



What's Up! ↑

DOWNTOWN

GREATER EASTON
Development Partnership

www.EastonMainStreet.org

Vol. 8, Issue 2, Spring/Summer 2013

Weyerbacher Wednesday Brings You More Market

This summer, the Easton Farmers' Market is adding a second market day in Centre Square. Our new weekday market will run Wednesdays, 4:00pm to 8:00pm beginning June 5, with 20 new vendors, special to

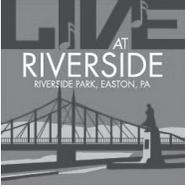
the Wednesday market. Best of all, market sponsor Weyerbacher Brewing Company will be on hand each week with craft beer samples — just the excuse you need to shop the market twice a week.



Summer Concert Series



Easton's trio of summer concert series is back, with an eclectic lineup of local favorites and talented new artists. All concerts are entirely free, family-friendly and open to the public.



Live at Riverside concerts take place in Riverside Park on Larry Holmes Drive, the first Friday of the month from May through September, 7:30pm to 9:30pm.

- May 3 **KeNoBe** "Get everyone on the dance floor for Jersey's premier cover band."
- June 7 **Large Flowerheads** "A fun and funky trip back to the 60s"
- July 5 **Sarah Ayers Band** "Funk-infused blues." Opening Act: **School of Rock Bank Street Band** at 7pm

- August 2 **Joyous** "R&B and soul - straight out of Easton, PA."
- September 6 **Zydeco-A-Go-Go** "A spicy gumbo of irresistible dance music."



Live in the Square concerts are held right in "the circle," the last Friday of each month May through September, 7:30pm to 9:30pm.

- May 31 **EAHS Jazz Lab & Jazz Ensemble** "High school jazz at its finest."
- June 28 **The David Leonhardt Jazz Trio** "A refined and relaxed blend of mainstream and modern jazz."
- July 26 **Hot Bijouxx** "Hot french accordion aggressive musette post-ironic djingo django hot swing gypsy jazz"
- August 30 **Mike Mettalia and Midnight Shift** "Rhythm, Rockin', Boogie"
- September 27 **Christopher Dean Band** "Grooving and funk filled soul and blues"



Tunes at Noon is the perfect excuse to have a picnic on sunny summer Fridays — a favorite of families and cubicle-dwellers alike. This lunchtime series (noon to 1pm) takes place in Centre Square.

- May 3rd **Scott Harrington**
- May 10th **The Roux**
- May 17th **The Ultra King Two**
- May 24th **Chelsea Carle**
- May 31st **Patrick Polladian**
- June 7th **Erin McClelland**
- June 14th **Karen & Amy Jones**
- June 21st **Maria Woodford with June Thomas**
- June 28th **Pour Man's Band**

Calendar of Events

Hold on to your hats - spring events are in full swing!

APRIL

- April 27 **Jazz Day** at Riverside Amphitheatre
- April 27 - May 3 **Shad Tournament**

MAY

- May 4 **Grand Opening Easton Farmers' Market**
- May 4 **Easton Historic House Tour** tickets available at www.eastonmainstreet.org
- May 18 **Kids' Farm Day** Easton Farmers' Market
- May 25 **Crayola Experience Grand Re-Opening**
- May 27 **Memorial Day Parade**

JUNE

- June 5 Grand Opening **Weyerbacher Wednesday Farmers' Market** 4-8pm
- June 15 **Strawberry Day** Easton Farmers' Market
- June 16 **Soap Box Derby**
- June 23 **School of Rock Benefit Concert** at Riverside Park

JULY

- July 6 **261st Birthday Celebration** Easton Farmers' Market
- July 7 **Easton Heritage Day**
- July 13 **Derriere in the Delaware Tube Float**
- July 20 **Zucchini 500 Race Day** Easton Farmers' Market

The Events Committee Needs YOU

Have you considered volunteering with the Easton Main Street Initiative? Now's the time, because we are in critical need of help for our Events Committee. New volunteers will provide crucial support for three rewarding and fun community events: Lafayette Day and the Peace Candle Lighting and the newly planned Winter Festival.. Interested? Contact Main Street Manager Kim Kmetz at kim@eastonpartnership.org.

Join Us for City Wide Clean Up Day 2013

Saturday, April 2th • 8am to 1pm

Let's all work to get downtown Easton in "ship shape" before warm weather arrives and all of the wonderful outdoor activities begin. We need your help to spruce up Centre Square, the perimeter of the S. Third St. parking garage and the median strip along Larry Holmes Drive

If you or a group of friends or coworkers would like to help, please call **Kim Kmetz @ 610-330-9940**.

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!

- **Treasure Chest Thrift Boutique**, thrift fashions for the entire family; 466 Northampton St.
- **J. Morgan Salon and Home**, salon service, gifts and accessories for the home; 252 Spring Garden St.
- **Cooper and Cole Insurance**, insurance services; 62 N. Third St.
- **Lift**, yoga classes, massage therapy, meditation; 54 S. Second St.
- **Downtown Dawg**, hot dogs and sides, late night hours; 77 N. Fourth St.

