



Lancaster City Merchant Committee Meeting

Wednesday, June 17, 2020

8:30 a.m. to 9:45 a.m.

Virtual Meeting

1. Introduction - Marshall Snively, President, Lancaster City Alliance
2. Special Presentation – Build It and They Will Return: Creating a Marketing Strategy to Re-open Your Business – This presentation illuminates the importance of understanding the new business landscape and adapting a multi-tiered marketing strategy that reflects the new normal. Presented by Craig Kazda, Vice President of Quantum Dynamix.
There will be time for Q&A after the presentation.
3. Member Intra Marketing Committee Report
4. Open Discussion

Our next Virtual Merchant Meeting will be Tuesday, June 23, 2020.

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 the Lancaster City Alliance via email at info@teamlanc.org or by calling 717.394.0783.