



## Lancaster City Merchant Meeting Minutes

June 17, 2020 – 8:30 am  
Virtual Meeting via Zoom

20 participants

### **Introduction**

Dave Aichele welcomed everyone to the meeting.

Marshall Snively thanked everyone for attending the meeting. He reminded retail merchants about tomorrow morning's webinar on retail best practices. This [webinar](#) is part of Recovery Lancaster and is hosted by Lancaster Chamber. He also shared that Lancaster City Alliance is working with Assets and YWCA to offer a peer discussion on how merchants can support the Black Lives Matter movement. Watch for meeting details within the next two weeks.

Annie Weeks with LOOP shared that Celebrate Lancaster is being planned for Friday, June 26th. While the event will look different than in the past, the same elements are being planned for as it spreads the event around town. Food trucks, musicians on trucks roaming around town and fireworks at different locations will take place. Check the details at the [LOOP website](#).

**Special Presentation** – “Build It and They Will Return: Creating a Marketing Strategy to Re-open Your Business” presented by Craig Kazda, Vice President of Quantum Dynamix. View the presentation [here](#).

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

Tracy Artus shared that Miesse Candies and Ice Cream Parlor opened their doors yesterday. Their hours are Tuesday, Friday and Saturday from 9 am – 4 pm. Any other ordering can be done via phone or online.

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

Kathlene Sullivan reminded everyone that Lancaster City Indie Retail Week is July 17 – 24. Anyone interested in registering to be part of this, please sign-up [here](#).

She also asked merchants to share posts from Lancaster City Alliance Facebook. She highlighted the “This Moment-Community Exhibition” being planned by The Demuth Museum and Lancaster Museum of Art. They are working to offer a safe place for expression and conversation as we work together towards change and equality. They are creating an opportunity for Lancaster-based artists to reflect and respond with art. Artists of all races and ethnicities are welcome to submit to their newest online exhibition, 'This Moment.' Works will be for sale with 50% of the proceeds benefiting the [Crispus Attucks Community Center Lancaster](#). (Artists will receive 40% of the sale and the Foundation will retain 10% to cover processing fees and administrative costs.) There are no entry fees to participate. Submissions are due June 30 at 4 p.m. The exhibition will premiere virtually on First Friday, July 3, at 5 p.m. To submit your work, please follow the instructions [here](#):

## **Closing Comments**

Marshall thanked everyone for participating in today's virtual meeting. He reminded retail merchants to register for tomorrow's webinar. Also, the grant funding program through Recovery Lancaster closes this Friday.

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

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.