



Lancaster City Merchant Committee Meeting Minutes

October 16, 2019 - 8:30 am
The Ware Center

54 in attendance

Introduction/Announcements:

Marshall Snively welcomed everyone to the meeting.

Meg Titter of Max's Eatery invited everyone to attend Trivia and Tubesteaks on Tuesdays at Max's Eatery.

Andrea Stephenson introduced herself as the new director of the PA Guild of Craftsmen. There are lots of workshops planned. Check out their [website](#) for details and registration.

Mike Gillett introduced himself to the group. His Edward Jones office just moved to the 300 block of North Queen Street.

Zac Nesbitt representing Commonwealth on Queen shared they have a new menu and are booking holiday parties now.

Altana is working on a new menu and is looking forward to host next week's Merchant Mixer.

Violet Baldwin of Baldwin's Dirty Little People Gallery will be holding workshops in partnership with Curio starting in November.

Gary Davis of the Holiday Inn mentioned that if any organization is interested in holding their ExtraGive event there to please contact him.

Carol Gifford of Lancaster Parking Authority announced that their customer appreciation week will take place before Thanksgiving which will include greeters in the garages and giveaways.

Kevin Molloy of Lancaster County Convention Authority reported that 2020 is shaping up to be very busy with conventions.

Sandy Folts of Cargas introduced herself to the group. They are so excited to be moved in to their new office at 101NQ! She shared a special thank you for the welcome bags that were delivered on Friday.

Kathlene Sullivan reported the January Merchant Mixer will be January 16th at Lancaster VR Lounge. More details will be forthcoming.

Lori Herr thanked the merchants who donated items for the new business welcome bags. She shared that we have another opportunity to welcome two employers to the City – Baker Tilly is moving to CityGate with 200 employees and Trout Ebersole and Groff is relocating to the 100 block of East King Street with 30 employees. Any merchant who is interested in providing value-added coupons/discounts should submit their items by November 1st. Contact Lori with any questions or if your items need to be picked up at lherr@teamlanc.org or 717.394.0783.

Wyatt Behringer of LOOP shared that the survey is going out soon to determine which stores will participate in the Shop Late event this year. Anyone interested in donating prizes for the Halloween Merchant Mixer next week should see Wyatt or contact him at wbehringer@cityoflancasterpa.com.

Bob Herbert of YWCA Lancaster asked everyone to participate in this week's Week Without Violence Red Sand Project – fill a sidewalk crack outside your building, snap a photo and share it on social media using hashtags #RedSandProject, #YWCA, #WeekwithoutViolence. Contact the YWCA to get red sand.

Mary Kohler of The H & H Group shared they have been in business for 46 years in the city and recently purchased a new promotional company to add these services to their company.

Jim Worden of Lancaster Trophy House announced that starting November 1st their business will be open 8 am to 6 pm to better serve their customers.

Adriana Atencio shared they are gearing up to give out 200 bikes to kids on December 15th at Holiday Inn. They are looking for bike sponsors, along with volunteers to work on the bikes. Contact Adriana at adriana@thecommonwheel.com to get involved.

Rufus Tolbert introduced himself as the Director of Development at The Mix at Arbor Place. They have a new administration and are very excited about their new programs. He invited everyone to visit them to learn what they have for the kids in the city.

Wendy Dietrich of Ville Painters is excited to be located in the city.

Jenni Leister of Bunyaad Rug Room at Ten Thousand Villages is actively looking to relocate their store and they are hoping to be in city.

Scott Drackley of Penn Square Music Festival was pleased to announce their first major performance, "Glory Denied", on November 9th at The Ware Center. There is an "opera crawl" that morning.

Matt Stetler of Penn Square Music Festival shared that they will be at the Holiday Inn for ExtraGive.

Susan Eberly of Alegre Events thanked everyone who participated and attended Velocity. It was a great event which supports Lancaster City Alliance and Lancaster DID. She invited everyone to attend the YWCA's Women of Achievement Luncheon on November 1st from 11:30 am – 1 pm at Doubletree Resort. An invitation only event celebrating 101NQ will be held November 21st. The 100 block of North Queen Street will be closed for this event.

Corinn Kirchner invited everyone to attend Annie Bailey's Celebrity Bartending Event to benefit The Mix at Arbor Place on October 24th from 5:00 pm to 8:00 pm.

Eric Kazda of Lancaster VR Lounge shared that the Red Rose Film Festival will be November 1 – 3. The event will feature 75 different films viewed in various locations throughout Lancaster (Lancaster VR Lounge is one of the host sites). Lancaster Health Center will be holding an event at Lancaster VR Lounge during the ExtraGive. The Lancaster VR Lounge is available for holiday parties.

Lori Sturgess of The Studio shared that her sculpture workshops are ongoing. Please see her if interested.

