



What's Up! DOWNTOWN



www.EastonMainStreet.org

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EMSI Recognized For Outstanding Work

With dozens of new businesses, successful programs and residential developments in the works, it's been a good couple years for Downtown Easton and the Easton Main Street Initiative. Recently, EMSI volunteers and staff have received recognition for their hard work to realize the revitalization of downtown Easton, including:

- Keystone Main Street Designation for five years from the Pennsylvania

Department of Community and Economic Development. This enables businesses to apply for Neighborhood Assistance Enterprise Zone Tax Credits.

- 2014 National Main Street Accreditation from the National Main Street Center. This is our seventh year as an accredited program.

- Finally, EMSI received two Townie Awards from the Pennsylvania Downtown Center at the

organization's June conference. We received a Promotions & Marketing Award for the Downtown Easton Gift Card program and an Anchor Building Award for the Pomeroy Building (which has been passed on to VM Development, the company responsible for realizing renovations to the former department store). EMSI competed with applications from 60 other organizations from throughout the state for these awards.

Boom Art Show Revives Empty Alpha Building Space

On May 28, Easton Main Street's Economic Restructuring committee led a successful experiment in filling vacant storefronts. Well over 500 people attended the opening of BOOM, an art show that made the most of the vacant space the Crayola Store once occupied.

"For a while in these Main Street committees we've been asking about pop-up spaces and how we can temporarily activate vacant spaces," explains Jared Mast, project manager for the Greater Easton Development Partnership. "It just so happened that I was talking with a couple who are local curators—Tom D'Angelo and Minni Santilli—and they said they would like to

do a show in the Alpha Building, if possible."

Organizers worked out a short-term lease with the Alpha Building's new owner, VM Development, and a group of volunteers set to work shaping the retail space into a gallery.

In addition to paintings, video installations and sculptures, the volunteer-driven event included music and a cash bar from Easton restaurant, Black & Blue. Several pieces of art were sold and organizers were also able to collect donations for EMSI.

"The goal for GEDP is to have no vacant space in 1st floor retail." Jared says, adding, "Now that we've figured out what the lease and insurance looks like, we're going to keep our eyes open."

To be a part of future events, consider volunteering with an EMSI committee. Contact Kim Kmetz at kim@eastonpartnership.org for more information.



Photos by Mark McDonald

Volunteer Spotlight: Joann Durante, Chair of the Peace Candle Lighting Event

As a child growing up in Southside Easton, Joann Durante attended the Peace Candle lighting with her mother. She has continued that tradition with her three children—and as a volunteer with the Peace Candle Lighting. Below, Joann, a retired high school principal, tells us why she volunteers and what the Peace Candle means to her.

When did you decide to volunteer with the Peace Candle committee?

I started volunteering when I saw the need for money to support the existence of the Candle. Sandy O'Brien-

Werner is credited for that. For me and my children, it has been a great childhood memory. I hope we never lose it.

For me, it is an opportunity to bring many people together. It kicks off the holiday season and it reminds us that peace is really what we are all about. My goal is to preserve the memories. My hope is to get Crayola and other major businesses in our community more actively involved in this event.

What can we look forward to for the 2014 Peace Candle lighting?

We will be joined this year by the fine musicians of the Easton Area School District. Santa will be there for pictures, and we will have the parade. We are also continuing the opportunity for someone to bid on Ebay to light the candle. Bidding will start in early October.

The candle has gone through



renovations—the candle drippings have been corrected and with that comes a new Christmas ornament

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representing the current candle. These will go on sale sometime in September.

This year, the candle will be lit on November 28. We will be reaching out to the community by phone to sponsor the candle light on a daily basis. Names and dedications are posted at the site and in the program.

What's the future of the Peace Candle lighting?

I would like to see more children enjoy the spirit of the season, and the gathering together as a community. This is a big week—and weekend. Easton plays host to the Easton-Phillipsburg Game at Lafayette College. There are spirit week activities, many class reunions and many families returning to Easton to spend the holiday season.

As a collector of everything Christmas, I've found that despite religion, peace prevails in all nationalities, ethnic backgrounds and religions. The opportunities to promote this with so many people in the area is a dream that I plan to work on and accomplish.

We are always looking for volunteers. We are also looking for major sponsors who can help financially support events for the children and for someone to fund a giant, inflatable snow globe for photos. Above all, we're looking for methods to finance all the great activities that occur that evening.

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!

