



## Lancaster City Merchant Committee Meeting Minutes

November 20, 2019 - 8:30 am  
The Ware Center

69 in attendance

### **Introduction/Announcements:**

Marshall Snively welcomed everyone to the meeting. This is our last meeting of 2019. He reminded everyone that Friday is ExtraGive and please remember LCA.

Zac Nesbitt of Commonwealth on Queen shared they are taking reservations for Thanksgiving Dinner to Go. Keep them in mind also for your holiday parties. Altana is working on plans for a special New Year's Eve party.

Tracy Horning of Wacker Brewing Company shared they are planning a December 13th Ugly Sweater Contest and a Festivus Party on December 23 from 12 pm until 8 pm.

Henrietta Heisler of Henrietta Heisler Interiors was excited to share the Accelerator Building is under construction with a brewery being planned in the front space.

Lee Lovett of Red Raven Art Company invited everyone to their 8th Annual Black Friday event – Art4Everyone. Doors open at 8:30 am with sale starting at 9:00 am. Over 250 4" x 4" panels of original artwork will be selling for \$40.

Chelsea Zawisa of Harvest Moon Bagel Company announced they will be open during the Mayor's Tree Lighting Ceremony on November 29th.

Scott Drackley of Penn Square Music Festival shared that on December 4<sup>th</sup> they are presenting "Jingle All The Cabaret" featuring two singers. There will be complimentary hor' d'ourves and cash bar. Tickets are \$40.

Jay Filling of Filling's Clothing shared he joined a team who is raising funds for Vision Corp and will be rappelling off the Holiday Inn on Friday.

Chandra McCombie of OWL Chiropractic offered their services to plan wellness programs for employees in 2020.

Alan Friedland of Ream Jewelers announced they are having their annual estate and vintage sales event this weekend and invited everyone to stop in.

Carol Gifford of the Lancaster Parking Authority distributed a "thank you" gift for parking appreciation week. The Parking Authority will be providing 12 free days of parking from December 15 – 26 (on street parking in Downtown area). It is their gift back to city. They will be sharing through social media and encourage everyone to share within their networks.

Debbie Havert of EQ Transformations introduced herself to the group. She is a coach/trainer who recently moved back to Lancaster. She is holding a workshop on December 12th from 5:30 pm – 7:30 pm at Realogy and invited everyone to attend.

Sue Lackmann with LG Penn Medicine shared that tomorrow is the Great American Smoke Out from 4:00 pm – 7:00 pm. She also provided flyers showing where to get free Naloxone to be prepared for an opioid overdose emergency.

Corinn Kirchner of PPM Real Estate invited everyone to visit her on Friday for the Mix at Arbor Place's ExtraGive event at Holiday Inn. You will get to meet her new dog too!

Eric Kazda of Lancaster VR Lounge invited everyone to attend their “Dr. Who Day” on Saturday after ExtraGive at the Arcade. On Small Business Saturday they are offering a special if you purchase a one hour gift card, you will get a 10 minute card for free.

Anita Skrocki of Anita’s on Walnut announced she and her husband will be offering free meals to veterans and the homeless on Thanksgiving.

Michelle Malec of Max’s Eatery shared they are planning a special New Year’s Eve event “Wizard’s Ball” starting at 4:00 pm. More information and tickets are available on Facebook.

Stacie Blake of YWCA Lancaster introduced herself to the group as the new Chief Executive Officer. She invited everyone to drop by for ExtraGive to take a tour of their Lime Street facility.

Alana Coates introduced herself to the group as the new Director of Exhibitions for PCAD.

Jess Flowers is the new Sales Manager for Fig Industries and excited to be here.

Shana Atkins of Tread House is planning to have a grand opening on December 14th from 11 am to 2 pm with an official opening December 16th with a free week of classes.

Natalie Lascek with PCAD reported classes for all ages are listed online for the winter season. There will be a youth exhibit on Saturday following ExtraGive so stop by.

Briana Garber of Verity Properties and NJY Films introduced herself to the group.

Caitlyn Horst of Verity Properties and Belong Property Management introduced herself to the group.

Maureen Wheeler with the Lancaster Barnstormers is gearing up to host 15 non-profit groups for the ExtraGive. The 2nd Annual Christmas Tree Lane Decorating Contest is coming up December 11 – 22. The deadline to register is November 30th.

Melinda Myers of Lancaster Symphony Orchestra invited everyone to attend one of their festive holiday concerts planned for December 13th at 7:30 pm or December 15th at 3:00 pm at Barshinger Center for Musical Arts at F & M College.

**Monthly Spotlight** – City of Lancaster Office of Promotion (LOOP) presented by Wyatt Behringer and Kayla Forgrave.

Click [here](#) for synopsis.

Lindsey McCallum with Lancaster Newspapers announced the annual window decorating contest during the holiday season. LNP partners with LOOP and Lancaster City Alliance to bring readers the event schedule along with the window decorating schedule. Handouts were provided to everyone which included discounted pricing.

## Member Milestones & Anniversaries

### 1 Year

- Anita’s on Walnut
- Harvest Moon Bagel Co.
- Columbia Kettle Works 2<sup>nd</sup> Gear
- Junior’s Market
- Max’s Eatery
- The Bread Pedaler

### 5 Year

- Henrietta Heisler Interiors, Inc.
- Lancaster Cupcake
- Lululemon
- Souvlaki Boys
- Wacker Brewing Co.