Natalie Lasiek of Pennsylvania College of Art & Design shared that "Art Recess for Adults" will be held again at PACAD. Check out their Facebook page for dates and details.

Joyce Heberlein of Lancaster Galleries spoke on behalf of LEADS. She shared that they purchased new wreaths for the Christmas season and will be selling the decorations used in previous years. They have 40 garlands with lights at \$10 each and 30 prelit wreaths at \$25 each. Anyone interested in purchasing may contact Joyce at joyce@lancastergalleries.com.

Lori Secord with LNP announced they will be hosting the Annual Window Decorating Contest in December and there will be prizes awarded. If interested, please contact Lori at lsecord@lnpnews.com. She also has some great advertising opportunities for the holidays.

Officer Chad Binderup of the Lancaster City Police introduced himself to the group. He is the Officer who covers the DID.

John Gerdy of Music for Everyone invited everyone to attend the Tellus Takeover tomorrow (October 17) from 6 pm to 11 pm. Tickets are \$20 at the door.

Christine Johnson of AK Interiors was excited to share they are celebrating their 4th anniversary with sales all this week.

Patience Buckwalter of Grape Leaf Café & Empowerment Center shared the schedule for upcoming buffet meals held over the winter months when the café is closed. The Community Mental Health Meal Fundraiser will be held November 2nd from 6 pm – 9 pm at James Street Mennonite Church. A Local Vendor Fair is planned for November 16th from 10 am to 3 pm in the basement of James Street Mennonite Church.

Maureen Wheeler of Lancaster Barnstormers distributed flyers for the 2nd Annual Christmas Tree Lane Decorating Contest to be held at Clipper Magazine Stadium. To learn more about this event, contact Maureen at mwheeler@lancasterbarnstormers.com

Wyatt Behringer shared the results of the September merchant survey which received a total of 28 responses. The question: If the time for Monthly Merchant Meetings increased by 15 minutes, what time would you like the meeting to begin? The majority (12) voted to keep the start time of 8:30 am. Beginning January 2020, monthly Merchant Meetings will be held from 8:30 am until 9:45 am in order to accommodate the length of the agenda. Wyatt encouraged everyone to participate in the monthly survey that is sent with meeting reminders and minutes. The results are very important and helpful to us.

Monthly Spotlight – The H & H Group presented by Mimi Sigworth

Click [here](#) for synopsis

Special Presentation – Lancaster City Alliance Clean & Safe Initiatives

Dave Aichele, Director of Clean and Safe Services for Lancaster City Alliance and Executive Director of the Lancaster DID opened the presentation by sharing the history of the DID and a coverage map. Lisa Darlington, Operations Manager and Justin Norton, Operations Supervisor each shared information on the responsibilities of the Clean and Safe Ambassadors along with interesting facts on work performed by the Ambassadors.

Click [here](#) for synopsis

DID Presentation on Strategic Planning – Kate Gallagher, CEO of coLAB

Crystal Weaver, President of the DID Board, shared how fortunate Lancaster is to have the services provided by our Ambassadors and to have a downtown investment district after visiting other cities. Crystal introduced Kate Gallagher who is working with the Board on the Strategic Plan.

Kate explained the strategic planning process. Their goal is to cast a larger vision for the future to build on what is already happening and going well. She encouraged everyone to complete the survey provided this morning at each place. If anyone who is a resident or merchant in the DID is interested in being interviewed to provide feedback for the strategic plan, please contact Dave Aichele. For anyone who didn't complete the survey, [please click here](#). We value your input and appreciate your feedback.

Marshall explained that the DID is its own entity with its own Board of Directors. Lancaster City Alliance provides management services to the DID through a management agreement. All assessment fees paid to the DID, stay in the DID.

Member Intra-Marketing Committee Report

Kathlene Carroll Sullivan highlighted items from the MIM Committee Report:

- Special presentations for 2020 are being worked on. January will be UGI providing an update on the Prince Street project, February will be an update on the Fulton Theatre project and tentatively for March will be Places 2040 Summit.
- Welcome bags for new businesses and residents – looking into a possible coupon book
- Small Business Saturday will be November 30th– Lancaster Parking Authority has again offered 1000 vouchers for free parking for two hours in the Queen Street and Prince Street garages from 9 am until 6 pm. Volunteers would be needed to distribute the vouchers during the day or the vouchers would need to be distributed equitably in advance to each participating merchant. Finding volunteers to hand out the vouchers in the garage has been a challenge and determining a way to distribute vouchers has been a challenge to insure a successful promotion. Last year, 70 vouchers were redeemed. After consideration, it was decided to thank the Parking Authority for their generous offer but decline offering the vouchers this year.

