

The BUSINESS BUGLER



SUMMER 2018

YOUR SOURCE FOR DOWNTOWN EASTON BUSINESS NEWS



heritageday.org

A WHOLE SUMMER OF FESTIVALS!

BE A PART OF HERITAGE DAY

By: Diane Bower

Heritage Day is fast approaching! Mark your calendars now for Sunday, July 8. The festival will run 11 a.m. to 5 p.m. in downtown, and 5-10:30 p.m. at the river.

As a business, there's always a lot of confusion as to what you can and cannot do to participate in Heritage Day. Let's try to clear that up.

You are allowed and encouraged to set up on the sidewalk in front of your business at no cost. If you wish to have a tent for the sale of merchandise or food in the street, you will have to fill out a vendor application form. The form can be found on our website. Placement will depend upon availability. All questions should be directed to me at diane.heritageday@gmail.com or by phone at Just Around the Corner, 610-258-9850.

While we can't guarantee the crowd of over 45,000 that filled Centre Square and beyond last year to see the Clydesdales, there still will be a ton of people coming to celebrate this year. And don't forget that at night along Larry Holmes Drive we get between 55,000 and 60,000 people. Average attendance for this one day (excluding the Clydesdale bump) is 75,000-80,000 people.

So what can you and your business do to take advantage of the crowd?

BE OPEN! Every year we get more and more folks from outside our area to enjoy the day and see what Easton has to offer. Take advantage of the crowd by opening your doors and letting them find you.

SPECIALS! If you are offering a special item on your menu for HD, let us know. We'll publicize it for you and help you spread the word. If your shop or store is offering a discount or a special – let us know!

VOLUNTEER! Another way for you and your business to stand out is to volunteer. Shifts are available for the Info Tent, the Trading Post and the Beer Tent. Again, contact us if you are willing to help out.

DONATE! We are always looking for sponsors at any level, and would be grateful for items donated to be raffled off at our Fireworks Experience fundraiser. Reach out to Lori Catanzaro at lori.heritageday@gmail.com to participate.

The Heritage Day Board wants to make this day a success for everyone. Let us know what we can do to help you make this day a great one.

There will be no shortage of festivals this season in Easton — with everything from delicious eats, live music, beautiful artwork and fireworks! Here's the rundown on what business owners need to know about five of this summer's festivals, parking restrictions/road closures, and how to help.

EASTON HISPANIC CULTURAL FESTIVAL

"The festival showcases to the Lehigh Valley, the cultural aspects of hispanic nations," says John Acevedo, who helps to organize the festival. "The folklore, the gastronomy, the music and so on. ... Festival goers leave with a sense of belonging to a diversified nation."

When: Noon to 10 p.m. Saturday, July 28 (Festival ends with a fireworks display provided by Mayor's Office of Special Events)

Where: Scott Park along Larry Holmes Drive

Parking/traffic restrictions: Both ends of Larry Holmes Drive will be closed for the festival (from Third Street to Northampton Street at the Free Bridge).

How to help: Festival organizers would love Downtown Easton business owners to get involved — whether you're willing to hang a poster, volunteer or become a sponsor. Contact John Acevedo at johnacevedo416@yahoo.com for more information.

DOWNTOWN EASTON BUSINESS WATCH

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

Tandoor Grill, 9 N. Third St., Indian cuisine

Cobble Creek Mining Co., 342 Northampton St. (inside the Sigal Museum), Indoor sluicing and mining experience

Classic Cut Barbershop, 355 Ferry St., men's hair styling

Northampton Community College Educational Outreach Center, 25 S. Third St., classes focused on targeted job training and skill development

Nadine Shandor, MS, LPC, 101 Larry Holmes Dr., licensed professional counselor and psychotherapist

New Digs!

Artifice Fly has moved from 14 N. Third St. right next to door to 12 N. Third St., due to the expansion of Playa Bowls.

Easton Antique Co-Op has moved from 60 Centre Square to combine forces with Easton Antique Emporium located at 20 S. Third St.

The businesses listed below have recently closed their Downtown operations. We are sad to see them go, but wish them all the best with future endeavors.

JC Jewelry, 24 N. Second St.

Julia's Soap and Candle Bakery, 13 S. Second St.

AS IS, 431 Northampton St.

NUMBERS TO KNOW

At the last Business Owners' Roundtable meeting, Patrolman Vince Bruneo and Lt. Bob Weber shared the best contact numbers in case you need them:

Patrolman Vince Bruneo

cell: 484-634-0449 or vbruneo@easton-pa.gov

Lt. Bob Weber

cell: 484-239-7649, office: 610-250-6660 or rweber@easton-pa.gov

Join Nixle for emergency and event notifications via text. Text easton alerts to 888777 to sign-up.

OFFICES CLOSED

Please note that City Hall and Easton Public Market will be closed on July Fourth and Labor Day (Sept. 3).

(FESTIVALS CONTINUED)

LEBANESE HERITAGE DAYS

Get your fill of hummus and tabbouli, grilled shish kabobs and chicken with garlic sauce at the 41st annual Lebanese Heritage Days. From delicious eats to dance performances, children's activities to mouthwatering desserts, Lebanese Heritage Days offers an exciting weekend.