### 10 Year

- Ballroom on the Square at Stevens School

### 15 Year

### Fifty Year

### Ninety Year

- Shumaker PTD
- Puff N' Stuff
- Filling's Clothing

**Special Presentation** – Church World Service presented by-Stephanie Gromek, Development & Communication Coordinator

Click [here](#) for synopsis.

A question was raised if Church World Service can assist small businesses in finding new employees. Stephanie responded that yes, they provide employment agency assistance so if anyone has openings, please let her know.

## Welcome Bag Program

Marshall Snively encouraged merchants to participate in the Welcome Bag Program by donating coupons/value-added items. Welcome Bags delivered to Woodstream Corporation and Cargas have been very popular and merchants are seeing coupons being redeemed. The Welcome Bags will be given to the employees of Baker Tilly Virchow Krause who have moved in to City Gate Corporate Center and Trout, Ebersole & Groff CPA who will be moving to East King Street. The total number of employees is 250. Anyone interested in donating may contact Lori Herr at Lancaster City Alliance at 717.394.0783 or [lherr@teamlanc.org](mailto:lherr@teamlanc.org).

## Member Intra-Marketing Committee Report

Minutes from November 14, 2019 Meeting:

Future Spotlights are:

- 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
- September – Turn N Headz Studio
- October
- November – SCORE Lancaster-Lebanon
- It was decided to offer two of the three remaining spotlights to small businesses in the neighborhood corridors outside the Downtown Investment District.

### 1. Merchant Welcome Packets:

- Casa Carlo & Yahi Poke – 101 N. Queen St. Suites #115 & 117 (Francesco Conigliaro) **Lori S.**
- Ville+Rue by Domaci – 101 N. Queen St. Suite 99 (Rebecca Addington, Warren & Derrick Clark) **Lori S.**
- Starbucks – 101 North Queen St. (Paul Shamberger, Manager) **Lori S.**
- Move It Studio - 33-35 N. Market Street above DipCo (Marie Cleaves Rothacker) opening in December **Wyatt**

### 2. Shop Small Season Committee Report – Wyatt Behringer

- Small Business Saturday
  - Elf Patrol volunteers will meet at The Visitor Center at 9:30 am on Small Business Saturday, November 30 to move across the shopping areas of the city handing out SBS swag.

- Wyatt was contacted by WGAL to tape four Shop Small promos.
- The sign-ups for Lancaster Shops Late on Thursday, December 12 are going well.
- Wyatt and Kayla Forgrave will be presenting the Member Spotlight at the November Merchant Meeting to explain what they do at LOOP and what they have planned for an exciting holiday season in the City of Lancaster.
- Lori Secord, newest MIM committee member, and LNP Media Group Solution Specialist reviewed the spadea that will be published for the holidays and the Holiday Window Decorating Contest promotion. She distributed the flyer that she will be sharing at the November Merchant Meeting and on the Lancaster City Business Owners Facebook Group. (see attached) A few minutes will be added to the LOOP Member Spotlight to allow Lori to tell the merchants about these holiday promotions.

### 3. Merchant Meeting Special Presentations

- 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 – Places2040 Summit presented by Scott Standish
- April 15 - Joining Forces: coordinating efforts to reduce deaths from opioids & heroin – presented by Julia Ressler
- TBD 2020 – Ewell Plaza Update presented by Chris Delfs, City of Lancaster Director of City Planning & Economic Development
- MIM Committee will begin work at the January committee meeting to discuss ideas for presentations for the remainder of 2020.

### 4. Welcome Bag Program Report – Lori Herr

- Lancaster City Alliance Team Coordinator Lori Herr reported that they are currently working on a delivery of 200 Welcome Bags to the new employees at Baker Tilly. They have a few new merchants participating but need additional materials for these bags. Lori will personally be reaching out to merchants for this.

### 5. Merchant Survey Report

- The Merchant Survey Question for October was: What other programs would you like to see the Downtown Investment District Merchant Committee sponsor?
- There were fourteen responses, with 35.71% interested in Networking Events and the other 50% equally divided between Lunch & Learns and Workshops.
- The committee members present decided there will be no merchant survey question for December. We will begin the survey again at our January meeting.

### 6. New Business

There will be a January Merchant Mixer hosted by Lancaster VR Lounge at 325 N. Queen Street on January 16. A Facebook event will be created for this.

Matt Hannigan of Good Three Design submitted a proposal for three new designs that would represent the We Noticed Lancaster City brand. The committee reviewed the logos and approved them with great thanks to Good Three for the generous donation.

Carol Gifford, Communications Manager at Lancaster Parking Authority, was excited to announce her social media campaign for the “12 Days of Free Holiday Parking” set to the tune of the 12 Days of Christmas. The committee members present were asked to review the jingles and forward comments and suggestions to Carol, as well as any thoughts on images for each jingle. Carol can be reached at [cgifford@lancasterparkingauthority.com](mailto:cgifford@lancasterparkingauthority.com)

Next Merchant Meeting – January 15, 2020 - 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](mailto:info@teamlanc.org) or by calling 717.394.0783.

### Upcoming Events:

▪ Holiday Window Decorating Contest	November 25 – December 20
▪ Mayor's Tree Lighting	November 29
▪ Small Business Saturday	November 30
▪ Breakfast With Santa	December 7
▪ Lancaster Shops Late	December 12
▪ 12 Free Days of 2-Hour Holiday Meter Parking	December 15 - 26
▪ New Year's Eve in Lancaster City	December 31
▪ January Merchant Mixer	January 16