



What's Up!

DOWNTOWN

GREATER EASTON
Development Partnership

www.EastonMainStreet.org

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Peace Candle Lighting Events Schedule and Holiday Open House

It's almost that time of year! The Easton Main Street Initiative is teaming up with the Easton Holiday Committee for the City's annual Peace Candle Lighting and Holiday Open House. Main Street volunteers will line the streets with luminaries for this festive event.

We are very grateful to our volunteers, who work hard throughout the year to bring the festivity downtown for the Peace Candle Lighting. The Easton Holiday Committee focuses on raising money to erect the candle and maintain it throughout the season. They hold a holiday auction and do a

"Light a Night Fundraiser" every year along with other fundraisers such as T-Shirt and ornament sales. The Holiday Committee also pays for the lighted street decorations and the trees and lights that surround the candle.

The Easton Main Street Initiative Promotions Committee works with the Holiday Committee on the event portion of the Peace Candle Lighting and on the marketing and advertising. EMSI puts together many of the evening's activities and runs the Holiday Open House.

Look for performances by the EAHS Brass Ensemble and Chamber Singers, also the St. Anthony's Choir and the

Uptown Mimmers String Band. A toy soldier magician and Santa Claus will be present! This year, the evening of the Peace Candle Lighting is the only time that the horse-drawn carriage rides will be available. If you enjoy this old fashioned treat, be sure to join us for the night!

The evening's other activities include: hot roasted chestnuts, hot chocolate and other treats, ice carver, strolling carolers, kids' reindeer crafts and games and Candyland moonbounce. As plans are finalized, there may be more surprises in store!

Volunteer's Interest in History Fuels Main Street Experience

How did you come to be a Main Street volunteer?

"I met Kim Kmetz when I volunteered at the Bachmann Publick House. (Kim was then the volunteer coordinator for Easton Heritage Alliance.) I've always had a passion for history, so volunteering at the Bachmann was a natural for me. Participating in the events there and serving on the Colonial Ball Committee made the segue to the Promotion/Events Committee very easy for me."

What do you enjoy most about volunteering with EMSI?

"What I enjoy most about volunteering at EMSI is working with the other volunteers who enthusiastically strive to make each event better than last year."

Can you tell us about some things you are currently working on with your committee?

"I'm a member of the Promotions/Events Committee, chaired by Missy McGinley. The committee is currently working in tandem with the Holiday Committee on the Peace Candle Lighting. The EMSI will present again the Holiday Open House and the Holiday Horse Carriage Rides as well as special mini events that will happen in Centre Square such as chestnut roasting and ice sculptures, just to name a few.

Our much-anticipated 5th Annual Chocolate Lovers' Soiree' is the first big event on the agenda for 2011. I really enjoy the staging aspect of events and when the plan on paper comes to fruition, it's awesome."

Can you tell us about your work experience and your day job?

"I'm a retired Registered Nurse. It may seem poles apart, but I truly feel the compassion, passion and commitment I had as an RN can pretty much be applied to any aspect of life. Why not volunteering?"

Thank you for this honor to be in the spotlight. Thank you for the opportunity to continue to do this. It's still fun and I look forward to each event."



Gerry Tricarico volunteering at Main Street's annual Chocolate Lovers' Soiree

In Need of a Web Presence? Main Street Offers NEW Splash Page Program

Main Street is offering downtown Easton business owners a customized website splash page on the EastonMainStreet.org website for a discounted cost of \$100. The approximate value of this service is \$600. \$500 will be subsidized by a Verizon grant. The service includes basic design of a splash page (created by professional web designer, Garth Gower of 2G Designs), and customization and uploading of content.

This is a simple, low cost way to get a basic web presence that includes contact information, product offerings, hours and photos and a web listing that can be utilized in print advertising and emails.

Eligibility Requirements: Eligible applicants must be business owners whose principle place of business is located in the Main Street Area. Applicant must be current with all City fees, taxes, and utilities.

Applications will be evaluated on a point system, taking into consideration the following criteria:

- Type of business
- Location
- Business stability
- Potential impact of web presence

For more information and an application, contact the Main Street office, at 610-330-9940.

