



## Lancaster City Merchant Meeting Minutes

April 17, 2020 - 8:30 am  
Virtual Meeting via Zoom

36 participants

### **Introduction**

Dave Aichele welcomed everyone and reviewed ground rules to assist everyone participating in the Zoom meeting.

Marshall Snively welcomed everyone and commented how good it was to see everyone! The Entrepreneurship Coalition has identified some valuable information which Marshall shared:

- If you are a small business, that does not require detailed accounting, and you receive funding from the Paycheck Protection Program (PPP). It is recommended that you set-up a separate bank account to place and track the PPP funds. That way you can more easily document your spending and follow the Small Business Association reporting requirements.
- You cannot receive PPP and Pandemic Unemployment Assistance at the same time. If you are unsure if you qualify for PUA connect with a SCORE Mentor.
- The Lancaster City Small Business Emergency Fund was announced. ASSETS, City of Lancaster, and Community First Fund have been working together with EncourageLancaster to provide this new fund composed of both grants and loans. Visit [lancastercitysmallbizemergencyfund.com](http://lancastercitysmallbizemergencyfund.com) for more information.
- The U.S. Chamber will be providing \$5,000 supplemental grants to small employers. Applications for the Save Small Business Grant Fund will open this Monday, April 20, 2020, at 3 p.m. For more information and to apply visit the [U.S. Chamber site](#).
- A reminder to reach out to your landlord and banking institution to discuss what options are available.
- You can request a SCORE mentor [here](#).

**Special Presentation** – “Social Media Strategy: Finding Opportunity During Unforeseen Circumstances” by Mark Reinmiller, Kevin Reinmiller and Alissa Carreon of [Kinectiv](#)

[Click here for presentation](#)

### **Merchant News Shared in Chat**

Amber Strazzo with City of Lancaster shared that Mayor Sorace has been doing a livestream every weekday at 5 p.m. Milzy Carrasco then reproduces her comments in Spanish on the Neighborhood Engagement page. They cover social services, economic recovery, health and safety information and more. We encourage everyone to tune in at 5 p.m. for [Mayor Sorace](#) followed at 6 p.m. by [Milzy](#).

Sandy Gambone with Water Street Mission gave a Shout Out to Deb Brandt and Fig Magazine for including Water Street Mission's Virtual Top Chefs event in yesterday's blog. You can still experience this 15-minute exclusive event this Sunday at 1:30. Register online [here](#).

Amy Banks with The Ware Center/Millersville University share interactive family arts activities with you [here](#)

### Member Intra-Marketing Committee Report

Kathlene Sullivan shared that the committee discussed the need to redirect special presentations for the remainder of the 2020 year in light of this unprecedented event. The subjects need to be relevant to the small business community's needs and support their efforts to rebuild and respond to current economic developments.

We will continue to plan virtual meetings with relevant presentations.

### Closing Comments

Marshall thanked everyone for joining the meeting and especially to Mark, Kevin and Alissa from Kinectiv for their presentation.

If anyone has additional questions, please email them to us at [info@teamlanc.org](mailto:info@teamlanc.org) and we will work to get you a response. Please know we are here to support you and are working closely with our partner organizations so that you will see this through.

Next Virtual Merchant Meeting to be announced soon.

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.