



Lancaster City Merchant Committee Meeting Minutes

September 18, 2019 - 8:30 am

The Ware Center

54 in attendance

Introduction/Announcements:

Marshall Snively welcomed everyone to the meeting.

Mary Goss, Market Manager of Lancaster Central Market, introduced Dani Decker as the new Communications Manager for Market. Dani is excited to begin her new role and reminded the group to save the date for the annual Harvest Breakfast on Saturday, October 5 from 8 am until noon.

Alan Friedland, the owner of Ream Jewelers, was proud to announce that they have updated the façade of their building at 58 N. Queen Street with a beautiful white & gold exterior paint & awing. The result is truly dazzling.

Bob Herbert, Director of Communications & Community Engagement for YWCA Lancaster was excited to announce that Stacie Blake has been appointed as the new Chief Executive Officer. Bob also let the members know about the "Red Sand Project" a campaign that local businesses and organizations can take part in during the annual YWCA Lancaster Week Without Violence – October 14 thru 18. Additional information on the campaign can be found [here](#).

Carol Gifford, Communications Manager for Lancaster Parking Authority, invited all to attend the Demolition Ceremony to make way for the Christian Street Garage & Lancaster Public Library in Ewell Plaza on Tuesday, September 24 at 1:30 p.m. Reception to follow at the Holiday Inn. RSVP to Carol at 717-299-0907 or cgifford@lancasterparkingauthority.com

Tracy Horning with Wacker Brewing Company shared that they have several events coming up including a Capital Day Scavenger Hunt. Check out their [event](#) page for all the details.

Christina Hamberger introduced herself to the group as the newest team member at Shumaker, PTD. She will be working on development.

Patience Buckwalter, the founder of Grape Leaf Café & Empowerment Center, announced that the Café will be ending their summer season on Saturday, September 28 but will continue to offer catering and special event pop-ups.

Joyce Heberlein, the owner of Lancaster Galleries, reminded everyone Fall Lancaster ArtWalk is right around the corner on Saturday & Sunday, October 5 – 6.

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. She is also excited about the [Slow Ride September – Public Arts Edition](#) on Friday, September 27 from 7 until 8:00 p.m. starting in Binns Park.

Maureen Wheeler of Lancaster Barnstormers reported that the season has come to an end and that they have begun to work on their Christmas Tree Lane exhibit for 2019.

Mike McMonagle hopes that everyone will save the date for annual [Annie Bailey's Oysterfest](#) on Saturday, September 28, from 11:00 a.m. to 10:00 p.m.

Wyatt Behringer, Communications Manager for the Lancaster City Office of Promotion, invited all to the Special Halloween Merchant Mixer on Wednesday, October 23 from 5 till 8:00 p.m. Arrive in costume to enter the annual Costume Contest and

win some great prizes. Any merchant who wishes to donate an item as a prize to the costume contest should contact Wyatt at wbehringer@cityoflancasterpa.com

Mara Clements, the founder of [MoreSPACE](#), invited those attending to the upcoming [Business Speed Dating](#) event by [Women Connect Lancaster](#) at Telus360 on Tuesday, October 22 from 6 – 8:30 p.m.

Scott Drackley, Founder & Artistic Director of Penn Square Music Festival, hopes that no one will miss the local debut of [Glory Denied](#), an opera based on the Vietnam conflict, on Saturday, November 9 at The Ware Center.

Erica Herold of [Woodstream Corporation](#) shared that their move to 29 East King Street is now complete and that the employees were delighted with the 170 Welcome Bags prepared by the Lancaster City Alliance. She wanted to let all of the merchants know how grateful they are for the warm welcome and that the Woodstream employees have been taking advantage of the beautiful weather to explore the various destinations they discovered in the Welcome Bags.

Eric Kazda of Lancaster VR Lounge is excited to be hosting the [Insight Marketing Conference Launch Party](#) on Tuesday, September 24 from 5 – 8:00 p.m. He also wanted everyone to know that it is time to start booking the VR lounge for your Holiday Parties. Contact him at info@lancastervrlounge.com

Shaun Frankel hopes that everyone is aware of the mission of [Lancaster Transplant](#), which is continuing to welcome newcomers to Lancaster. A recent addition to the group was a watchmaker from Champagne, France!

Susan Eberly of Alegre events reminds everyone to get their ticket for the [YWCA Lancaster Women of Achievement Luncheon](#) on Friday, November 1 at 11:30 a.m. Tickets are available [here](#). She is also excited about [Velocity 2019](#) on Thursday, September 26 from 5 until 9 pm at Tellus360. Celebrate the best in the City's art, food, music, and fashion and help to benefit Lancaster City Alliance. Tickets available [here](#).

