



Lancaster City Merchant Meeting Minutes

February 19, 2020 - 8:30 am
The Ware Center

55 in attendance

Introduction/Announcements:

Marshall Snively welcomed everyone to the meeting.

Eric Kazda of Lancaster VR Lounge was pleased to announce they are celebrating their 1 year anniversary! The 5th Insight Marketing Conference will be held at the Ware Center on September 24th. Tickets will soon be available [here](#).

Meg Titter of Max's Eatery announced the Celebrity Bartending tonight from 5 – 8 pm will benefit Junior League with the theme "Mardi Bras". They will be collecting items for the women's shelters in Lancaster.

Matt Stetler of Penn Square Music Festival shared their event "Lift Every Voice and Sing" will be held this Sunday at the Ware Center. Tickets are available [here](#).

Rebecca Addington of Ville + Vue gave an update on the popular Poppy pillows and tote bags. Sales are coming in from all over the country. A portion of the proceeds goes to Raven Ridge Wildlife Center. She is happy to partner with organizations in the community.

Nat Leibee of Ellicott & Co. announced their "Smoke & Spirit Night" this Saturday, February 22nd at 6 pm.

Shana Atkins of Tread House, which has been open since December, distributed flyers and coupons for a free class pass to try out their facility.

Sue Lackmann with Penn Medicine Lancaster General Health announced that March 18th will be "Take Back Tobacco Day". This campaign is partnering with Lancaster Parking Authority – Park Your Butts Campaign with free giveaways for those who give up their tobacco. If merchants would like to be involved, they would list their business on promotional materials as a drop off location for cigarettes or other nicotine devices during their regular business hours on March 18. Prior to March 18th, merchants will be provided with reusable goodie bags that contain, quit nicotine resources, \$5 Downtown Dollars, ear buds, a pen and an air freshener. Merchants don't need to answer questions, just take the nicotine products and give them a bag. To sign-up your business or to answer questions, email Sue at susan.lackmann@penmedicine.upenn.edu

Bob Herbert with YWCA Lancaster shared that registration is open for the 22nd Race against Racism to take place on April 25th.

Susan Eberly of Alegre Events distributed postcards for the "Envision Gala" to benefit Domestic Violence Services on Saturday, April 18th from 6 – 11 pm at Lancaster Country Club. Fran Kane will be honored with the 2020 Catalyst for Change Award. Tickets are available [here](#).

Violet Baldwin of Baldwin's Dirty Little People Gallery announced a fundraising art exhibit for Domestic Violence Services on March 6th (First Friday) at 6 pm at Tellus360. Local artist Tom Santosusso's nude paintings will be available to purchase with 20% of all proceeds going to Domestic Violence Services.

Jonathan Yeager of Decades & Joycat Events shared the date of this year's Craft Beerfest – August 29th.

Dani Decker with Central Market announced that next Saturday – February 29th – is the Taste the World event at Central Market from 7 am to 9 am. Also, plans are underway for a Spring Fling on May 16th.

Lori Secord with LNP distributed sample copies of the Visit Lancaster travelers guide. Anyone interested in advertising in the guide may contact Lori at lsecord@lnpnews.com.

Ruth Martin with Shumaker PDT shared the date for the Annual Chamber Dinner being May 21st at the Lancaster County Convention Center. The speaker will be Theresa May, former British Prime Minister.

Lee Lovett with Red Raven Gallery shared they will be celebrating women artists in March.

AJ Eckman with Lancaster Rec Commission announced that May 17th will be this year's Open Streets Event on Water Street. This event had over 200 vendors last year.

Carol Gifford with Lancaster Parking Authority announced that beginning in March changes will be made in the Prince Street parking garage to install pay machines in the elevator lobby, similar to the other garages. The upgrades may take several weeks to complete.

James Kinney introduced himself to the group as the Client Ambassador for Peoples Bank which will be opening March 9th in 101NQ. They are planning a special event on May 1st (First Friday).

Kristin Snyder of Sophie Stargazer announced that as of 2020, all brands carried in her store are factory certified to protect the dignity for workers where the items are made. Stop by to check out her latest additions.

Robin Zaremski with The Ware Center shared that they have a license to serve alcohol at events hosted at their facility. They will be holding a Mardi Gras event on Saturday, February 22nd with Alphonso Horne & the Gotham Kings.

Wyatt Behringer with LOOP, via a text message, reminded everyone the deadline for the City Visitor's Guide is February 26th. Contact the LOOP office to sign-up.

Zac Nesbitt shared the February survey results which received 23 responses. The March survey question is "What are your most effective ways of marketing your small business?" Please take the survey [here](#).

Monthly Spotlight – Decades by Chris Trendler and Jonathan Yeager

Click [here](#) for presentation.

Special Presentation – "Breaking Through Bedrock: An Update on the Fulton Theatre Expansion, Phase II" presented by Nicole Hackmann, Director of Breakout Performance Campaign at the Fulton Theatre

Click [here](#) for presentation.

Joyce Heberlein with Lancaster Galleries shared her appreciation for the support the Fulton Theatre has provided to them during the construction.

Patriot Day in Lancaster City - Lieutenant Glenn M. Stoltzfus and Detective Todd Grager with the Lancaster Bureau of Police shared their vision for a special event to benefit Veterans Victory House to help homeless and transitional veterans to find jobs, homes and to get reestablished in society. The event will take place on September 11th with various BBQ dinners available to purchase. All veterans who attend will receive a free meal. Along with the Police Department, other first responders will be participating. They are planning to close the 100 block of North Queen Street to hold the event. To assist with the dinners, they will be visiting restaurants to ask for donations of food. More details will be shared as planning continues.