When: 5 p.m. to midnight Saturday, Aug. 4, and 11 a.m. to 10 p.m. Sunday, Aug. 5 (Rain or shine)

Where: Our Lady of Lebanon Maronite Catholic Church, 55 S. Fourth St.

Parking/traffic restrictions: Parking will be restricted between Pine and Fourth streets, as well as Fourth Street (between Ferry and Northampton Streets).

How to help: Willing to hang a poster in your shop's window to advertise the event? Want to sponsor the event? Contact ololchurch@yahoo.com or call the church at 610-252-5275.

CLAM JAM

Neighbors and visitors alike flock to this free seafood festival that boasts local eats, arts and crafts, live music and retail vendors. New this year is a Tito's (The Vodka For Dog People) & Jack Daniel's Refresher Lounge with a bar featuring cocktails made with Tito's and Jack, along with refreshments for your pet. Expect a chowder and homebrew competition (which benefits the State Theatre) from 11 a.m. to 1 p.m. Visitors can also enjoy a cigar and cocktail lounge, an oyster and beer pairing tent, and outdoor bars featuring margaritas, bloody marys and craft beer.

When: Noon to 7 p.m., Sunday, Aug. 26

Where: Third and Ferry Streets

Parking/traffic restrictions: Third Street is closed from Pine Street to the entrance of City Hall. Ferry Street will be closed from the exit of the parking garage to Sitgreaves Street.

How to help: Festival organizers are looking for local restaurants and caterers to enter the chowder competition, as well as volunteers to assist the day of the event. Email Bradley Wilson at bradleyw@belmonthosp.com for more information.

RIVERSIDE FESTIVAL OF THE ARTS

Arts Community of Easton (ACE) organizes this two-day celebration of the arts. The festival promises live music, art, performance theater, crafts, stilt-walkers, food trucks, art competitions and more. Plus, the 22nd annual event offers free admission as well as free workshops and demos.

When: 10 a.m. to 5 p.m. Saturday and Sunday, September 15 and 16

Where: Riverside and Scott Parks

Parking/traffic restrictions: Larry Holmes Drive will be closed from the intersection of Third Street to the intersection of Northampton Street, from 7 a.m. to 6 p.m. during the festival (Sept. 15 and 16).

How to help: The festival welcomes any business to get involved with volunteering, sponsorships or hanging posters. Volunteers can find more information at eastonriversidefest.org.

Please Note: These festival routes and footprints are subject to change.◇

PARTNER SPOTLIGHT: SIGAL MUSEUM

By: Carey Birgel

Haven't been to the Sigal Museum lately? Families will find plenty to do at the museum during summer vacation. From free nights at the museum during Easton Out Loud on Fourth Fridays to a new partnership with Cobble Creek Mining Company that puts two attractions under one roof, there's a lot to check out.

Cobble Creek Mining Company

Come visit Michael O'Connor's Cobble Creek Mining Company for a family-friendly adventure in the museum's lower level.

Discover the gems, geodes, and minerals that can be found right here in Northampton County.

Mine up to 50 different types of minerals from all over the world with our new indoor flume sluice box.

Experience digging for real fossils! From dinosaur bone fragments, ammonites, Megalodon teeth and more, guests have the chance to find real fossils in the Fossil Pit.

Mining Buckets (take home gems, geodes, and minerals!) starting at \$10

When to visit: 10 a.m. to 4 p.m. Saturdays, noon to 4 p.m. Sundays, and during Easton Out Loud on Fourth Fridays, and select days throughout the summer. Birthday parties by special request.

Upcoming events at Sigal Museum

Drinking with the Founding Fathers at the Bachmann Publick House - Saturday, June 30 — Bethlehem author Mark Will-Weber will host this evening of history, period cocktails and light refreshments (provided by McCarthy's Red Stag Pub and Whiskey Bar). Call or email for prices and reservations: 610-253-1222 or info@northamptonctymuseum.org

Family Night at the Sigal Museum - Saturday, Sept. 22 — There will be entertainment, storytelling, arts and crafts for kids and a History Scavenger Hunt through Downtown Easton to showcase local businesses and points of interest. If you'd be willing to be a part of it — please contact c.birgel@northamptonctymuseum.org or 610-253-1222.◇



RENT THE EPM KITCHEN FOR YOUR NEXT PARTY OR EVENT!

The Easton Public Market Kitchen is where families can make memories by renting the Kitchen and Community Room to host birthday parties, anniversary parties, fundraising events, company meetings and other events to celebrate. The kitchen is also used for demoing and other cooking events. Recent examples include ladies' night out, a cupcake and wine pairing, a pizza and wine pairing, and Tots

in the Kitchen. Businesses, groups or individuals can rent out the kitchen and/or community room by contacting the Programming and Events Coordinator, Ada Chandler, via email at ada@eastonpartnership.org or at 484-935-5103. Check out all the events happening in the EPM kitchen by visiting us at eastonpublicmarket.com/calendar. ♡

CAN YOU DONATE SURPLUS FOOD TO THE HUNGRY?

