



Lancaster City Merchant Meeting Minutes

May 21, 2020 – 8:30 am
Virtual Meeting via Zoom

54 participants

Introduction

Dave Aichele welcomed everyone to the meeting.

Marshall Snively welcomed everyone and thanked everyone for the great turnout! He shared that our next virtual Merchant Meeting will feature Kim Wissler, Senior Health Officer and Marisol Torres, Housing and Economic Development Administrator with City of Lancaster. They will provide guidance and information on how to safely reopen and operate your business. Mark your calendars for May 27th at 9:00 am. Watch for an email to RSVP.

Special Presentation – “PIVOT Process for Restarting Business – A strategic guide to restarting your business while addressing the COVID-19 requirements and key considerations of safety, marketing, operations and finance” presented by SCORE Lancaster-Lebanon volunteer mentors Cathy Bonser, Denise Fessler, Joann Brayman, Rich Bidgood and Bob Smith. Find more information on how to get a SCORE mentor [here](#).

View the presentation [here](#).

Merchant News Shared in Chat

Christina Hamberger with Shumaker PDT shared that they are helping businesses with PPE for reopening their business. They are also working with clients to have high quality virtual events. Shumaker PDT also created a studio space. For additional information, please contact her at sales@shumakerpdt.com.

Mimi Sigworth with H & H wants to help everyone get back to business with messaging and PPE, barriers, face shields, masks, etc. Call Mimi at 717-951-0884 or visit the [Back to Business Resource Center](#) on the web.

Heather Kreider with Makes Scents shared that they have access to COVID-19 cleaners locally from Engleside Janitorial Services on Liberty Street. Phone – 717-397-9095.

Cathy Rychalsky with Lancaster County Workforce shared that the [PA CareerLink Lancaster County](#) is available to help businesses with your hiring needs and may be able to help pay for on-the-job training for potential hires or pay for young adults in a work experience opportunity with your company.

Member Intra-Marketing Committee Report

Kathlene Sullivan reminded everyone that the next virtual Merchant Meeting will be Wednesday, May 27th beginning at 9:00 am with Kim Wissler, Senior Health Officer & Marisol Torres, Housing and Economic Development Administrator, City of Lancaster. The first meeting in June will be June 10th with Craig Kazda, Vice President of Quantum Dynamix – “Build It and They Will Return: Creating a Marketing Strategy to Re-open your Business.” Watch for emails announcing future virtual merchant meetings.

Closing Comments

Marshall encouraged anyone who isn't working with a SCORE mentor to seriously consider working with one of their knowledgeable volunteers. He thanked everyone for joining the meeting and especially to the SCORE mentors for their informative 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 - May 27, 2020 – 9:00 am

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.