



What's Up! DOWNTOWN



www.EastonMainStreet.org

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A Fond Farewell to 2015

“It was a very good year for EMSI—and for Eastonians,” says Kim Kmetz. “Among the year’s many highlights were the successful merging of Small Business Saturday and the Holiday Open House/Peace Candle lighting—we had activities in town all day long, culminating with the always-moving lighting of our historic Peace Candle,” says Kmetz. New marketing

initiatives included ads in ArtsQuest brochures as well as in several popular Brooklyn publications. Plus, EMSI offered planter sponsorships, updated the holiday lighting, created new Free Bridge ornaments and enjoyed record breaking gift card sales. Wow, quite a year! Looking forward to 2016, EMSI is planning:

- A new pumpkin-carving event in

- October
- Creating a Main Street sweatshirt and T-shirt for sale
- Downtown Living tours
- Public space improvement projects along the Larry Holmes Drive median, N. 4th at Bushkill St., and Spring Garden at Larry Holmes Drive
- New mural projects
- Christmas in July retail event

Unleash your inner artist (and so much more)!

If you’ve ever eyed an item in an Easton shop and thought, wow, I wish I could make that, well, here’s great news—now you can. Many of downtown Easton’s most creative retailers are offering DIY classes in knitting, baking, yoga, sewing, ceramics, collage creation, garden containers, birdhouses, raised bed gardens, paper flowers, and flower preservation. Connect with these merchants for more information:

Aura Ceramics
12-16 S. Second St.
610-252-2872
www.auraceramics.com

Host a private party for your besties (think: showers and birthdays) and make a wonderful ceramic piece. Or join an adults-only class. Saturday’s kids’ classes (no adults allowed) too!

Dancing on the Odds
Third Street Alliance
41 N. Third St.
610-258-6271

Want to perfect your samba, cha cha or waltz? Third Street Alliance hosts dance classes on the 1st, 3rd, and 5th Friday each month. The one hour dance class is followed by two hours of community dancing. Teacher is Con Gallagher; DJ Carol provides the tunes. \$10 per evening benefits Third Street Alliance and includes light refreshments.

Easton Yoga
524 Northampton St.
610-923-7522
www.eastonyoga.com

Anyone can become a yogi at Easton Yoga, no matter your age, fitness or flexibility. Classes range from beginners to advanced—if you’re new to this calming practice, Yoga 101 course is a great place to start.

The Holly & The Ivy
14 N. Third St.
484-695-7290

This décor shop is a great place to learn a craft—bird feeders, anyone? Evening classes and classes for kids, too. Prices vary. Learn more on their Facebook page.

Lift Easton
54 S. Second St.
610-923-7522
www.lifteaston.com

This boutique-style yoga studio will bring out your inner om with varied classes to suit beginners and advanced yogis alike.

Lille Syster
140C Northampton St.
484-316-0601
www.lillesystereaston.com

Here, the colorful paper flowers are both whimsical and sophisticated. Lille Syster’s artists will share their knowledge—and patterns—with you. Take a class or have a flower party with your pals (you bring snacks and beverages).

The Loving Piece
7 N. Third St.
484-206-8140

Discover new age workshops that transform you body, mind and soul, including past life regression and connecting with your inner self. Visit www.thelovingpiece.com for more information.

Mercantile Home
140 Northampton St.
610-258-4046
www.mercantile-home.myshopify.com

Learn to knit, sew, make a button collage—monthly studio workshops here offer all kinds of home ec and creative arts classes. Also, find seasonal crafts classes for holiday decor.

Nature Nurture Center
518 Northampton St.
610-253-4432

Learn about raised bed gardening,

how to make plant containers, and how to press and preserve flowers—and more. Check in with the NNC to see available classes this spring.

Sigal Museum
342 Northampton St.
610-253-1222

You never know what fascinating classes and programs you’ll find at the Sigal, so check in at www.sigalmuseum.org to learn more.

