



Lancaster City Merchant Committee Meeting Minutes

July 17, 2019 - 8:30 am
The Ware Center

67 in attendance

Introduction/Announcements:

Marshall Snively welcomed everyone to the meeting noting many new faces in the group as we look forward to celebrating milestone anniversaries today.

Susan Eberly shared that Friday, July 19th is the deadline for nominations for the YWCA's Women of Achievement Award to be celebrated at the November 1st Women of Achievement Luncheon at Doubletree Resort Hotel. The Velocity posters and postcards for this year's event on September 26th are available to take with you to display and distribute. If you are a restaurant, see Dawn Steelman to get involved. If you are a boutique interested in the fashion show, see Lindsay Filling. For everyone else, buy tickets and plan to attend! VIP tickets sell out quickly.

Stephanie Countess with Dutchland Rollers shared a flyer with upcoming games scheduled at Overlook Activities Center. They are proud to be a 501(c)3 organization that gives back to the community. They are excited to co-host a three-day regional roller derby tournament - August 23 – 25 at Spooky Nook Sports. This event is expected to draw hundreds of skaters, volunteers and fans from around the world.

James Farbo of FARBO Co reported they will be moving to a new location at 9 West Grant Street.

Kathy Frey of Festoon shared she is very excited about Indie Retail Week and appreciates all the work that went into this event.

Erin Dorney of Lemon Street Market reminded everyone to stop by this Saturday, July 20th from 11 am to 4 pm for their Summer Festival.

Wyatt Behringer with LOOP reported that this Friday is Music Friday and Indie Retail Week is in full swing this week also.

Adriana Atencio of The Common Wheel offered to assist businesses in making your business more bike friendly. Contact her for assistance at adriana@thecommonwheel.com.

Marty Hulse of Madcap shared that 20% of their sales today will be donated to Power Packs.

Kathlene Carroll Sullivan was thrilled to report that 82 merchants are participating in Indie Retail Week. She shared her appreciation for all the hard work done by Marty Hulse and the planning team. She encouraged everyone to support retailers this week.....and always! Kathlene also referenced the Cultivate Lancaster Entrepreneurs Forum flyer at everyone's places. The forum is scheduled for July 25th at Zoetropolis Cinema Stillhouse starting at 5:00 pm. The event is titled "Fail So Good" and will include first-hand experiences of local entrepreneurs and community leaders.

Jessi Purdy reminded everyone to come out and support Lancaster Pride at Clipper Magazine Stadium this Saturday, July 20th from 12 noon to 6 pm.

Carol Gifford with Lancaster Parking Authority distributed copies of their summer newsletter which highlights their “new app users get one hour FREE parking in July” promotion.

Larry Cohen with Lancaster Parking Authority reported they continue to work on plans for the new parking garage being planned at Lancaster Square along with the new library.

Mike Reynolds of Lancaster Barnstormers is pleased to be celebrating their 15th year. He provided flyers for an exciting Lancaster City Night at the Barnstormers on Friday, August 23rd. They are offering special ticket packages to offer to your customers and/or employees. Clipper Magazine Stadium strives to be part of the Lancaster community by making the stadium space available as a venue for other organizations and companies to use. An example of this is the Lancaster Pride event this Saturday.

Zac Nesbitt was excited to be representing Commonwealth on Queen and Altana Rooftop Lounge. Commonwealth on Queen will be unveiling a new menu and enhanced hours. Altana is promoting a Block Party for School District of Lancaster on August 11th.

Laure Moir with LHOP shared they are planning a Lancaster Music Fest on September 14th from 11 am until 8 pm in Buchanan Park. There will be live bands, food and drink. Purchase tickets [here](#).

Chandra McCombie with Owl Optimal Wellness for Life Chiropractic Center shared that she is happy to come to your business to provide a wellness talk to your employees. If interested, contact Chandra at (717) 517-8195 or chandra@owlchiropractic.com

Erica Graber with Amorette was excited to share that they received the prestigious Two Glass Best of Award of Excellence from Wine Spectator recently. Cheers!

