# Lewiston Business Group Meeting / Tuesday, February 21, 2023 9am

Lewiston Village Hall Chairperson – Sara Morreale, The Rose Hanger

**Present:** Sara, Mayor Welch, Matt, Josh, Marianne, Judy, Linda, Roger, Jackie, Kathy, Dr. Jake, Christina, Brandi, Michael S., Jennifer

#### **Welcome & Introductions**

We had some new faces here at the meeting and Sara had everyone introduce each other.

### **Lewiston Business Group Events**

Valentine's Promotional Event - Recap

The consensus was the weather didn't cooperate and there wasn't a lot of traffic. It was last minute planning and 20 degrees outside.

## Sip, Shop, Eat – March 11 1pm - 5pm.

The fifth year having this event. All of the shops bring in someone for a "pop-up" type vendor. The event brings exposure to the businesses. It has been a great event. The details are listed below.

Kathy - You can have anyone in your shop, it doesn't have to be alcohol, but those locations seem to do the best. Encourage people to get out. It's a great afternoon. People do look forward to it. Please share the social media page. Please go on the discussion tab - Lewiston Business Group - Event Page Sip Shop Eat.

### **Punch Card Pickup Locations:**

Hearth & Haven - pick up VIva Nostalgia - pick up Cheri Amour - pick up

### **Vendor Partnership**

Inspirations on Canvas - Niagara Craft Spirits You & Me - A Gust Of Sun Trait -Carre - Girl Scout Cookies Brewed & Bottled - Thin Man Brewing The Rose Hanger - Kin Loch Lavender Farm Revamped - Bella Rose Vineyard & Winery

Donations - Remind that shoppers put their name / phone number on the passport. There is close to \$1000 in gift certificates / items donated from the businesses. Last year we had about 10 \$100 value baskets that were put at different businesses.

Niagara Frontier Publications - Listing / Ads / full article the week before. The day before they will highlight the items that people can win. \$49 per ad for the ad page for the Sip / Shop / Eat page. Contact Marcy.

# The Lewiston Business Group is gearing up for our 4th Annual SIP. SHOP. EAT! Lewiston Style

Center Street is Yours to Explore

Saturday - March 11th 1 pm - 5 pm

Shoppers are encouraged to visit all the shops, do some shopping, get their punch card punched, travel to the next shop and do the same. At the end of the day, take their completed punch card to participating restaurants, enjoy a great meal and turn in their card. The more shops / restaurants that participate, the more baskets to be created and raffled. Balloons are used to "notify" shoppers of what your shop is doing.

Gold Balloon = Punch Card Red Balloon = Sip - Shop Blue Balloon = Eat

Please chat with other merchants you know to make sure they are included in the event.

I'm collecting Gift Cards / Store Merchandise for the basket raffle. Contact me to arrange for pick-up of your basket item/gift card. Cell – 716-417-2954, email – garf6845@gmail.com They also can be brought to Sgt. Peppers Hot Sauces Etc. at 444 Center St.

There is a Lewiston Business meeting on Tuesday - February 21st, Village Hall at 9 am. I will be attending and this is a GREAT opportunity to bring your item.

NEED ALL GIFT CERTIFICATES/MERCHANDISE BY FEBRUARY 28th SO BASKETS CAN BE CREATED AND SHOWN OFF TO ENCOURAGE ALL TO SHOP!!!

Let's make this a GREAT KICK OFF to a much-needed successful Spring / Summer / Fall / Winter 2023 Season !!!!!

Donna Garfinkel

#### **Government Affairs**

The Chamber has a committee focused on Government affairs – Ready to hear issues / concerns.

# Future Meeting Dates – 3<sup>rd</sup> Tuesday of the month (January as exception)

March 21, (NO APRIL MEETING), May 16, June 20, July 18, (NO AUGUST MEETING), September 19, October 17, November 21, (NO DECEMBER MEETING)

#### **New Business:**

Discussion took place regarding on the Business Page on trying to have a winter event. A Winter Event is based on weather. Not sure if there is an answer to having a winter event. People have been coming in for the Hockey Tournaments in January and February. The Sheraton has been packed from hockey tournaments.

Off season Coupon - Perhaps offer one from January to March/April.

Matt - Build offers into a mobile app with the Discover Niagara Shuttle. Perhaps a mobile coupon - organize a listing of businesses that would be willing to offer a discount to those riding the shuttle over the summer. This year the shuttle is going to 4 Mile Creek which is new.

Marianne - From Beautification. Is there anything beautification can do to stimulate the businesses to put out more flowers / greenery in the summer. We have pots you can borrow. WE can't supply you with flowers, but we can supply pots. Just one pot makes a difference! Thank you for helping us keep the sidewalks / areas in front of the shops clean with sweeping / leaf blowers.

Josh - If you put a garden in, he will take a photo of it. Josh said they can do a recurring posting of gardens in Lewiston.

### **LEWISTON CONFIRMED Festival / Event dates Calendar at a Glance**

Garden Club Perennial Sale - May 20 GardenFest - June 17-18, 2023 Lewiston Art Festival - August 12 - 13, 2023 Jazz Fest - August 25-26, 2023 Peach Festival - September 7-10, 2023 Harvest & Hops Festival - September 23-24, 2023 Chamber Awards Dinner - November 9, 2023 Small Business Saturday - November 25, 2023 Holiday Market at BBC — November 30, 2023 Lewiston Christmas WALK - December 1-3, 2023 Lewiston Christmas Lights Parade - Sunday, December 3rd at 5:30pm