



**DOWNTOWN MERCHANT COMMITTEE MEETING**  
**Wednesday, April 17, 2019 - 8:30 am**  
**The Ware Center at Millersville University - Lancaster**

**MINUTES**

**55 in attendance!**

**MEMBER INTRODUCTION HIGHLIGHTS**

- Jim Worden, owner of Lancaster Trophy House let the group know that he was looking for a part-time graphic designer. Anyone interested can contact him at [admin@lancastertrophyhouse.com](mailto:admin@lancastertrophyhouse.com)
- Wyatt Behringer, Communications & Marketing Manager for the Lancaster Office of Promotion has the new 2019 Visitors Guide in stock and you can stop in at the Visitors Center for packs of 50 to have on hand at your business or organization.
- Amber Harold of [Woodstream Corporation](#) introduced herself to the group and said that the company, and the 180 employees that will be moving to their new location in downtown Lancaster at 29 E. King Street are eager to arrive and get to know their new home and neighbors.
- Dr. Jeff Steed of the new [Metro Pet Vet](#) at 443 N. Mulberry Street invited all to their Open House on Sunday, June 2 from 2 until 5 p.m.
- 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](#).
- Kaitie Ward of [Festoon](#) let everyone know that they are celebrating their 15<sup>th</sup> Anniversary this year. Follow them on [Facebook](#) for all the details.
- Susan Eberly of [Alegre Concierge Services](#) wanted everyone to know that the [YWCA Race Against Racism](#) is on Saturday, April 27. Register for the race [here](#). Remember that you can also participate by visiting the Humanity Festival that will be happening in Musser Park. Plenty of food and family fun for everyone!
- Amber Strazzo, communications manager for City of Lancaster reminded everyone that this is Road Work season and that now thru the end of summer there will be numerous city street improvement projects happening. If you have any questions please feel free to reach out to her at [astrazzo@cityoflancasterpa.com](mailto:astrazzo@cityoflancasterpa.com)
- Gary Davis, Director of Tour & Affinity Markets for what is now The Holiday Inn Lancaster, announced the official name change of The Hotel Lancaster.
- Hannah Harris, owner of [Tiny Town](#) at 533 Janet Avenue was pleased to announce that she is celebrating her 2<sup>nd</sup> Anniversary by opening a 2<sup>nd</sup> location this month.
- Maureen Wheeler, Community Relations Manager for the [Lancaster Barnstormers](#) is excited for Opening Day on Friday, April 26.
- Jessica Jaymes Purdy, Committee Chair of the 2019 Lancaster Pride Festival announced that it would take place on Saturday, July 20 at Clipper Magazine Stadium!

- Steve Croft, of [Free Press Boutique](#), men's & women's streetwear, introduced himself to the group. They will be opening soon at [101 North Queen!](#)
- Jonathan Yeager, Marketing & Events Manager/Partner at [Decades Lancaster](#) was present to let everyone know about all of the fun that is now available at 438 N. Queen Street and to invite everyone in to try the bowling and vintage video games. He even had a bag filled with free tokens to hand out to those present. They will come in handy for the June Lancaster City Merchant Mixer which will be held at Decades on Thursday, June 13 from 5 until 7 p.m.!
- John Gerdy, Executive Director of Music for Everyone is excited that they are celebrating the 10<sup>th</sup> Anniversary of Keys for the City and they have lots of ways for merchants, businesses and organizations to get involved. There are sponsorship opportunities from \$100 and up. For more information visit [www.musicforeveryone.org](http://www.musicforeveryone.org) or contact John at [johngerdy@aol.com](mailto:johngerdy@aol.com)

1. **Monthly Spotlight – Yorgos Lancaster** presented by Gus Katsaros. Click [here](#) for synopsis.

2. **Upcoming Events:**

- Launch Music Conference – April 25-28
- Lancaster Barnstormers Opening Day – April 26
- Lancaster YWCA Race Against Racism – April 27
- Lancaster ArtWalk Spring – May 4-5
- DAS Convention – May 6-9
- Open Streets Lancaster – May 19
- Celebrate Lancaster June 28
- Lancaster Pride- July 20
- **VeloCITY 2019 – September 26**

3. **Member Intra-Marketing**

- May Spotlight is Lancaster Trophy House.
  - Two Welcome Packets were delivered to new businesses in the City of Lancaster by the committee members in the months of April.
  - Matt Hannigan will be working with Dave Aichele to revise the look of the certificates and upgrade the level of all awards distributed for Member Milestones beginning in the next quarter.
  - New Business - Independent Retailers Week is an annual event in July that encourages consumers to support small, independent retail merchants and highlights their positive social and economic impact both locally and globally. Crystal Weaner, co-owner of Prince Street Café, and Passenger Coffee joined us as a new committee member and proposed the idea of adding the week as a way to boost our local retailers and to model it after the success of the Lancaster City Restaurant Week brand. Like LCRW all participating retailers would be required to offer a special promotion for the duration of that week. The committee concurred and a sub-committee was formed to work on the event that is tentatively scheduled for mid-July.
  - There will be a June Merchant Mixer on Thursday, June 13 from 5 until 7 pm at Decades Lancaster – 438 N. Queen Street. All committee members are encouraged to attend. David Wenger has volunteered to staff the welcome table.

- 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](mailto:ksullivan@teamlanc.org) to use in our #wenoticedlancastercity campaign.

**4. Member Milestone Awards** (see list below)

**5. Special Presentation – Lancaster County Convention Center Economic Impact Survey Results**

- The Kevin Molloy, Executive Director, Lancaster County Convention Center Authority
- The Josh Nowak, Director of Marketing & Sales, Lancaster County Convention Center, Lancaster Marriott at Penn Square. Full presentation [here](#).

**6. Open Discussion.**

- Marie José Tennyson, Interim President and Joel Cliff Communications Director for [Discover Lancaster](#) wanted those assembled to know that they had listened to the comments regarding their Annual Meeting at our March Merchant Meeting and wanted to be present today to let all know that they were aware that this was an opportunity for serious conversations that were open and inclusive.

**7. Merchant Meeting Survey for April** – Would you be interested in participating in a Lancaster City Independent Retailers Week organized by the Merchant Committee? Please take a moment to complete the survey now [here](#).

**Next Meeting – May 15 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](mailto:info@teamlanc.org) or by calling 717.394.0783.

**April 2019 Member Milestones**

**1 Year**

- Anthology Salon & Style Bar
- Bravo Supermarket
- Caribbean Wave

**5 Year**

- El Jardin Flower & Garden Room
- Issei Noodle Lancaster
- OKA Asian Fusion
- Thistle Finch Distillery
- West End Yoga

**10 Year**

- The Gem Den
- European Eyeware
- MoreSPACE
- Winding Way Books

**15 Year**

- Wendy Jo's Homemade