



What's Up! DOWNTOWN



www.EastonMainStreet.org

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Thanks to Boy Scouts, Little Libraries Come to Easton

Take a book, return a book—that's the simple idea behind the Little Free Library Program, coming soon to downtown Easton. This international, grassroots initiative encourages neighborhoods to install small lending libraries that offer free, 24/7 access to books. "This is based solely on the honor system of borrowing and returning books, so it is only successful in strong communities, which is why we thought it might be a good fit for Easton," says Mike Brett, chair of the EMSI Design Committee.

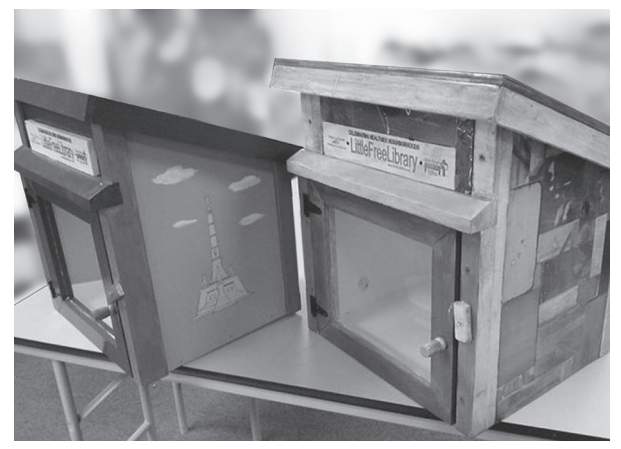
This project was the brainchild of Easton Redevelopment Authority employee Lisa Borick and her son, Johnny, a Boy Scout. "He and a few Scout peers were looking for a community project to begin in order to earn merit badges, so he and Lisa came to a Design Committee meeting to pitch this idea to the group. Everyone was supportive of it," says Mike. So far, the collaboration

has been a success.

Johnny and his fellow Scouts have built and primed the 2-foot square library boxes and will each earn a community development and carpentry badge for their efforts. Now that the boxes are complete, the Design Committee has recruited local artists to embellish them. "One of the boxes in particular will feature some of the Scouts' favorite book titles painted on it as part of the exterior decoration," says Mike.

There will be four Little Free Library boxes in Downtown Easton, one each in Centre Square, Scott Park, Riverside Park and in front of ProJeCt's Fowler Literacy Center on Ferry Street, an organization which provides literacy

services. According to Mike, the Design Committee chose these locations because these are areas through which higher numbers of youth pass. True to the spirit of the program, the libraries will be stocked with donated books. A dedication event is scheduled for Saturday, October 26th at 10am in Centre Square.



Season's Change Brings Fall Flowers

You may have noticed some new splashes of fall color around Downtown Easton. On October 3, EMSI volunteers planted autumn mums in street corner planters across the downtown area. In addition to Main Street volunteers, volunteers from Lafayette College and Country Meadows Senior Community helped with the planting along with a great deal of assistance from the Easton Ambassadors.

For the winter, the planters will be changed to festive arrangements of fir and pine branches with red bows. Volunteers are always needed for planter installations. Email kim@eastonpartnership.org to get involved.



Peace Candle Lighting and Holiday Open House

Every winter, Easton natives look forward to the installation of the Peace Candle in Centre Square. Marking the beginning of the winter holiday season, the Peace Candle Lighting and Holiday Open House draws visitors from around the Lehigh Valley to downtown Easton. This year's ceremony and celebration is Friday, November 29 from 5:00 to 9:00 PM.

"The majority of events will be in

Centre Square but there will also be things going on around town: Pictures with Santa at Third Street Alliance, performances by Easton High School music groups at the Grand Eastonian and First Presbyterian Church, and hopefully more to come," says Holly Houser, chair of the Peace Candle Lighting and member of the EMSI Events Committee.

The event will also include activities and attractions visitors look forward to every year, including horse-drawn carriage rides, a petting zoo, a kid's moon bounce and hot food and drinks. New this year will be carolers, a Christmas mouse and an expanded presence for artists and crafters. In

addition, organizers are seeking to expand the parade that accompanies the event, with it starting at 6th Street, proceeding down Northampton Street and ending in Centre Square.

Those interested in participating in the parade or volunteering at the Peace Candle Lighting should contact EMSI manager, Kim Kmetz.

Later this winter, another Easton favorite returns: The Chocolate Lover's Soiree. Though the Events Committee is still working hard to plan the January 25th event, Holly promises an expanded and revamped event sure to draw everyone with a sweet tooth from around the Lehigh Valley. Mark your calendars now!

Show Your Support for Easton Main Street

It's time for Easton Main Street Initiative's annual appeal, which means we are seeking donations from members of our community and lovers of Downtown Easton. Donations allow us to continue our mission of working closely with the community, city and business community to promote Downtown Easton as an entertainment, dining and shopping destination as well as improving the quality of life for our downtown residents.

