



Lancaster City Merchant Committee Meeting Minutes

August 21, 2019 - 8:30 am
The Ware Center

57 in attendance

Introduction/Announcements:

Marshall Snively welcomed everyone to the meeting.

Eric Kazda reminded everyone that the Latin Music Fest will be September 7th in Binns Park. He distributed brochures with coupons for Lancaster Virtual Reality Lounge. Kathlene Sullivan shared that Eric offered his LVR Lounge for a future merchant mixer so watch for the date to be announced.

Susan Eberly reminded everyone that tickets are available for the [YWCA's Women of Achievement Luncheon](#) on November 1st at the DoubleTree Resort Hotel. Tickets are available now [here](#). She also shared that Lancaster Airport will be holding Community Days on August 24th from 10 am – 6 pm and August 25th from 10 am – 4 pm. Visit their [website](#) for details.

Tracy Horning with Wacker Brewing Company shared that they have expanded their menu to include Rueben sandwiches, pulled pork sandwiches and taco salads.

Erica Herold of Woodstream shared that their move to 29 East King Street begins September 4th with all employees being relocated by September 11th. She said they will be happy to be here!

Megan Zettlemoyer reminded everyone of the Lancaster Print Crawl on September 6th and the Lancaster Printer's Fair on September 20th and 21st.

Scott Drackley of Penn Square Music Festival distributed postcards with highlights of their 2019-20 season which has something for everyone. Their goal is to provide a professional performance and training opportunities for young artists. Tickets are available online [here](#). They are also holding performances at the Holiday Inn to bring in younger audiences.

Robin Zaremski of The Ware Center was happy to announce the new 2019-20 brochure is available. Businesses are welcome to take a stack for distribution in your business.

Chelsea Zawisa of Harvest Moon Bagel Co. was pleased to share that next month is their one-year anniversary.

Ismail Smith-Wade-El of the LGBTQ+ Coalition announced a Coming Out Party being planned for October 11th at The Candy Factory. He also had pins, etc. to take along to help share their message of creating a welcoming community.

Zac Nesbitt was pleased to share that the Altana rooftop terrace is now enclosed over the bar area.

Adriana Atencio of The Common Wheel announced they are now accepting volunteers and youth bicycle donations to help prepare for the Holiday Bike Drive on December 14th. They are anticipating refurbishing 200 bikes for kids this year.

Laurie Moir of LHOP shared that they are a beneficiary of Lancaster Music Fest this year. She introduced Mitch Gready, the director of Lancaster Music Fest. The event will be held on September 14th from 11 am to 8 pm at Buchanan Park. Tickets are \$20 in advance and \$25 at the door. There will be local music, hot air balloons, great food, craft beer and family fun. The headliner band is Kelly Bell Band. Tickets are available [here](#) and remember to use the code LHOP at checkout.

Hope Schmids of Millersville University distributed information on their Corporate University training needs assessment that is offered at no cost to non-profit and for-profit organizations. For more information contact Hope at hope.schmids@millersville.edu. She also shared information on the ropes challenge course at Millersville University.

Amy Banks of The Ware Center announced the Season Launch Party will be First Friday, September 6th from 6 pm – 8 pm in the Lyet Lobby of The Ware Center. Stop in to explore the upcoming 2019-2020 season!

Kathlene Sullivan encouraged everyone to attend Club Night in the Atrium (Ware Center) with Amy Banks performing on October 5th.

Sue Lackmann of Penn Medicine Lancaster General Hospital distributed folders with pertinent information concerning the alcohol and other drug problems in Lancaster. Lancaster County Joining Forces is coordinating efforts to reduce deaths from opioids and heroin. A 2019 Service Guide for getting help was in the folder in both English and Spanish. She offered to come to any organization to review the program and provide training.

Dakota Ridinger of Holiday Inn announced they will be offering space for non-profits to use during the ExtraGive. There is no charge for the space. If anyone is interested, contact Dakota [today](#).

Maureen Wheeler of Lancaster Barnstormers reported that their season is wrapping up with the last weekend home stand being September 13 – 15. She provided flyers with special promotions for Sunday, September 1st and their last weekend. As they celebrate their 15th year they are striving to achieve the largest weekend attendance in team history so be sure to attend a game!

Melinda Myers of Lancaster Symphony Orchestra shared they are celebrating Dr. Stephen Gunzenhauser's 40th and Final Season with the opening of the 2019-2020 season on September 7th. She distributed a brochure listing the performances. If any restaurant is interested in offering discounts to patrons who are attending the performances, please see Melinda so you can be included on their website.

Helen Morganto of Hometown Provisions announced they will be hosting their 5th Food Show on September 5th at the DoubleTree Resort Hotel. All are welcome to attend.

Bob Herbert of Lancaster YWCA reminded everyone of their quarterly luncheons. The next Lunch and Learn is with Fran Rodriguez on October 3rd from 11:30 am to 1 pm. Register for your place at the table [here](#).

Jonathan Yeager of Decades and Lancaster Beerfest reminded everyone this Saturday is the 7th Annual Lancaster Beerfest. The second session is sold out, but tickets are still available for the first session. A portion of ticket sales go to Schreiber Pediatrics Rehab Center.

Kate Farbo was excited to announce they moved to 9 West Grant Street! They are continuing to work on event space and a private workshop room. Stop by to see their new shop!

Lori Sturgess of The Studio was pleased to share she is coming up on her 1-year anniversary!

