



[www.EastonMainStreet.org](http://www.EastonMainStreet.org)

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## Volunteer Spotlight: A Conversation with Garth Gower

EMSI Marketing Committee member, Garth Gower, answers a few questions about his experience as a Main Street Volunteer.

### *How did you come to be a Main Street volunteer?*

There was an advertisement for the Easton Garlic Fest Poster Contest several years ago and I thought it would be fun to work something up and enter. So I did and I actually won. Megan McBride [EMSI Assistant Manager] was the one who presented me with the prize and she explained who she was and what she did. I told her, "If EMSI ever needed any help I'd be glad to pitch in" and they took me up on the offer.

### *What do you enjoy most about volunteering with EMSI?*

I really think I enjoy most of all working with others who have such positive outlooks and dedication to making Easton better. Life is so busy and yet so many people stick with it and continue to make time to help. It's pretty impressive some of the stuff EMSI pulls together and I'm glad I've been able to help out where I could.

### *Can you tell us about some initiatives you are working on with the Marketing Committee?*

Well the Marketing Committee is lucky enough to have a few graphic designers in it now. So we take turns and split up projects on designing promotional pieces and ads for upcoming and ongoing events. I tend to handle the Dancing on the Thirds/Live in the Square materials. I recently

did an ad to be placed in the Lafayette College football home game programs. We are going to try something a little interactive this time around. There is a URL/web address listed in the ad that people can visit on their smart phones while at the game. We plan to update the web page so people can see what's happening in Easton "After the Game." So be sure to check it out. Our group really works well together, and over the last few months we've been hammering out a plan to promote Easton out on the road. We recently started advertising some of our Easton events on several digital billboards in the area.

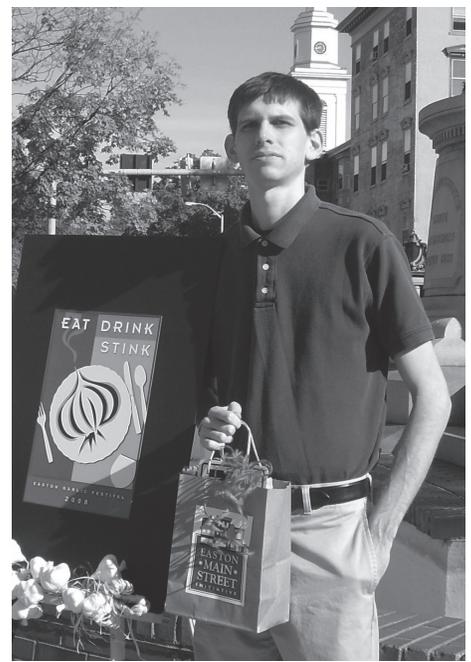
### *Can you tell us about your work experience/trade by day?*

I've been a graphic artist and web designer for 11 years now. Currently I am a web designer at New York Life Mutual Investments in Parsippany, NJ but over the years I've worked for companies like Sodexo, Lucent Technologies and Lehigh University. I also have a growing freelance design business 2gDesigns ([www.2gdesigns.com](http://www.2gdesigns.com)). Over the years I've had the privilege to design and develop projects involving 9-Lives, Pedigree, The Ford Motor Company, Coca Cola and Six Flags as well as local businesses from the Easton Farmers' Market to The Crayola Factory.

Many thanks to Garth for sharing his time and volunteer experience with us! If you're interested in learning more about becoming a volunteer

committee member or just helping out on an as-needed basis, contact Kim Kmetz at (610) 330-9940 or [kim@eastonpartnership.org](mailto:kim@eastonpartnership.org), or visit [www.EastonMainStreet.org](http://www.EastonMainStreet.org).

Upcoming volunteer needs include participating in this year's Lafayette Day. The event will be held in September in Centre Square and features specials at shops, restaurants and other locations throughout Downtown Easton. Lafayette Day brings together our Historic Downtown and Lafayette students in a "town and gown" tradition that fosters community fun and partnerships. To be a part of this community day contact Kim at Easton Main Street.



## Tree Fences Enhance Northampton Street

The beautification of Downtown Easton never ceases. Our city's most recent efforts can be seen along the 500 block of Northampton Street where Easton Yoga, Nurture Nature and Preservation Works came together to initiate and create custom eye-catching iron fencing around the block's tree wells. Many thanks to Nurture Nature and the 500 block of Northampton Street for helping to make Easton look good. For more information about how you can bring these fences to your block, contact Preservation Works at [info@preservationworks.us](mailto:info@preservationworks.us).



## Bike Raffle Winner Rides On

Ryan Woodring of Easton was the lucky winner of the 30-speed TREK bike generously donated to EMSI. Ticket sales helped to raise funds needed to support EMSI special events. Congratulations to Ryan and many thanks to Karen Johnson for donating the bicycle!



## Main Street Recipient of Three Major Awards... but we're not bragging

Last month, EMSI was presented with a Townie Award in the category of Community Partnerships for its creation and implementation of an extensive town/gown relationship with Lafayette College, at Pennsylvania Downtown Center's (PDC) annual Townie Awards gala.

The Townie Awards are a festive and venerable element of PDC's annual conference, and are designed to recognize the commonwealth's core communities for creation and implementation of programming and events that exemplify the goals of PDC's community revitalization mission. Pennsylvania Downtown Center's nearly 300 member organizations are eligible for the Townies, making the awards an annually anticipated event.