Outdoor Reading Room Enlivens Centre Square

Last Fall, Easton residents Charles and Armen Elliott approached Main Street with an idea for creating a free children's reading room in Centre Square. They got the idea after visiting Bryant Park in New York City. The Elliotts offered to donate benches and books for the reading room if Main Street could secure the additional funding needed. Thanks to a \$1500 grant from Crayola LLC, the reading room became a reality in mid-September. Main Street purchased a bright green book cart and had it custom-fitted with a colorful awning. Books were donated by local residents and a large portion was donated by Easton Public Library. The weather prevented the reading room from getting much use so far this season, but look forward to better use next summer. The reading room provides an inviting gathering space for visitors and the project supports Main Street's goal of increasing the

availability of child-friendly activities in downtown Easton. The area is accented with children's furniture and shade umbrellas. Celebrity story readers and activities will be offered periodically next summer in partnership with the Easton Public Library. The reading room will operate seven days per week

June through September. The Easton Ambassadors set-up and maintain the space and provide general oversight. The concept is for children to sit and read with their parents. Main Street fully expects some of the books to make their way home with children - and that's more than okay.



Easton Welcomes the Following New Businesses

The following businesses recently opened. We'd like to take this opportunity to welcome them to downtown Easton and wish them much success.

- **Sorrenti's Cherry Valley Vineyards**, 22 N. Third St., featuring wine, cheese, also wine and beer making supplies.
- **State Café and Grille**, 14-16 S. Fifth St., same name, new owners and menu featuring contemporary American cuisine.
- **Salvage Goods**, 24 S. Third St. Antiques, repurposed furniture and vintage clothing.
- **EPS Financial**, 1 S. Third St. 5th floor, financial services.
- **Sigal Museum**, 342 Northampton St., Northampton County Historical and Genealogical Society museum and gift shop.
- **Mercantile Home**, 140 Northampton St., New location for this shop filled with art, home goods and curiosities.
- **Third St. Café**, 117 N. Third St. Welcome new owner, Paul Lanier.
- **Dale & Georgia Boutique and Bakery**, 403 Northampton St., dog bakery and accessories.
- **Reconstructing History**, 526 Northampton St., period clothing and accessories.
- **Hamilton Home**, 65 N. Fourth St., accents, furnishings, and décor for home and business.

"Why did you choose Easton?" The question was posed to several

new businesses, and we received the following responses:

Ron Morris of Mercantile Home says, "The Easton community chose Mercantile. We began Mercantile in Brooklyn in 2004, but it had slipped quietly into the background as our art consultation firm became established. When we opened a more traditional gallery space at 526 Northampton Street, we brought out our Mercantile products (and fresh flowers) to sell at the Easton Farmer's Market. We thought it would be a great way to meet the community and spread the word about our gallery space. It worked! However, when folks arrived at the gallery they wanted more Mercantile products. That helped shape the vision of Mercantile as an Easton brand specializing in art, objects, and curiosities.

Easton is a town filled with diversity, creativity, and one-of-a-kind personalities. What better place to develop a one-of-a-kind brand. We love Easton and the people who help make it so unique!"

Ron and partner Ken Jones, Jr. were not the only business owners attracted to the diversity of the Easton residents. Sorrenti's Cherry Valley Vineyards echoed their sentiment.

"We really liked what Easton had to offer – the types of people, the artsy atmosphere, and history. It is great to make some connections; a lot of people are coming down from New York, who lean toward wine. We're part of the Lehigh Valley Wine Trail and this is an opportunity for those who live in Allentown and Bethlehem – for us to be closer to them," says Lucia Sorrenti.

Sorrenti's Cherry Valley Vineyard will be having a grand opening on Halloween weekend – October 30th

and 31st. Featured events include a free raffle for a case of wine, free personalized wine labels throughout the weekend, fall gift baskets and free samples.

Calendar of Events

NOVEMBER

- November 19th "Dancing on the Thirds" at Third Street Alliance
- November 20th Last Day of Easton Farmers' Market
- November 26th Peace Candle Lighting & Holiday Open House

DECEMBER

- December 4th-5th Holiday Open House in Downtown Easton
- December 17th "Dancing on the Thirds" at Third Street Alliance
- December 31st Crayola New Year's Celebration - Crayon Drop & Fireworks

JANUARY

- January 21st "Dancing on the Thirds" at Third Street Alliance
- January 29th 5th Annual Chocolate Lovers' Soiree – Main Street Fundraiser

For more information on any of these events visit: www.EastonMainStreet.org

easton
farmers'
market

Easton Farmers' Market season extended through November 20th

Shop the market Saturdays 9am -1pm in Centre Square throughout the Fall. Purchase your holiday turkeys from new vendor, Valley View Farms!
www.EastonFarmersMarket.com