



## Lancaster City Merchant Meeting Minutes

May 13, 2020 – 8:30 am  
Virtual Meeting via Zoom

27 participants

### **Introduction**

Dave Aichele welcomed everyone to the meeting. He mentioned that our previously recorded merchant presentations can be viewed by going to the Lancaster City Alliance [YouTube Channel](#).

Marshall Snively welcomed everyone and thanked everyone for attending. He recognizes that business owners are faced with tough decisions concerning the County moving to the yellow phase on Friday against the Governor's order. Attorney Martin Siegel with Barley Snyder participated in Mayor Sorace's Live at 5 program on Monday and provided some resourceful information on the risks of re-opening. Anyone wishing to hear that discussion can view it [here](#).

**Special Presentation** – "The Benefits of Selling Online" presented by Kyle Leakway, Principal and Experience Director at [GoodThree](#). View the presentation [here](#).

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

Susan Eberly shared that the Domestic Violence Services Gala is going virtual. The Envision Gala will be held Saturday, June 27 at 7:30 pm. Tickets are available [here](#).

Susan Eberly mentioned that Alegre Events will be presenting a Chamber webinar titled "Corporate Events in a Virtual World" on May 21 at 1:30 pm. Register [here](#).

### **Member Intra-Marketing Committee Report**

Kathlene Sullivan shared that a future virtual Merchant Meeting will be held titled "Small Business Moving Forward & Operating Safely: Guidance and Information on how to safely reopen and operate your business". This will be presented by Kim Wissler, Senior Health Officer & Marisol Torres, Housing and Economic Development Administrator, City of Lancaster. The confirmed date for this meeting is **Wednesday, May 27 beginning at 9:00 am**. Watch for emails announcing this and future virtual merchant meetings.

Dave Aichele mentioned that Downtown Dollars are back online to purchase via credit cards and sales have been coming through. If any business is interested in participating in the Downtown Dollars program who is not already enrolled, please email Lancaster City Alliance at [info@teamlanc.org](mailto:info@teamlanc.org).

### **Closing Comments**

Dave thanked everyone for joining the meeting and especially to Kyle Leakway for his 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.