- **Full of Crepe**, sweet and savory crepes, 21 S. Second St.
- **Blue Sky at the State Café**, restaurant, 14-16 S. Fifth St.
- **Mountain Sales and Marketing**, marketing consultant, 230 Ferry St., 1st floor
- **VapeMeister USA**, electronic cigarettes, 441 Northampton St
- **KLO Events**, event planning, 400 Northampton St.
- **Time Photo Studios**, creative and unique photography, 15 Centre Square
- **Free Bridge Realty**, independent realty services, 140 Northampton St.
- **Greenmouth Smoothies**, juices smoothies, coffee, baked goods, salads and wraps, 526 Northampton St.
- **Skinterest**, skin care services, 11 N. Third St.
- **Dreyus Kids Boutique**, designer children's clothing boutique, 22 N. Third St.
- **Rebecca Groller Photography**, photography studio, 64 N. Third St.
- **Jaime Daub Fine Art**, art gallery, 22 S. Third St.
- **Cigarette Outlet**, 170 Northampton St.
- **Lille Syster**, paper flower studio and boutique, 230 Northampton St., 2nd fl.

Check Out a Book –for Free!

Give a book when you can; take a book when you need one—that's the spirit of the Little Free Libraries. Visit one of the four in Downtown Easton: Centre Square, Riverside Park, Scott Park and between the post office and Sette Luna on Ferry St.



New Billboards Spread the Word About Easton Happenings Across Lehigh Valley

In their latest effort to draw neighbors from across the Lehigh Valley to Downtown Easton, the Easton Main Street Initiative Marketing committee has partnered with the Easton Farmers' Market on a summer billboard campaign.

These two digital billboards rotate between messages about EMSI Summer Concert Series, the Downtown Easton Gift Card and the Downtown Easton Smartphone app, in addition to EFM's messaging.

"We did some advertising on the Route 22 billboard for the Spring Into Easton event, and so many people told us about seeing it," says Amy Boccadoro, assistant Main Street manager. "This came about because we decided to do a bunch of ads with the Iron Pigs this year. We're doing a half page ad in their program for the season."

These half-page ads in the Iron Pigs programs include an incentive to get a free EFM bag and a QR code to download the Easton app.



You'll have to go to an Iron Pigs game to see those promotions, but you can find the billboards on Union Boulevard by Coca-Cola Field and on Route 22 near Easton Area High School. They will run through September.

Calendar of Events

JULY

- 11 – **Live at Riverside: A Few Good Men**
- 12 – **262nd Birthday Celebration** – Easton Farmers' Market
- 12 – **Vinyl Night in the Alley**
- 12 – **Dancing to the Oldies**
- 13 – **Easton Heritage Day**
- 13 – **Rivals Block Party** (Every other Sunday thru Aug.)
- 16 – **Hootenanny** – Easton Farmers' Market
- 19 – **Cruise Night**
- 20 – **Quadrant Book Mart & Coffee House 20th Anniversary**
- 25 – **Live in the Square: Stinking Badges**
- 26 – **Zucchini 500 Race Day** – Easton Farmers' Market
- 26 – **Hispanic Cultural Fest**

AUGUST

- 1 – **Live at Riverside: Joyous**
- 2-3 – **Lebanese Heritage Days Festival**
- 9 – **Peach Party** – Easton Farmers' Market
- 9 – **Easton Laughs Comedy Night**
- 9-10 – **Sigal Museum Birthday Celebration**
- 13 – **Thru the Decades** - Easton Farmers' Market
- 16 – **Cruise Night**
- 23 – **Tomato Fest** – Easton Farmers' Market
- 23 – **Dancing to the Oldies**
- 29 – **Live in the Square: Quimby Mountain Band**

SEPTEMBER

- 5 – **Live at Riverside: Slicked-Up 9's**
- 7 – **LVHN Marathon for Via**
- 10 – **Artilicious** – Easton Farmers' Market
- 13 – **Movies at the Mill**
- 13 – **Dancing to the Oldies**
- 14 – **Clam Jam**
- 20 – **Chile Pepper Fest** – Easton Farmers' Market
- 20-21 – **Riverside Festival of the Arts**
- 20 – **Fallen Heroes Motorcycle Run**
- 26 – **Live in the Square: Madame Freak**
- 27 – **"Dinner with John Adams"** ~ Bachmann Publick House

OCTOBER

- 4-5 – **Easton Garlic Fest**

There is so much going on in downtown Easton! Check out eastonmainstreet.org and download the Easton app today!

