



Lancaster City Merchant Meeting Minutes

April 29, 2020 – 1:00 pm
Virtual Meeting via Zoom

40 participants

Introduction

Dave Aichele welcomed everyone to the meeting. He shared a message from Officer Chad Binderup, our DID Community Police Officer. Chad wanted everyone to know he is ready to address any policing needs or questions the merchants may have. He wants everyone to be safe and healthy. He reminded everyone to be confident that we will all make it through these tough times and have our businesses flourish once again! If anyone needs to reach Officer Binderup, his email is binderuc@lancasterpolice.com and his phone number is 717-735-3333 voicemail: 3150.

Marshall Snively welcomed everyone and thanked everyone for attending. He shared that we are working to get timely, relevant information distributed to the merchants. We continue to work behind the scenes with our partners, such as ASSETS, who is providing the presentation today.

Special Presentation – “Lancaster City Small Business Emergency Fund” presented by Jonathan Coleman, Co-CEO of ASSETS. Find more information on their [website](#).

[Click here](#) for presentation.

Merchant News Shared in Chat

Sandy Gambone with Water Street Mission shared that if you, or anyone you know, are looking for short-term work, consider applying for Water Street Mission's Temporary Mission Support Assistant position. They are hiring several 90 day employees. Click the [link](#) for more job information.

Member Intra-Marketing Committee Report

Kathlene Sullivan shared several of the upcoming presentations:

- The Benefits of Selling your Products Online by Kyle Leakway of GoodThree
- Build It and They Will Return: Creating a Marketing Strategy to Re-open your Business by Craig Kazda of Quantum Dynamix
- Workplace Consideration & Compliance – workplace safety, employer mandates related to building safety and cleaning measures as businesses prepare to re-open. Presenter to be announced.
- Leveraging Social Media Ads During a Time of Economic Crisis by Kris Bradley of NameSpark

We will continue to plan virtual merchant meetings with relevant presentations.

Anne Williams shared that just in time to prepare for Mother's Day gift-giving, the City of Lancaster Office of Promotion and Lancaster City Alliance has released its second bingo card. This new card features City retail stores and markets. Last week both

organizations released a card featuring City restaurants offering takeout, both cards are still in play. This new card promotes shopping in the City and features many stores that offer great gifts for Mother's Day.

Closing Comments

Marshall thanked everyone for joining the meeting and especially to Jonathan Coleman for his presentation.

If anyone has additional questions, please email them to us at 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 or by calling 717.394.0783.