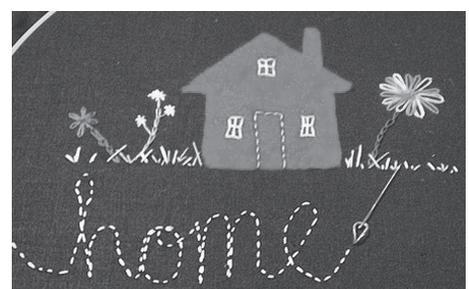
Sweet Girlz
40 N. Third St.
610-829-1030

Anyone can make cupcakes and other baked goodies like a pro, once you master a few techniques. Sweet Girlz’ baking wizards offer classes in basic baking, how to make cake pops, and cupcake technology.



Tobermory
13 S. Second St.
646-593-0258

This cozy vintage shop offers knitting classes for \$25 per lesson, which includes supplies—and refreshments. Visit their Facebook page for details and dates.



Easton Main Street Initiative Celebrates Its Volunteers

Last December, EMSI hosted dozens of hard-working volunteers at a holiday dinner at Antonio's Pizza on South Third Street. Volunteers mingled, shared stories of their assignments throughout the year, met old friends and made new ones. There were quizzes to win, a delectable and bountiful buffet to enjoy, and wonderful tunes from the talented Jorge Torres. Volunteers are the lifeblood of EMSI, noted Kim Kmetz, Main Street Manager, and in 2015, 45 committee volunteers plus another 40 who staffed Easton's many events logged a staggering 4,013 hours of time. Volunteers serve on EMSI's five committees: Economic Restructuring, Design, Organization, Marketing and Events, and also serve on its Advisory Council. On EMSI's wish list for 2016: volunteers for the Organization and Events committees—retailers especially welcome! Contact Kim at 610-330-9940



Keep Easton Green—Sponsor a Planter



You've seen the gorgeous, seasonally-planted containers all over town, but did you know you can sponsor one for only \$300 for three years, which includes a plaque to commemorate the sponsor. What a marvelous way to honor someone special! The 30 containers are located along Northampton Street from Larry Holmes Drive up to Sixth Street, and also along Spring Garden Street from Second to Fourth Streets. If you'd like to be a sponsor, visit www.eastonmainstreet.org/planters.

Spring Into Easton!

Save Saturday, April 9th and head downtown to celebrate the coming of spring (après- blizzard, boy, are we ready!) with exciting events, music and general frivolity hosted by our retailers. Details coming soon!

Calendar of Events

FEBRUARY:

- 20 *Lehigh Valley Polar Plunge*
- 27 *Krewe de Brew Mardi Gras Parade and Pub Crawl*

MARCH

- 5 *3rd Annual Craft Beer Festival*
- 11 *2nd Annual Friends of Easton Masquerade Ball*
- 20 *20th Annual Third Street Alliance Bistro Fundraiser*

APRIL

- 9 *Spring Into Easton*
- 9 *"Easton Rocks" State Theatre Fundraiser Concert*
- 15 - *PechaKucha Night*
- 16 *Easton Pub Crawl*
- 23 & 24 *ACE Studio Arts Tour*
- 30 *City-wide Clean Up Day*

MAY

- 7 *Opening Day Easton Farmers' Market*
- 13 *Live at Riverside Concert*
- 14 *36th Annual Historic Easton House Tour*

Easton Welcomes New Businesses

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

- *Stoke Coal Fire Pizza and Bar*, 1 Lehn's Court
- *Spice of Life*, 456 Northampton St., resale home furnishing and antiques
- *Eclettica*, 245 Northampton

- *Premier Vapor*, 1 Centre Square, vaping lounge and products

36th Annual Historic Easton House Tour Set for Saturday, May 14th

May is Historic Preservation Month and Easton plans to celebrate the event with the annual Historic Easton House tour for the 36th year. This year's tour will introduce architecture enthusiasts and history buffs to seven private residences and three public spaces scattered throughout College Hill and the Downtown sections of our fine city. This self-guided tour starts at Riverside Park along Larry Holmes Drive. Homes and public spaces are open for view between the hours of 10am and 4pm. Funds raised from the tour benefit the Easton Main Street Initiative with a small percentage supporting historic preservation through another local organization currently embarking on a rehab project. Tickets purchased before May 14th are \$25 pp. Day of tour tickets are \$30. Check www.eastonmainstreet.org for ticket locations. Tickets can also be purchased on line at www.eastonhousetour.com

