



Lancaster City Merchant Committee Meeting

Friday, April 17, 2020
8:30 a.m. to 9:45 a.m.
Virtual Meeting

1. Introduction - Marshall Snively, President, Lancaster City Alliance
2. Special Presentation – Social Media Strategy: Finding Opportunity During Unforeseen Circumstances - presented by Mark Reinmiller, owner at Kinectiv and team member Kevin Reinmiller & Alissa Carreon.
How should you be using social media for business in the age of COVID-19? Social distancing is in effect and will certainly remain a factor when we begin the road to economic recovery. How will the small business community pivot to adjust to the emerging new normal? Staying connected is more important than ever, and Kinectiv will provide best practices for turning the lights on socially for your small business.
3. Member Intra Marketing Committee Report
4. Open Discussion

Our next Virtual Merchant Meeting will 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 the Lancaster City Alliance via email at info@teamlanc.org or by calling 717.394.0783.