Sgt. Manuel Luciano of Lancaster Bureau of Police reviewed a list of many upcoming festivals and events happening. Along with events previously mentioned he added: Rafiki African Festival on September 14th from 1 pm to 5 pm in Binns Park, Latin American Festival at Long's Park on September 21st, and the CertaPro Paint Run or Walk at Buchanan Park on September 28th. The department will try to post larger printed signs announcing "no parking" for special events. He invited everyone to stop by First Presbyterian Church until 11 am today to enjoy Coffee with a Cop.

Special Presentation – YWCA Lancaster Social Justice Team

Lisa Cameron, Director of Empowerment Services and David Nice, Project Manager, Social Justice presented a program titled "Customer Service Meets Social Justice". [Click here for presentation](#)

Flyers were distributed for the upcoming YWCA Lancaster's Racial Justice Institute Part 1 Event on September 11th – 13th at Lancaster County Community Foundation. Learn more and register [here](#).

Monthly Spotlight – Harvest Moon Bagel Co. presented by Chelsea & Zach Zawisa

Chelsea and Zach highlighted their business at 47 North Queen Street which features 8 – 10 bagel flavors a day using quality, local ingredients. September 14th will be their one-year anniversary and they will be giving away coupons to celebrate!

Click here for [synopsis](#)

VeloCity

Corinn Kirchner & Susan Eberly reminded everyone the 5th Annual VeloCity event is coming up on September 26th at Tellus360. Postcards and posters are available to take with you to distribute. Ticket prices are the same again this year. Plans are underway to provide great food, a great fashion show with a new, longer runway, and great entertainment. There are still food spots open so contact Dawn Steelman at Annie Bailey's if anyone is interested in participating.

Marshall Snively shared that proceeds from the ticket sales go to marketing the City through Lancaster City Alliance, so your attendance and promotion is appreciated.

Member Intra-Marketing Committee Report

Kathlene Carroll Sullivan highlighted items from the MIM Committee Report:

1. Thank you for the fabulous support given for the first Indie Retail Week!
2. A Shop Small Committee is meeting to make plans for this year's holiday season.
3. A Halloween Member Mixer will be held October 23rd at Altana. The very popular costume competition will be included.
4. The survey question for August is posted so please take a moment to answer.

Minutes from August 8, 2019 Meeting:

1. Future Spotlights are:
 - 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: Holiday Inn Lancaster and Fulton Theatre
2. Merchant Welcome Packets:
 - Lancaster Cheesesteak Company – 47 W. King Street (Wyatt)
 - Central Market Flowers by Perfect Pots – 5 W. King Street (Wyatt)
 - Extreme Beauty – 447 S. Prince Street (Anne)
 - Floyd's Café – 237 N. Prince Street (Carol)
3. Lancaster City Indie Retail Week Report – Marty Hulse
 - Indie Retail Week achieved its goal of increasing awareness of the Indie Retail Community and of bringing together a large (82 participants) cross-section of the city's merchants to work together on a campaign. It was agreed that the LNP coverage and Sunday front cover were huge boosts to the event.
 - There will be a financial report generated before the next meeting and the results of the consumer and participant survey will be made available.

- The Indie Week campaign captured enough images that 50 new, or updated slides will be added to the Lancaster City Alliance #ShopSmall #DineLocal video that plays at their office and at the Visitor Center. Matt Hannigan of GoodThree is working on branding all images.

4. Shop Small Committee Report

The committee held their first meeting on 7.31.19 to begin the planning for Shop Small Season. They will be partnering with Visit Lancaster City once again to register merchants to take part in extended hours for the Mayor's Tree Lighting Ceremony, and participation for Small Business Saturday and Lancaster Shops Late.

5. Welcome Bag Program Report

MIM Committee members were asked to help share the details of this project for local merchants to include value-added marketing material in a Welcome Bag that Lancaster City Alliance will be providing to be distributed to 300 new employees in the City of Lancaster. The first 170 are scheduled to arrive at Woodstream Corporation at 29 E. King Street the first week in September. Any questions about the details of this project can be directed to Lancaster City Alliance Team Coordinator Lori Herr at lherr@teamlanc.org

6. New Business

The October Halloween Mixer will be held on Wednesday or Thursday, October 23 – 24 at Altana Rooftop Lounge. Kathlene will be coordinating details with Zac Nesbitt.

A January Mixer is planned with dates pending to be held at the Lancaster VR Lounge in the Keppel Building at 325 N. Queen Street. The owner, Eric Kazda, has generously offered to donate both his location and all food & drink.

A proposal to increase the length of the monthly Merchant Meeting to 90 minutes with a start time of 8:00 a.m. was tabled for discussion at the September committee meeting.

The Merchant Survey Question for August is: "What is the main issue that prevents you from attending a monthly Merchant Meeting? Please take a moment to answer the survey question now [here](#).

Marshall Snively closed the meeting by reminding everyone to purchase tickets for VeloCity! On sale [today!](#).

Next Merchant Meeting – September 18, 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 Craft Beerfest – August 24
- Lancaster Print Crawl – September 6
- Latin Music Fest – September 7
- Lancaster City Restaurant Week – September 16 - 22
- Lancaster Printer's Fair – September 20 - 21
- VeloCITY 2019 – September 26
- ExtraGive – November 22
- Holiday Window Decorating Contest – November 25 – December 20
- Small Business Saturday – November 30