



Lancaster City Merchant Committee Meeting Minutes

June 19, 2019 - 8:30 am

The Ware Center

38 in attendance

Introduction/Announcements:

Marshall Snively welcomed everyone to the meeting.

Adriana Atencio, Director of Outreach for The Common Wheel shared that they just celebrated their 5-year anniversary!

Susan Eberly was excited to announce their new name - Alegre Events. She also encouraged everyone to participate in the YWCA Lancaster's "Walk a Mile in Her Shoes" event at Tellus 360 on Friday, June 21st. Registration starts at 4 pm, walk steps off at 6 pm. This benefits Sexual Assault Prevention & Counseling Center (SAPCC).

Corinn Kirchner of PPM Real Estate recapped the exciting news that LNP announced they will be moving to 101NQ, Zamagais Properties will be purchasing the LNP office properties on King Street and Willow Valley Communities will be purchasing the LNP properties along Queen and Vine to develop an urban retirement living community.

Mike Reynolds of Lancaster Barnstormers reminded everyone that their 15th Anniversary year celebration continues and encouraged everyone to come out to a game!

Patience Buckwalter of Grape Leaf Empowerment Center announced their opening this Friday in the lower level of James Street Mennonite Church at 323 West James Street. To learn more about their mission, vision and offerings [here](#).

Tracy Horning of Pour and Wacker Brewery announced that Trivia Tuesdays at Wacker on July 2nd will have a portion of the proceeds donated to Music for Everyone.

Carol Gifford with Lancaster Parking Authority announced a special offer of one free hour of on-street parking during the month of July 2019 to all new Parking App users. She distributed a handout explaining the special and encouraged merchants to share this incentive with your customers, especially during Indie Retail Week. A PDF will be available on the Lancaster Parking Authority's website if you want a digital copy.

Alisha Haas of Lancaster City Nutrition was excited to announce that her store in the 300 Block of North Queen Street at 307 North Queen will be opening on Monday, June 24! She distributed coupons for a complimentary smoothie and herbal tea.

Kevin Molloy with Lancaster County Convention Center shared that today marks the 10th year anniversary of the Convention Center opening!

Kathlene Carroll Sullivan distributed an information sheet promoting "Rising Above", a TED X Youth @ Lancaster event on Sunday, June 30th from 1 pm to 5 pm at The Ware Center. Find more information [here](#). She encouraged everyone to attend.

Erin Dorney of Lemon Street Market announced they are planning a Summer Festival on July 20 from 11 am to 4 pm in front of their market.

Jenny Mercandetti of Cork Factory Hotel shared that their bridal boutique is having a “moving sale” with 75% off merchandise until June 22nd. She also announced that on Saturday, August 17th there will be a fundraiser event called “Empowered OCR: Helping Individuals Overcome Obstacles On & Off the Course” at Clipper Magazine Stadium. Heats will begin at 8:00 am. The event benefits The Mighty Mehal Foundation, a non-profit organization committed to providing scholarships to men and women entering recovery and sober living houses in Lancaster. To learn more visit their [website](#) and purchase tickets [here](#).

Meg Titter of Max’s Eatery shared that Junior League is starting a new member’s class. She encouraged women to join in as this is a great way to give back to our Lancaster community while being supported by other women. Check out [Facebook](#) or [Instagram](#) for more details.

Bill Speakman of Tellus360 shared exciting news that they are now open for lunch on C Street Market! Tuesday through Sunday from 12 noon to 2 pm.

Amy Banks of Millersville University and Robin-Banks Entertainment announced that she is producing a fundraiser for Music for Everyone on August 1st in Binns Park. The event - “Kids Rock the Park” will include a performance by the MFE campers, food trucks, beer, and lots of fun to benefit MFE.

Kaitie Ward was pleased to share that Festoon continues celebrating their 15th anniversary during the month of June. Visit them on June 22nd from 10 am – 2 pm and enjoy massage treatments featuring their exclusive personal care line Brio. Their “Give Back, Get Back Grand Finale” will be June 29th. Enjoy 5% off all clothing that you can fit into their exclusive Festoon cloth bag and a portion of the proceeds will benefit Lancaster’s Compass Mark.

Jessica Jaymes Purdy, 2019 Lancaster Pride Festival Chair, shared the new location for this year’s Pride event – Clipper Magazine Stadium. The date is July 20th from 12 noon – 6 pm. There will be music acts, food trucks and vendors. Also, on June 22nd Lancaster Pride and Red Rose Film Festival will hold a special screening of “Before Stonewall” at Zoetropolis from 12 noon – 4 pm. There will also be a panel discussion and silent auctions.

Elyse Pollak of Central Market Trust shared the news that she will be leaving The Trust for a position at Millersville University. This will be her last meeting and we wish her the best! Her job is posted on the Market’s website.

Marshall Snively highlighted the recent development announcements by [LNP](#), [Willow Valley Communities](#) and Zamagais and reminded everyone that we as a community shouldn’t underestimate the impact this will have on our community, county and city. Along with Willow Valley’s development investment, their partnership with Lancaster Equity at Southern Market will have a catalytic impact, one we should all be very excited about. We will invite the companies to attend a future Merchant Committee Meeting to give a presentation on their development and learn more.

Monthly Spotlight – Max’s Eatery presented by Meg Lefever Titter and Max Titter

(Max shared that milkshakes and tots are his favorites!)

