City of Lancaster. If you would like one for your business just stop by the Visitor Center at 38 Penn Square.
- Annie Weeks, Director of Lancaster Office of Promotion, invited all to the [LOOP Open House](#) on Friday, April 12 from 11 a.m. til 2 p.m. at the Visitors Center. Meet the team, learn more about what they do, have time to connect and answer any questions.

1. **Monthly Spotlight – The Pop'd Shop** presented by Mark Wieder and Sophie Roman. Click [here](#) for synopsis.

2. **Upcoming Events:**

- Zenkaikon – March 22-24
- Parking Study Public Meetings as discussed by Carol Gifford
- Quilt Week – March 27-30
- Launch Music Conference – April 25-28
- Lancaster YWCA Race Against Racism – April 27
- Lancaster ArtWalk Spring – May 4-5
- DAS Convention – May 6-9

3. **Member Intra-Marketing**

- April Spotlight is Yorgos Restaurant
- A total of seven Welcome Packets were delivered to new businesses in the City of Lancaster by the committee members in the months of January thru March.
- April Merchant Meeting will feature Member Milestones. LEADS will be presenting local businesses who receive milestones awards with a flowering plant.
- Future Presentation for Merchant Meetings include [Lancaster County Convention Center](#), [LEADS](#) and [Benefix](#). The committee is exploring relevant topics that will be of interest to the wider business community. Any suggestions can be directed to Lancaster City Alliance social media & engagement manager Kathlene Carroll Sullivan at ksullivan@teamlanc.org
- New Business - The [Lancaster County Workforce Investment Board](#) in partnership with [PA CareerLink of Lancaster County](#) are looking for multiple Lancaster County work sites willing to make a difference in a young person's life by providing valuable work experience with little effort and no financial commitment needed from the employer. Their

mission is for young adults to gain work experience, network, and develop an avenue for possible employment after graduation. Full information and contact details are contained on the attached flyers.

- Historic Lancaster Walking Tours – April 1 thru October 31 - leave from the Visitors Center each day at 1pm and on Market Day there is a 2nd Tour at 10am. They are a nonprofit, all volunteer organization and they donate all tour fees to other nonprofits around the city. Tours are now available to all Lancaster City Alliance members at no charge. Just let the volunteer at the desk know you are with LCA when you arrive.
- Reminder to be on the watch for positive people, places and things around the city and to snap a shot with your cell phones. Send to ksullivan@teamlanc.org to use in our #wenoticedlancastercity campaign.

4. Special Presentation – Global Shapers Lancaster Hub: Pass On Plastics Campaign

- The [Global Shapers Lancaster Hub](#) are leading a Pass on Plastics campaign in the month of March to help individuals, local government and local businesses learn ways to avoid single use plastic and encourage environmentally sustainable practices to take on climate change. Full presentation [here](#).
- Derek Smith – Global Shapers Lancaster Hub
- **Consider Composting** - Crystal Weaver shared that she's been working on a relationship with a commercial hauler who picks up food and biodegradable waste that can be turned into compost at TerraGrow. Prince Street Cafe has discovered that at least 80% of their waste stream is compostable and has been sending that waste to compost for the past six months. Crystal invited anyone who's interested in learning more about sending their waste to compost to connect with her at Crystal@CommonsCompany.com . She also offered to share her vendor list for sourcing biodegradable products.

5. Open Discussion

- Alan Freidman, owner of Ream Jewelers, wanted the group to know of his concern about the street lighting in the downtown and the fact that it does not offer a welcoming presence in the evening to visitors and shoppers. This would fall under the jurisdiction of PPL Electric Utilities.

6. **Merchant Meeting Survey for March** – Do you see an economic impact during the Friday special events in the City of Lancaster? Please take a moment to complete the survey now [here](#).

Next Meeting – April 17 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.