Download the Main Street App

Meet your new guide to Downtown life. The Main Street app is now available — scan this QR Code to download.



Volunteer Spotlight: Liz Rosen

For the past several years, Liz Rosen has served an important role to Main Street as chair of the Design committee. Recently, she has filled a much-needed role by moving to chair the Organization committee. We chatted with her about her involvement with Main Street, past and present.

Main Street: Tell me a little about your former role on the Design committee.

Liz Rosen: I am not a terribly artistic person, so it's peculiar that I started off in Design. But I'm glad that I did because the goals of the Design Committee are pretty tangible and easy to grasp: make the downtown a prettier, more habitable place that people want to come for work or leisure. Design was a great place to start, I think, because the public art projects and beautification projects we did got me familiar with downtown.

And it's also a great way to start because the results are really visible, so when you drive downtown after one of our big plantings and you see how beautiful all the planters look, or you come in along Fourth St. and see this wonderful mural on the Lafayette Hotel, you get a tangible sense of changing the town in good ways.

MS: Tell me about your new role on the Organization committee and what the Organization committee is working on.

LR: As I learned more about the different areas of the Main Street Initiative and what the different committees do, I began to suspect that I could be of more use on the Organization Committee than on Design (which has some great, long-serving and very dedicated volunteers on it already).

Main Street is largely a volunteer-driven organization, but it is the Organization Committee which is supposed to have the responsibility of recruiting and training new volunteers. Organization is also responsible for finding sponsors and raising money for the Initiative and its projects.

Moreover, in talking to people around Easton, it became clear over the course of a couple of years that many people still didn't know what Main Street was, or all the wonderful changes it was responsible for. Since communicating that sort of stuff is also the job of the Organization Committee, I began to realize that it really was the base upon which Main Street needed to perch.

We're doing things like trying to develop partnerships with some other organizations and businesses; we're trying to find sponsors for events we hold, such as Lafayette Day, the Peace Candle Lighting, and the downtown

Map and Guide; and we're trying to build a volunteer base and a program to orient them once we get them.

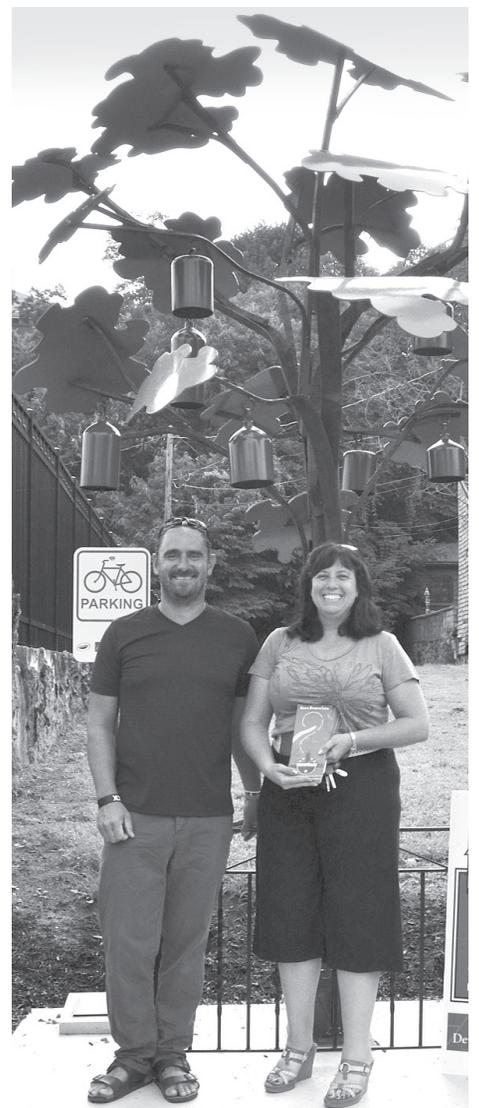
MS: What are you most proud of accomplishing so far?

LR: I'm proud of the example I set for my kids about volunteering. My mother was really active as a volunteer; she worked on so many great things for the New Orleans community through her volunteer work. She set an example for me. Because of that example, I've always been involved in one volunteer activity or another, whether it was reading for the blind, working in a literacy program, or helping run a playgroup for kids from the ghetto who needed a safe place to play and relax.

Times have changed so much since my mom's volunteer days, though. People work hard and they just don't have the time to give anymore. But I also know that organizations need warm bodies. It's great to have the ideas, and even better to raise the money to make those ideas happen, but volunteer organizations only work when they have volunteers. So I hope that by watching me take a couple of hours out of my week every week, my kids will learn to be volunteers, too. I'm proud of the example I'm setting, and the tradition that I'm continuing from my mom.

MS: What are you looking forward to accomplishing in the near future?

LR: I'm looking forward to the day I walk down 3rd or Northampton Streets and don't see a single empty storefront.



EMSI volunteer Liz Rosen with artist, Paul Deery. photo by Megan McBride