Lancaster City Restaurant Week Spring 2020 – March 2nd - 8th

Chris Trendler highlighted the upcoming Spring Lancaster City Restaurant Week. This city wide event is hoping for over 40 restaurants to participate. Special deals will range from \$10 to \$50. This is a great way to try out new restaurants. Check out their website for participating restaurants and deals. [Click here](#).

Member Intra-Marketing Committee Report

Zac Nesbitt shared that next month's Spotlight will be Zoetropolis Cinema Stillhouse and the Presentation will be given by Scott Standish on Places2040. To strive to make our Merchant Meetings more relevant to retailers, we will be including a "5 Minute Retail Marketing Moment" to each meeting beginning in March.

Minutes from February 13, 2020 Meeting:

Future Spotlights are:

- March – Zoetropolis Cinema Stillhouse
- April – FARBO Co
- May – Advoz
- June – LGBTQ+ Coalition
- July – Penn Square Music Festival
- August – Typothecary Letterpress
- September – Lemon Street Market
- October – Floyd's Café Lancaster *confirmed*
- November – SCORE Lancaster-Lebanon
- The committee will continue to work on connecting with Rockstar Connect Lancaster. Zac will reach out in person at their networking event at Altana on Thursday, February 13.

Merchant Welcome Packets:

- Scratch Bakes Lancaster – 11 W. Chestnut Street (**Kevin**)
- Thread Creative Co. – 325 N. Queen Street, Zack Wilson & Christopher Conley (**Lori**)
- Pop & Perk – 136 N. Prince Street, Liz Hess (**Carol**)
- Move It Studio – 33 N. Market Street (above DipCo), Marie Cleaves Rothacker (**Olé**)

Merchant Meeting Special Presentations:

- March 18 – Places2040 presented by Scott Standish, Director for Countywide Planning for the Lancaster County Planning Commission
- April 15 – Joining Forces: coordinating Efforts to Reduce Deaths from Opioid & Heroin presented by Julia Ressler, Penn Medicine Lancaster General Health
- Age-Friendly Lancaster presented by Martha Lester Harris and Melissa Ressler. This presentation will be focused on how the senior consumer is an ever-growing demographic here in Lancaster and best practices for local businesses to reach that market and create a senior-friendly environment that is welcoming and encourages return visits. Confirmed for August Merchant Meeting
- Central Market Trust presented by the Central Market Trust. One of the key initiatives for the Central Market Trust's 5-year strategic plan is Community Engagement and Collaboration. This includes evaluating what the Market has to offer to support a start-up business incubator program and to support businesses that already rely on the Market. They will be looking for partners to help make this happen so they can help support and develop the diverse community that has continuously supported Market. Date to be determined.

Merchant Meetings – How To Make Them More Relevant to Retailers

- How do we find creative ways to engage more tourists, travelers, and day visitors with our retail community.
- The committee will be adding a "5-Minute Retail Marketing Moment" to each Merchant Meeting beginning in March. These Marketing Moments will contain tips that the committee will offer as well as best practices from local merchants and calls from the attendees to share their stories of marketing success.
- The committee will be suggesting that the Retail Member Spotlights include their best marketing tips with the group in their spotlight summary.

- The text of the Merchant Meeting promotional emails will be more directly targeted to show the benefits of our monthly presentations to the retail community. We will be reaching out to Lancaster City Alliance Director of Communications Anne Williams for assistance on this.
- Special Presentation for 2020 – the final opening for a special presentation will be geared towards Marketing for our retail community. Subjects that might be explored include Customer Retention Strategies That Work, The Value of Email Marketing for Small Business, Direct Mail Marketing for Beginners.

Merchant Survey Question

- The Merchant Survey Question for March is: What are your most effective ways of marketing your small business? You can view the survey [here](#).

Closing Comments:

Susan Eberly reminded everyone that planning for the 6th Velocity Event is underway.

Alan Friedland of Ream Jewelers asked if Lancaster City Alliance can alert new businesses, like Woodstream and Cargas, about the small businesses located in the City and encourage them to visit. Marshall shared that during their orientation to the City, this information is provided, along with the welcome bags that are given to all employees.

Kevin Molloy of Lancaster County Convention Center shared they are discovering that repeat conventions are skipping their banquets and choosing to go out to eat in our Downtown restaurants. This is a complement to our great restaurants.

Gary Davis thanked everyone for supporting the Penn Square Rotary Club's Hearts Program this year.

Marshall Snively shared that we will celebrate milestone anniversaries at next month's meeting.

Dave Aichele shared that a public meeting was held last night at UGI to review the Lime Street work project. They anticipate starting work in early March from Vine Street to Liberty Street. The project will take place over the next 8-10 months.

Lori Sturgess asked if there are updates on the Prince Street work now that work is complete. Marshall said we will follow-up with UGI for any updates.

Next Merchant Meeting – March 18, 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 or by calling 717.394.0783.

Upcoming Events:

▪ Lancaster City Restaurant Week	March 2 - 8
▪ Zenkaikon Convention	March 20 - 22
▪ Quilt Week	March 25 - 28
▪ Launch Music Conference	April 30 - May 3
▪ Annual Lancaster Chamber Dinner	May 21
▪ Patriot Day in Lancaster City	September 11