Amy Banks, Arts Communication Manager Office of Visual and Performing Arts, Millersville University, reminds all that the Ware Center Season is opening this month. Learn more about the exciting events planned [here](#).

Shana Atkins and Megan Fessler-McCarthy were welcomed by the group as the new owners of [Tread House](#), a cardio fitness studio opening at 28 Penn Square (formerly Gallery of Modern Masters). They are due to open in late 2019 and in the meantime follow news about developments and pop-up events on their [Facebook Page](#).

Monthly Spotlight – Makes Scents Natural Spa Line presented by Heather & Nathan Kreider

Click [here](#) for synopsis

Special Presentation – Sizing Up Your Digital Footprint

Mike McMonagle of [MCKLCO](#) presented on Tips & Tools help your business look, sound & operate its very best on the World Wide Web.

Click [here](#) for synopsis

Presentation – Insight Marketing Conference 2019 – Kris Bradley of [NameSpark](#)

Presentation – What's New for ExtraGive 2019 presented by Aaron Spangler, Lancaster County Community Foundation

Click [here](#) for synopsis

Member Intra-Marketing Committee Report

Minutes from September 11, 2019 Meeting:

1. Future Spotlights are:

- October – The H&H Group
- November – LOOP
- January – Sweetish Fish
- February – Decades
- March – Zoetropolis Cinema Stillhouse

2. Merchant Welcome Packets:

- Yosi's Glitz & Glam – 52 N. Queen Street (Carol)
- Curio Gallery & Creative Supply – 106 W. Chestnut Street (Wyatt)

3. Shop Small Committee Report

The committee is currently working on a distribution method for the 1,000 vouchers that the Lancaster Parking Authority will potentially offer pending a more effective distribution model. They are weighing two options:

- Distributing in some equitable fashion to all participating businesses with an increased amount going to more high-volume merchants. This method presents several challenges from a consumer education perspective.
- Distribution by teams of volunteers stationed at the parking garage exits (North Queen & Prince Street Garages only) from 9:00 a.m. until 6:00 p.m. Wyatt and Kathlene are working on a volunteer proposal & schedule that will be submitted to Lancaster Young Professionals (LYP) in hopes of a partnership.

4. Welcome Bag Program Report

Lancaster City Alliance Team Coordinator Lori Herr reported that there was a delivery of 170 Welcome Bags to the new employees at Woodstream Corporation last week by LCA team members. She related that the response from the merchant community has been very positive and that there was an excellent assortment of coupons, offers, and goodies in each bag. LCA received an email of thanks from Woodstream HR shortly after the team returned to the office.

Welcome Bags will also be prepared for the 130 employees at Cargas Systems when they move into their new headquarters at 101NQ. Any questions about the details of this project can be directed to Lancaster City Alliance Team Coordinator Lori Herr at lherr@teamlanc.org

5. Merchant Survey Results Report

The Merchant Survey Question for August was: "What is the main issue that prevents you from attending a monthly Merchant Meeting?" There were eight responses that spoke to both the times of the meeting and demands of busy schedules.

A Merchant Survey Results Video Slide will be added to each Merchant Meeting Presentation. The slide will appear on the video screen half-way through Member Introductions. At the close of introductions Wyatt Behringer will present a brief presentation on the results and announce the question for the following month, encouraging all to take part in the survey and stressing the importance of the data collected. This will begin at the October Merchant Meeting.

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. Costume Contest prizes will be collected by Wyatt Behringer. Costume Contest Judges will be Scott Drackley, Penn Square Music Festival, and Kevin Molloy, Lancaster County Convention Center Authority.

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 meeting might be considered for certain special circumstances. Dave Aichele had an alternative suggestion of increasing the length of each meeting by fifteen minutes. This suggestion will be the subject of the September Merchant Survey to gauge reaction.

The Merchant Survey Question for September is: "If the time for Monthly Merchant Meetings increased by fifteen minutes, what time would you like the meeting to begin?" 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 – October 16, 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 Restaurant Week – September 16 - 22
- Lancaster Printer's Fair – September 20 - 21
- VeloCITY 2019 – September 26
- Central Market Harvest Breakfast – October 5
- Fall Lancaster ArtWalk – October 5&6
- Merchant's Halloween Mixer (Altana) – October 23
- Trick or Treat Lancaster City – October 31
- ExtraGive – November 22
- Holiday Window Decorating Contest – November 25 – December 20
- Mayor's Tree Lighting – November 29
- Small Business Saturday – November 30
- Lancaster Shops Late – December 12