Minutes from October 10, 2019 Meeting:

1. Future Spotlights are:

- November – LOOP
- January – Sweetish Candy
- February – Decades
- March – Zoetropolis Cinema Stillhouse
- April – FARBO Co
- May – Advoz (tentative)
- June – LGBTQ+ Coalition
- July – Penn Square Music Festival
- August – Typothecary Letterpress
- It was decided to offer two of the three remaining spotlights to small businesses in the neighborhood corridors outside the Downtown Investment District.

2. Merchant Welcome Packets:

Lancaster's Downtown Deli – 45 N. Market Street (Tom Allen) *Kevin*

Blade & Spade Apothecary - 401 W. Walnut Street (Alyssa Miller) *Wyatt*

Free Press – 101NQ (Steve Croft) *Kevin*

There are ten additional new businesses currently scheduled to open soon at 101NQ. A complete list with site map is attached.

3. Shop Small Season Committee Report – Wyatt Behringer

- Small Business Saturday – both Lancaster City Alliance and Visit Lancaster City applied to be a Neighborhood Champion this year. We will be notified regarding our status in about two weeks.
- Visit Lancaster City has prepared the 2019 survey for businesses to sign up to participate in Shop Small Season events: Holiday Window Decorating Contest, Mayor's Tree Lighting, Small Business Saturday, and Lancaster Shops Late.

4. Merchant Meeting Special Presentations

- November – CWS Lancaster – The Benefits of Employing the Local Refugee & Immigrant Community

- January 15 – Prince Street Project Update – An overview of UGI Utilities, Inc. Prince Street work presented by UGI
- February 19 – Fulton Theatre - An encore presentation on the latest developments in the Breakthrough Performance Campaign by Nicole Hackmann
- March 18 – Joining Forces: coordinating efforts to reduce deaths from opioids & heroin – presented by Julia Ressler. The committee would like to see this presentation moved to the April Merchant Meeting on April 15, for a Special Presentation on the Places2040 Summit that is time-sensitive for March. An invitation to present has been sent to Scott Standish.
- TBD 2020 – Ewell Plaza Update presented by Chris Delfs, City of Lancaster Director of City Planning & Economic Development

5. Welcome Bag Program Report – Lori Herr

- Lancaster City Alliance Team Coordinator Lori Herr reported that there would be a delivery of 140 Welcome Bags to the new employees at Cargas Systems at 101NQ on October 11 by the Lancaster City Alliance team members

6. Merchant Survey Report

- The Merchant Survey Question for September was: If the time for the Merchant Meeting increased by fifteen minutes, what time would you like the meeting to begin?
- There were twenty-eight responses, with 42.86% wishing to begin the meeting at the usual time of 8:30 am and extend until 9:45 am (included in the document attached). This change in meeting time will be announced at the October meeting, in the meeting minutes, and all Merchant Meeting email blasts.
- The Merchant Survey Question for October is: What other programs would you like to see the Downtown Investment District Merchant Committee sponsor? Responses will include Education Workshops, Lunch & Learns, Networking Events, and Other.
- A Merchant Survey Question Results video slide will be added to the October 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.
- A “Cell Phone Survey” is being tested by Kathlene and Wyatt.

7. New Business

- The October Halloween Mixer will be held on Wednesday, October 23 from 5 until 8 pm at Altana Rooftop Lounge. Kathlene will be coordinating details with Zach Nesbitt.
- Costume Contest prizes will be solicited at the October Merchant Meeting by Wyatt Behringer.
- Costume Contest Judges: Kevin Molloy, Kris Bradley & Carol Giffords
- Emily Savill, of Sullivan Consults, will be assisting with decorations and playlist
- Dave Wenger will staff the Welcome Table
- There will be a January Merchant Mixer hosted by Lancaster VR Lounge at 325 N. Queen Street on January 14, or 15.
- The committee discussed if there was a limit to the range for distribution of Welcome Packets to new businesses within the City of Lancaster and it was decided that any business established within the boundaries of the city will be eligible for a welcome packet from the MIM Committee and that additional businesses just adjacent to the boundaries might also receive a packet as well.

- Resident Welcome Program – the committee discussed the idea of extending the welcome bag program to new residents to the City of Lancaster. These would be distributed by realtors or developers upon request. Committee members are interested in revisiting the idea of a Coupon Book that would take the place of the welcome bag. Olé Hongvanthong has volunteered to investigate costs associated with printing a coupon book, and Matt Hannigan of GoodThree has generously offered to donate the design services for the book.

The Merchant Survey Question for October is: What other programs would you like to see the Downtown Investment District Merchant Committee sponsor? Please take a moment to answer the survey question now [here](#)

Next Merchant Meeting – November 20, 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:

▪ Merchant Halloween Mixer (Altana)	October 23 (costume contest!)
▪ Trick or Treat Lancaster City	October 31
▪ Red Rose Film Festival	November 1 – 3
▪ 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
▪ January Merchant Mixer	January 16