Jim Worden of Lancaster Trophy House was pleased to share that this Saturday is his one-year anniversary of purchasing the business!

Bob Herbert with Lancaster YWCA invited everyone to attend their next Lunch and Learn Program on July 30th from 11:30 am to 1 pm. The speaker will be Pastor Gerald Simmons. Visit their website to [register](#).

Bill Speakman with Tellus360 reminded everyone to stop by the new C Street Market. There are five different vendors with four on the roof and they are open for lunch except Tuesdays. The 3rd Annual Tellus 3City Fest is coming up August 2nd – 4th featuring over 40 local bands. Tickets are available at their [website](#) now.

Kevin Molloy of Lancaster County Convention Center reported there are more conventions than usual in the city this summer. After the new restaurant, Plough, opens next to the lobby, the existing lobby space will be refreshed with a new look.

Dakota Ridinger of Holiday Inn Lancaster invited everyone to their Christmas in July event on Thursday, July 25th from 11:30 am to 1:30 pm. Contact Dakota to register at (717) 393-2131.

Ruth Martin with Shumaker PDT was excited to share they are celebrating 15 years in business!

Brendan Stengle with Music For Everyone encouraged everyone to come out for Music Friday. He was excited to announce The First Annual MFE Key Krawl (A pub crawl to support MFE) is set for August 10th. The Krawl centers around the pianos placed about the City. Bar-hop, sing, maybe even dance all while supporting a good cause!

Jonathan Yeager of Decades and Joycat Events shared that the Lancaster Craft BeerFest will be held August 24th with two sessions – 12 Noon to 3 pm and 4 pm to 7 pm. The location will be the 100 block of North Queen Street. Tickets are available now [here](#).

Amy Banks with Robin-Banks Entertainment distributed flyers for the upcoming fundraiser benefiting Music for Everyone – “Kids Rock The Park” will be held on Thursday, August 1st from 5 pm to 8 pm. There will be a free concert, live art by Loryn Spangler-Jones, food trucks and cash wine and beer.

Monthly Spotlight – Lush Bazaar presented by Timbrel Chyatee

Click here for [synopsis](#)

Member Milestones & Anniversaries

Marshall Snively, Dave Aichele and members of the MIM Committee presented the follow Anniversary Milestone Awards to:

1 Year

- Amorette
- FARBO Co
- Karma Café
- Redeux Vintage
- Shot and Bottle
- Voodoo Brewery Lancaster

5 Year

- Taupe
- The Common Wheel

10 Year

- Music for Everyone's Keys for the City
- Lancaster Marriott at Penn Square
- Lancaster County Convention Center
- Cheap Frills

15 Year

- Festoon
- Lancaster Barnstormers

Fifty Year

- Lancaster Parking Authority

Two Hundred Twenty-Five Year

- LNP Media Group

Member Intra-Marketing Committee Report

Kathlene Carroll Sullivan highlighted items from the MIM Committee Report:

1. Welcome Bag Program – The Lancaster City Alliance and partners are working closely with businesses locating in the City to make their employees feel welcome and ready to participate in all that Lancaster has to offer. We are preparing welcome bags for several hundred new employees of Woodstream and Cargas. We are asking local merchants for value added marketing materials for the bags. We ask for at least 50 items or up to 300, if you are able. Materials may be brought to the August 21 Merchant Meeting or dropped off by August 31st to the Lancaster City Alliance office, Visitor Center or by contacting Lori Herr at LCA at (717) 394-0783 to arrange to have an Ambassador pick-up your material.
2. We need everyone's participation in the monthly "Single Question Survey" that appears on the Merchant Meeting agendas and minutes. In order for the data that we collect from the survey to be relevant and provide meaningful data, we would appreciate everyone taking a minute to answer the survey

Minutes from July 11, 2019 Meeting:

Future Spotlights are:

- August – Harvest Moon Bagel Co.
- September – Make Scents Natural Spa Line
- October – The H&H Group
- November – LOOP
- January – Sweetish Fish
- February – Decades
- March – Zoetropolis Cinema Stillhouse
- Future invitations will be sent to: The Holiday Inn Lancaster, Fulton Theatre