What does a donation to Main Street support? In the past year, donations from the public have funded:

- Seasonal flowers and greenery for planters around the downtown.
- Vacant storefront treatments that highlight retail opportunities and help get empty commercial properties filled.
- Marketing to spread the word about events like the free summer concert series, which draws people to Downtown Easton's retail stores and restaurants.
- The development of the handy (and free) Downtown Easton app (visit Eastonmainstreet.org for links to download).
- Public art initiatives featuring murals and sculptures.

We make it easy to donate. Look for a paper donation form in your mailbox in the coming weeks, or go online to EastonMainStreet.org and select "Donate" from the "About" drop-down menu.

Easton's Ready for Prime Time

In September, Downtown Easton was featured on PCN program "Discover Main Street PA." With Mayor Panto and Gretchen Longenbach, the Executive Director of EMSI's parent organization, the Greater Easton Development Partnership, as hosts, the program highlighted the downtown area's revitalization, business opportunities and rich history. To watch, visit bit.ly/PCNEaston (and skip to minute 34:27, unless you would like to learn more about Ardmore, PA).

Look out for Main Street on Rt. 22

With a new billboard campaign underway, EMSI has a highly visible way to promote Downtown Easton. Main Street, the Easton Farmers and organizers for the Riverside Festival of the Arts and Garlic Fest pooled resources to fund a fall billboard campaign.

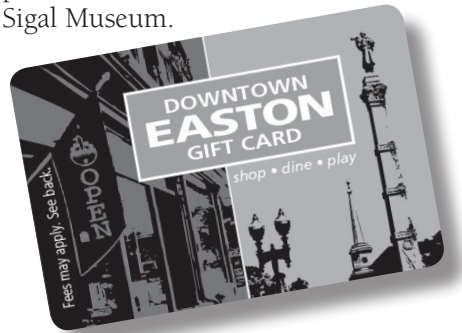
The first few weeks featured Riverside

Festival of Arts and the Downtown Easton app, Garlic Fest and the new Easton Gift Cards. Soon, the board will feature Bacon Fest, as well as the app and gift card. Through the holiday season, the campaign will highlight shopping in Downtown Easton.

Shop Downtown this Holidays Season

Yes, it's already time to start thinking about holiday celebrations and shopping. EMSI volunteers are busy organizing programs and events to make the winter shopping experience in Downtown Easton fun and easy.

Just in time for holiday shopping, the new Downtown Easton Gift Card is now available. The card is accepted at 58 restaurants, shops, attractions and at the City's computerized parking meters. View a full list of participating businesses at bit.ly/EastonGifts and purchase at the Main Street office or the Sigal Museum.



Men's Shopping Day returns this year on Saturday, December 21st to rescue last-minute shoppers from bad gift-giving. Ladies will also be treated to special shopping day on Saturday, December 7th. Stay tuned for fun holiday specials associated with these promotional events.

The seasonal window decorating contest has become a favorite among local businesses and shoppers alike. The friendly competition encourages downtown merchants to get creative with their holiday decorating. This year, the theme is "Easton... all lit up!" The start date of the contest will be Friday, November 29th during the Peace Candle lighting festivities. Plan to visit all of the participating Main Street merchants and cast your vote for the most festive window display by visiting the EMSI website.

Free parking will also return this holiday season

All metered parking in the downtown will be free on Friday, Nov. 29th as well as Saturdays and Sundays between Thanksgiving and Christmas. Be sure to shop mindfully in downtown Easton and support locally owned businesses this holiday season while taking advantage of this "FREE PARKING" perk.

Calendar of Events

OCTOBER

- October 25 & 26 - **Haunted Easton Walking Tour**
- October 26 - **Scarecrow Festival** at Easton Farmers' Market
- October 26 - **Little Library Box Dedication**
- October 27 - **Easton/P'burg Halloween Parade**
- October 31 - **Trick or Treat** - Happy Halloween!

NOVEMBER

- November 3 - **Daylight Savings Time Ends**
- November 8- **Downtown Art Walk**
- November 9 - **Bacon Fest** at Easton Farmers' Market
- November 9 - **Bank St. Alley Lights Dedication**
- November 28 - **Thanksgiving**
- November 29 - **Peace Candle Lighting & Holiday Open House**
- November 30 - **Winter Market Opens**
- November 30 - **Small Business Saturday**

DECEMBER

- December 7 - **Ladies' Downtown Shopping Day**
- December 21 - **Men's Downtown Shopping Day**

JANUARY

- January 25 - **8th Annual Chocolate Lovers' Soiree**

Easton Welcomes New Businesses

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

- **For The Birds**, wild bird supplies, nature gifts; 121 N. Third St.
- **Cheeburger, Cheeburger**, burgers, salads, wraps, shakes; 336 Northampton St.
- **Mellow Lounge**, hookah ; 17-19 S. Second St.
- **Downtown Laundromat**; 527 Northampton St.
- **Ms. Brandi's A Wing and A Prayer Take Out**, chicken, wings, soul food and desserts; 444 Northampton St.
- **Dance Plus**, dance and fitness studio for all ages; second floor at 42 S. Third St.
- **Stiltskins**, coffee shop , breakfast and lunch ;117 N. Third St.
- **Pink For Pam**, non profit organization for cancer awareness; 400 Northampton St.