Click [here](#) for synopsis

Upcoming Events:

- Celebrate Lancaster – June 28
- Lancaster City Indie Retail Week Kick-off Party – July 14, Visitor’s Center, 2 pm – 5 pm
- Lancaster City Indie Retail Week – July 15 - 21
- Lancaster Pride – July 20
- National Night Out – August 6
- Lancaster Craft Beerfest – August 24

- Lancaster Print Crawl – September 6
- Lancaster Restaurant Week – September 16 - 22
- Lancaster Printer's Fair – September 20 - 21
- VeloCITY 2019 – September 26

Lancaster Parking Authority: Parking 101 Video

We viewed the new Parking 101 Video which was created by Lancaster City Alliance and Lancaster Parking Authority. It is available to download and share on your website. Carol Gifford thanked Lancaster City Alliance for producing this useful resource for them.

View the video [here](#).

Summer in the City – presented by Wyatt Behringer and Kayla Forgrave of Lancaster Office of Promotion

View the presentation [here](#).

Velocity 2019

Susan Eberly, chairperson, introduced Corinn Kirchner and Lori Herr as chairpersons with her for this year's Velocity event.

Save the date – **September 26th!** This will be a fabulous evening celebrating our City. If you are a restaurant, Dawn Steelman will be contacting you to be part of the evening. If you are a clothing store, Lindsay Filling will be reaching out to you to be involved with the fashion show. If you are a bartender, sign-up for the cocktail competition. And to everyone – be sure to attend!

The ticket prices will remain the same – VIP will be \$75.00 and General Admission will be \$25.00. Next month we will have posters to distribute. The VIP guests will be treated to a new group called "Downtown Sound". Please help us promote this exciting event that supports the work of Lancaster City Alliance.

Member Intra-Marketing Committee Report

Kathlene Carroll Sullivan highlighted two items from the MIM Committee Report:

1. Lancaster City Indie Retail Week will be July 15 – 21. The kick-off event will be July 14th at the Visitors Center. If anyone is a retailer and hasn't signed up yet, please contact [Kathlene](#) or go to their [new website](#).
2. Our City will be welcoming two large companies this fall – Woodstream Corporation and Cargas Systems. We will be preparing welcome bags for their employees. A total of 300 bags containing information from the Visitors Center and value-added promotional materials from our merchant community. Any merchants interested in providing incentives are asked to provide a minimum of 50. Items may be dropped to Lori Herr at the Lancaster City Alliance office at 115 East King Street or to Wyatt Behringer at the Visitor Center at 38 Penn Square.

Marshall Snively stressed this is a wonderful opportunity to get in front of new customers coming downtown and thank them for their investment in the city.

Erika Herold of Woodstream Corporation shared that they are offering the majority of their workforce the opportunity to park in the Prince Street Garage. She suggested offering their employees incentives to walk different routes to get to their new office on East King Street, like trying a new coffee shop or bagel store on their way.

The notes from the June MIM Committee:

- July spotlight is Lush Bazaar

- Welcome Packets will be delivered to five new businesses in the City of Lancaster .
- Lancaster City Indie Retail Week Report - The LCIRW sub-committee has made great progress since the May meeting. The event will be held from July 15 – 20. The website is now live at lancindieretail.com and there are currently 58 local merchants participating with more each day. LEADS was added to our list of generous top-tier sponsors.
- The committee made plans for possible future Merchant Meeting Special Presentations. The agendas are now set through the remainder of 2019 except for the month of August.
- Welcome Bags will be needed by September/October for the new employees arriving to the city from Woodstream Corporation (29 E. King Street) and Cargas Systems (101 N. Queen Street). A total of 300 bags containing information from the Visitor Center and value-added promotional materials will be solicited from the merchant community in quantities of 50+. Merchants wishing to be represented in the welcome bags should drop of their value-added promotional pieces (in quantities of a minimum of 50) to the Lancaster City Alliance offices at 115 E. King Street, attention of Lori Herr, or to the Visitor Center at 38 Penn Square, attention of Wyatt Behringer. Any questions about this program should be directed to lherr@teamlanc.org.
- There is also an ongoing need to create a Welcome Bag for new residents to the city that will be distributed by LCA as requested by local developers.
- Shop Small Season – this sub-committee will begin work by the end of June.
- The Merchant Mixer at Decades was well attended and a great success.
- 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.
- The Member Intra Marketing Committee meets for a working lunch from noon til 1:00 p.m. on the second Thursday of each month to plan events, welcome new businesses, create marketing campaigns and work to add value to each monthly Merchant Meeting. If you would like to join us, our next meeting will be at Yorgos Restaurant (66 N. Queen Street) on Thursday, June 13. Please RSVP to ksullivan@teamlanc.org

Special Presentation – Long’s Park Amphitheater Foundation – Its History and Future

David Wauls, President and Rick Faulkner, Artistic Director of Long’s Park Art Festival shared the history of the park and amphitheater. This year the Summer Music Series is celebrating their 57th anniversary and the Art Festival will be celebrating their 41st anniversary. The original land for the park was donated by Catherine and Henry Long. Lancaster City is the owner of the park and amphitheater. The Art Festival brings 200 artists from 29 states to the event. Over 11,000 art lovers make their way to beautiful Long’s Park to shop for fine art and high-quality crafts. Rick welcomed suggestions from the merchants on ways to partner together. This year’s festival will be held August 30 – September 1.

Merchant Meeting Survey for May – What is the biggest issue or challenge facing your business at the moment? Please take a moment to answer the survey now [here](#).

Next Merchant Meeting – July 17, 2019 - 8:30 am – The Ware Center

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 Lancaster City Alliance via email at info@teamlanc.org or by calling 717.394.0783.