Merchant Welcome Packets:

- June Welcome Packets were accounted for, or arrangements for their delivery made.
- KC's Italian Ice – 617 W. Orange Street **KCS**

Lancaster City Indie Retail Week Report – Marty Hulse

- The LCIRW sub-committee is ready for the launch with a Kick-Off Party on Sunday, July 14 at the Visitor Center from 3 – 6 p.m.
- There are 80+ local merchants, gallery owners, artists, boutiques and shops participating throughout the City of Lancaster.
- Look for a spadea featuring Lancaster City Indie Retail Week to wrap the front cover of the Sunday edition of Lancaster Newspapers. This was made possible by a partnership with LNP, Lancaster City Alliance, LOOP and the Lancaster City Indie Retail Week sub-committee.
- The sponsors of Indie Retail Week include founding sponsor Lancaster City Alliance & the Downtown Investment District, as well as Visit Lancaster City (LOOP), Discover Lancaster, LEADS, Fig Lancaster, GoodThree, Willow Valley Communities and the 300 block of North Queen Street Association.

Merchant Meeting Special Presentations Proposals for 2020

- Downtown Investment District - Kate Gallagher, founder & CEO of [CoLAB](#)
- City of Lancaster Neighborhood Initiatives – Milzy Carrasco, City of Lancaster Director of Neighborhood Engagement
- LCPD Business Community Outreach – Lancaster City Police Department
- YWCA Social Justice Institute – Lisa Cameron & David Nice, YWCA Lancaster
- Places 2040 April Summit – Lancaster County Planning Commission
- City of Lancaster Economic Health – Mayor's Office

Welcome Bag/Program – update

- Dave Aichele discussed the future streamlining of the Welcome Packet so that it was less labor intensive and more sustainable while still providing the valuable information that new businesses and residents need by driving inquiries to the Lancaster City Alliance website.
- The Welcome Bag campaign for the new businesses at 101NQ and Woodstream Corporation will be promoted at the July Merchant Meeting and in an email blast. There will be 300 Welcome Bags created for these new arrivals to the City of Lancaster, and the committee is looking for “value-added” coupons, flyers and other marketing materials to add to them in packs of 50 by August 1.

Merchant Survey Report – Wyatt Behringer

- The Merchant Survey Question for June was: “What is the biggest issue or challenge facing your business at the moment?”
- There were five responses. They are included on the document attached.
- The importance of these Merchant Surveys and the value of the data collected will be explained briefly during the MIM Committee Report at the July Merchant Meeting by Kevin Molloy.

The Merchant Survey Question for July is: “What kind of Presentations would you be interested in seeing as the subjects of future Merchant Meetings? Please take a moment to answer the survey question now [here](#).

New Business

The logo being used in the “We Noticed Lancaster City” social media campaigns was created in 2013 and is now officially retired. Matt Hannigan of GoodThree has graciously agreed to design a new one that will reflect the same style as our “Shop Small Dine Local” and “Lancaster City Indie Retail Week.” We plan a full social media campaign to introduce the new brand.

Special Presentation – Think Healthcare is Confusing?

Matt Ranauro, Founder and CEO of benefix gave a presentation on the service his company provides. Benefix creates software for small businesses to simplify benefits and gives them same level of access and advice large companies get. View presentation [here](#)

Presentation on Red Rose Bike Rack Sponsorship Program

Karl Graybill, Environmental Planner for City of Lancaster, explained this special program to create more bike parking in the City. There is a need for safe, secure, convenient and functional parking for bikes. The cost for the Red Rose Bike Rack is \$195.00 and includes the City installing and maintaining the rack.

View presentation [here](#).

Marshall Snively closed the meeting by welcoming all of today's new attendees back to future meetings. He shared special thanks to everyone who worked on Indie Retail Week. He encouraged everyone to spread the word about VeloCity on September 26th. This event benefits Lancaster City Alliance and enables LCA to support Indie Retail Week and other exciting events happening in Lancaster.

Next Merchant Meeting – August 21, 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.

Upcoming Events:

- 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