"I am thoroughly impressed with the innovative programs EMSI has developed to create partnership between Lafayette College and the town of Easton," said Bill Fontana, PDC's executive director. "Such relationships repeatedly prove to be instrumental in creating sustainable, thriving downtowns, and EMSI's efforts are truly laudable."

### Additional Honors

The Easton Main Street Initiative was recognized as the #2 performing Main Street program in the State of Pennsylvania for 2009-2010.

EMSI was also the recipient of the LVEDC Urban Project Award, recognizing the two staff members and over 70 volunteers for all their efforts, particularly the economic revitalization work done with business and building owners, city government and the community to promote Downtown Easton as a shopping destination by encouraging a healthy business mix.

## New Bike Racks

Seen Around Town: Easton is bike friendly! Thanks to EMSI and Easton's Environmental Advisory Council (EAC) for new bicycle hitches, designed by local artists, which are featured throughout the downtown. Take a ride and tether-up to one of the many colorful installations and stick around for shopping, dining and more!





# LIVE in the SQUARE

Tom Goehring Quartet JAZZ  
**FRI, SEPT 24 • 7:30pm**  
 CENTRE SQUARE, EASTON

[EastonMainStreet.org](http://EastonMainStreet.org)



## EMSI Hits Billboards and WDIY

From June through September, Main Street will be featured on billboards and on radio spots in the Valley.

EMSI staff and committees determined that Dancing on the Thirds and the Live in the Square Summer Concert Series needed promotion to increase awareness and attendance. The marketing committee investigated several different types of advertising options before ultimately settling on a radio campaign and billboards.

The billboards are digital boards and the ads appear on a cyclical basis around the region. They appear throughout the Valley in one of seven different digital billboard locations for the last two weeks of each month, June – September. Separate board designs will be featured for Dancing and Live in the Square, as well as a general image billboard design promoting Downtown Easton this summer.

The radio spots are with radio station WDIY-FM 88.1, the Lehigh Valley's donor-supported public radio station. These spots also promote Live in the Square and Dancing and air the last two weeks of each month, June – September.

The goal of the campaign was to build awareness not only for Dancing and Live, but also to generate interest in Downtown Easton. The ultimate goal is to bring people from across the region to Downtown Easton for EMSI's programs and to entice them to stay for shopping and dining at one of the City's many fine shops and restaurants.

Many thanks to Cliff Ross of Graphic Devotion, also a member of the Marketing Committee, for designing the featured ads; and to Tracey Werner of Blabbermouth Communications for lending her time, talent and voice for the recording of the radio spots. Tracey is the chairperson of the EMSI Marketing Committee.

Be sure to keep your radio dial tuned-in to WDIY and watch for EMSI advertising on the digital billboards!

## Easton Welcomes the Following New Businesses

- **Galerie Marta Whistler**, 158 B Northampton St.; new location for this incredible art gallery.
- **Fresh Friday**, 456 Northampton St. fine selection of urban clothing and T's.

- **Graphic Devotion**, 400 Northampton St., Suite 509; Print, web and advertising design services by Clifford Ross.
- **ADP Barlow Insurance**, 100 N. Third St., Suite 301; Insurance services.
- **Mel's Place**, 7 N. Third St.; hot dogs, sandwiches, shakes and fountain sodas.
- **Blabbermouth Communications**, 400 Northampton St., Suite 509; marketing and public relations services by Tracey Werner.
- **Senior Home Care Alliance**, 100 N. Third St., Suite 504; in-home care and companion services.
- **Paula Latona, Massage Therapist**, 101 Larry Holmes Drive, Suite 505. *New location!*

## Calendar of Events

### AUGUST

- July 31st – August 1st *Lebanese Heritage Days*
- August 1st – 5th *Easton Restaurant Week*
- August 7th *Sweet Corn Festival* – Easton Farmers' Market
- August 14th *Grand Opening of Sigal Museum*
- August 20th "*Dancing on the Thirds*" at Third Street Alliance\*
- August 21st *Tomato Fest & Salsa Contest* - Easton Farmers' Market
- August 27th "*Live in the Square*" – *Burnt Toast*\*

### SEPTEMBER

- September 12th *LVHN Marathon Relay/Run/Walk* – ends in Centre Square
- September 17th "*Dancing on the Thirds*" at Third Street Alliance\*
- September 18th *Lafayette Day in the Square*\*
- September 18th-19th *Riverside Festival of the Arts*
- September 24th "*Live in the Square*" – *Tom Goehring Quartet*\*

### OCTOBER

- October 2nd *Easton Garlic Fest*
- October 9th *Apple Fest* - Easton Farmers' Market
- October 15th "*Dancing on the Thirds*" at Third Street Alliance\*
- October 16th *Lehigh Valley BrewFest*
- October 15th-16th *Easton Haunted Walking Tours*
- October 23rd *Scarecrow Festival* – Easton Farmers' Market
- October 29th *5th Friday Dance* at Third Street Alliance\*

\* = this event presented by Easton Main Street Initiative. For more information on any of these events visit: [www.EastonMainStreet.org](http://www.EastonMainStreet.org)