



Lancaster City Merchant Meeting Minutes

June 10, 2020 – 8:30 am
Virtual Meeting via Zoom

30 participants

Introduction

Dave Aichele welcomed everyone to the meeting.

Marshall Snively thanked everyone for attending the meeting and began by sharing Lancaster City Alliance's position statement in response to Black Lives Matter. He encouraged everyone to support this movement. He continues to be proud of our merchant community and encourages everyone to be part of the change. View the statement [here](#).

Anne Williams shared the initiative to help get businesses back to business – "Recovery Lancaster". The first part of the program is offering free PPE to businesses to provide a safe work place. This is not first come, first serve. The program is open now to sign-up [here](#). The second part of the program is providing funding for business capital costs to adapt to the new normal. Anne encouraged everyone to sign-up for the Recovery Lancaster newsletter to stay current on these programs. She also encouraged everyone to spread the word so that all small businesses are aware of this initiative.

Special Presentation – "Use Virtual Events to Enhance Your Business" presented by Susan Eberly, President of Alegre Events and Rod Shumaker, Owner of Shumaker, PTD. View the presentation [here](#).

Merchant News Shared in Chat

Kevin Molloy of Lancaster County Convention Center shared that the [Global Bio-Risk Advisory Council](#) has a Gold Star Certification for venues, offices, stores, restaurants and hotels. This is one standard that is being widely adopted. It provides a marketing opportunity for clients, guests and customers. Kevin is available off line to discuss the advantages of the GBAC Gold Star Certification program. What is the GBAC Star™ Facility Accreditation? Learn more [here](#).

Member Intra-Marketing Committee Report

Kathlene Sullivan announced that Lancaster City Indie Retail Week is being launched today for events July 17 – 24. The popular canvas tote bags will be available again this year to purchase.

The next virtual Merchant Meeting will be next Wednesday, June 17 at 8:30 am with a presentation by Craig Kazda, Vice President of Quantum Dynamix. His presentation is "Build It and They Will Return: Creating a Marketing Strategy to Re-open your Business".

Closing Comments

Marshall thanked everyone for participating in today's virtual meeting. He mentioned that we have been working with restaurants to help prepare them as we moved to the "yellow phase". We are now working with EDC and Lancaster Chamber to hold a panel discussion for retailers. Watch for emails inviting you to attend.

In closing, he urged everyone to use the resources found at [RecoveryLancaster.com](#) and [sign-up for the free PPE](#).

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 – June 17, 2020 – 8:30 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.