



# What's Up! DOWNTOWN

GREATER EASTON  
Development Partnership

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

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## 5th Annual Chocolate Lovers' Soiree Event Coming Up

It's that time of year again! This year, Main Street is proud to announce the 5th annual Chocolate Lovers' Soiree. The event will be held Saturday, January 29th, 7-10 PM at the Bank Street Annex. Missy McGinley, the Events committee chair, says, "We will be having local businesses featuring some of their best chocolate confections for tasting throughout the night. I'm looking forward to seeing what new things everyone is offering and of course, having some chocolate covered strawberries."

Tickets are \$25 for advanced purchase only and can be bought at the following locations:

- Easton Main Street Initiative Office, 35 S. Third Street, Easton
- Christine's Secret Garden, 249 Northampton St., Easton
- Posey Peddler, 323 Cattell Street, College Hill
- Something Different, Giant Shopping Center, Forks Township
- Mycalyn's Florals, 30 S. Main Street, Nazareth

All proceeds benefit the Easton Main Street Initiative. 350 tickets are available for advance purchase. If you'd like to attend, be sure to grab a ticket in advance, as there will be no tickets at the door.



## New Newspaper Racks Beautify Downtown Sidewalks

Have you noticed the sleek black newspaper racks that grace the sidewalks in Centre Square and outside of the post office? They are the result of a collaboration between the Main Street Design committee and the Planning Department of the City of Easton. The goal: to stop the proliferation of individual publication news racks that were often unsightly, broken or in the way. And of course, to provide an all-in-one source for all publications including daily newspapers and local free publications. The idea was generated by the Main Street Design committee in the summer of 2007. After working with the City's Planning and Development officers:

- The Main Street design committee inventoried all downtown newspaper boxes. With the help of the Planning Department's Carl Manges, the committee created a map identifying nearly 70 boxes.
- An ordinance was drafted to limit the number of free-standing boxes. In overlay districts in Centre Square and near the U.S. Post Office, no freestanding boxes are allowed, which grants more space to the public right of way.
- Three "superboxes" were purchased from City Solutions of Fishers, Indiana for a total cost approximating \$18,000. City Solutions is one of very few U.S. manufacturers of this type of amenity.

The boxes are located outside of Wachovia Bank and Family Dollar in Centre Square, and at South 2nd and Ferry Streets outside the U.S. Post Office.

A big thanks to Carl Manges and Becky Bradley for all of their hard work.

## Main Street Thanks Community for 2010 Contributions

Staff and volunteers of Easton Main Street Initiative, along with the GEDP board of directors are grateful for contributions made by the community in 2010. This was a good year for our annual fundraising. The funds will be allocated for the programmatic portion of Main Street's budget, so that we can continue vital programs that support the continued downtown Easton revitalization.

Your generous contributions make it possible for us to plant flowers in the planters, renew business retention and recruitment efforts, hold special events, retail promotions, advertising campaigns, and realize public art projects. To date, 19 downtown stakeholders and supporters contributed \$2,445.00, a 130% increase over last year's campaign totals.

## Easton Welcomes the Following New Businesses

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

- **R & R Barbershop**, 119 Northampton St.; full service personal grooming facility
- **Oni Oasis Beauty Salon**, 116 S. Third St.; full service hair care salon and more.

Please support your community by patronizing locally-owned stores, restaurants, art galleries, antique shops and more!



One of three new newspaper "superboxes" in Downtown Easton. This particular box is located outside Wachovia Bank in Centre Square.

## Volunteer Spotlight



What's Up! Downtown caught up with volunteer Holly Edinger. Here, you can get to know Holly, who happens to be the former Main Street manager of the Quakertown Main Street program.

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

As a redevelopment specialist with the Lehigh Valley Economic Development Corporation I work closely with the City of Easton on the

Silk Mill. I wanted to do something to support the great momentum I see in Easton, so I talked to Kim and Gretchen Longenbach (Lippincott). Because of my background as a main street manager, they felt I would be a good fit for the Advisory Committee. I have been the chair of that committee for two years now. I find it really rewarding to work with the leaders of the Main Street committees

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

I have seen firsthand the impact that a Main Street Program can have on a town, especially Easton. The impact the program has is a hard thing to quantify or to see from the inside. However, I can tell you that as a resident of Allentown, Easton has made HUGE gains in the last six years. These improvements are reflected by the number of new businesses. What is hard to quantify is why those businesses moved to Easton. If you ask them they won't say, "because of the Main Street program." They will say something like: "It seems like a cool town." This is the result of a thousand little things: new planters, banners, special events, advertising, blogging, and an occasional good story in the newspaper. The actions of a Main Street program simply "create a buzz". How do you quantify a buzz? Can you see a buzz when you are one of the worker bees? Not really. However, it is this buzz that takes a town from

good to GREAT.

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

I am on the Advisory Committee. The Advisory Committee is like the "board" for the Main Street program. It is made up of the five committee chairs, a city council member, and a nominated chair person. Last year we proposed a change in the Greater Easton Development Partnership (GEDP) bylaws that states that GEDP cannot make significant program changes to the Easton Main Street Program without the input of the Advisory Committee. This was important to ensure that the program always reflects the goals of the volunteers and committees. It protects the Main Street program from any changes in the board of GEDP. It doesn't sound like a big deal but, one day it may be important.

### **Tell us about your work experience and your day job.**

My day job is the Director of Land Recycling for the Lehigh Valley. I work with federal and state funding programs to help redevelopment projects. These can be big projects like the Simon Silk Mill in Easton or small sites like the former Sal's Spaghetti House in Allentown. I love the work because it fosters smart growth and helps communities. I am pretty passionate about rebuilding cities and preserving open space.

## Calendar of Events

### **JANUARY**

- Jan. 23rd-27th *Easton Restaurant Week* (details below)
- January 29th *Chocolate Lovers' Soiree* – Main Street Fundraiser

### **FEBRUARY**

- February 6th *16th Annual Chili Cook-Off* at Pearly Baker's Alehouse
- February 12th *Snowflakes for Easton Kickoff Event*
- February 18th *"Dancing on the Thirds"* at Third Street Alliance

### **MARCH**

- March 18th *"Dancing on the Thirds"* at Third Street Alliance

### **APRIL**

- April 7th-10th *Longaberger Basket Festival*

### **Restaurant Week details:**

- Sunday January 23rd - Thursday January 27th
  - Fixed price-lunches \$8, dinners \$30
- A perfect time to sample Easton's finest restaurants!

Complete list:

**Sette Luna Tuscan Trattoria** (sponsor), **Vintage Restaurant and Bar** (sponsor), **Ocean, River Grille, Valenca, The Marblehead Chowder House State Café and Grill, Mags and Mads**

For more information on any of these events, visit:

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

## New This Spring: Bark in the Park

This year, Main Street is excited to announce a new twist on a favorite event: Bark in the Park! This family-friendly event will be held at Riverside Park, Saturday May 14th from 10:00 to 2:00 pm. The event will be held instead of the pet parade, so look for "Paws on the Runway," the dog fashion show, dog agility contest, and the famous "Bow Wow Wedding!" Family-friendly activities include live music, kids' games, "woofshops," and mini seminars throughout the day on pet handling,

presented by local vets and trainers. Also look for "yappy hour" at downtown restaurants with outdoor seating.



**The newly renovated Riverside Park in downtown Easton.**