By: Nancy Walters

Over 60,000 people in the Lehigh Valley need emergency food supplements, according to the Second Harvest Food Bank. Easton has 11 food pantries, five free weekly meals and several resident shelters, all of which distribute emergency food. The EPA and USDA estimate that between 30-40 percent of all food grown in the U.S. goes to waste and is uneaten. A moderately sized restaurant can discard up to 10 tons of food in a year, most of which goes to the landfill, instead of to compost, which renews soil for future food growth.

The Easton Hunger Coalition has a volunteer gleaning team that picks up surplus, edible food and distributes it to Easton's emergency food providers. The coalition was established in 2014 to reduce hunger in the Easton area through advocacy, nutrition education, public awareness and improving healthy food access. Gleaning, or "recovering food after the harvest," has many benefits, including:

- Providing local households in need with supplemental food via existing agencies.
- Reducing food waste sent to landfills, which is environmentally unsustainable.
- Providing IRS tax deduction (can vary based on business structure; check with your accountant and IRS regulations for your particular situation.)
- Eliminating liability through the federal "Good Samaritan" Food Donation Act.

The Easton team gleans regularly at the Easton Public Market Farmstand, Nature's Way and at area farms and gardens during harvest season. EHC is looking for more partners to support its program.

HOW LOCAL RETAIL/RESTAURANTS CAN HELP:

- Donate unused shipments of supplies.
- The easiest food products to donate are produce, packaged food, wrapped portions and frozen food.
- Portion and refrigerate, or freeze, leftover catered/prepared foods.
- Contact the gleaning team to coordinate regular pick-ups.

Food safety is critical, and the gleaning team has to consider not just the shelf life of a given ingredient, but also volunteer availability and access to the receiving agency. Gleaning team volunteers connect with the donor to pick up the food product, then deliver it as quickly as possible to the closest emergency food center, which stores/distributes the food. Coolers and ice are used if needed.

The Easton gleaning team could expand if more volunteers participate and if a centrally located walk-in cooler/freezer area is obtained. Food recovery is critical to reducing food waste and feeding the hungry. Contact Easton gleaning captain Nancy Walters to discuss donating: eastonhungercoalition@rcn.com or 610-217-6262. ♡



EASTON AMBASSADORS TO START BIKE PATROL

The Easton Ambassadors' bike patrol is underway for the summer season. Thanks again to Genesis Bicycles for their generous gift of two bicycles to make this effort possible.

SAVE THE DATE: Business Owners' Roundtable

Meet your fellow Downtown Easton business owners and learn more about the topics affecting the Downtown area and discuss upcoming events and issues. Meetings are held quarterly and the next meeting will be 8 a.m. Tuesday, July 17 at Northampton Community College's Easton campus, 25 S. Third St. Light refreshments will be served. We'll be discussing:

- Revival of the Block Captain Program
- Upcoming festivals that will impact the business community
- Lack of skilled workers in the local workforce

WEST WARD UPDATE

The first community meeting to help inform an updated West Ward neighborhood plan is slated for 6-8 p.m. Wednesday, June 20, at Paxinosa Elementary School. Email Amy Boccadoro at amy@eastonpartnership.org for more details.

EASTON OUT LOUD HAS A FUN SUMMER PLANNED

By: Jo Moranville

We are in year two of our Easton Out Loud promotion and have really gained some traction with this event. We have a loyal following that is growing and a lot of businesses stepping up with amazing promotions each month. We encourage you to join in, if you have not already. The more businesses that participate, the more successful we will become.

Participation in Easton Out Loud is free. In the coming months we have some fun themes that you can play off of, or you can promote your business in any way you want.

June: Scavenger hunt

July: Sidewalk Sales (clear out older stock as you begin planning your fall and holiday marketing!)

August: Movies Around Town (a tie in with Easton's Movies at the Mill event)

Easton Out Loud is every fourth Friday from 5-9 p.m. and you must remain open the entire evening to be included in our advertising. Keep an eye out for our monthly emails with details and join in the fun! If you are not receiving our emails let me know at jo@eastonpartnership.org.

ENJOY MUSIC, FOOD AND BREWS AT LIVE AT THE FALLS

Come down to Scott Park every second Friday of the month (now through September) to enjoy a night of FREE live music, good eats by Sumac Catering, craft brews by Porters' Pub, ice cream, adult lawn games and more! The event runs from 5:30-9:30 p.m., with music beginning at 6:30 p.m. Rain will push the event to the third Friday of the month. Visit liveatfalls.com for more info!

LAFAYETTE DAY

The students just left for the summer but before you know it they will be back, including an entire freshman class that needs to be introduced to Downtown Easton. We will host Lafayette Day on Saturday, Sept. 15. Let us know if you would like to offer an event or promotion to the students to draw them into your store while they are downtown. More details will follow later in the summer. If you are not currently receiving monthly emails from the GEDP Special Events and Promotions Department (regarding Easton Out Loud and other events), please email jo@eastonpartnership.org so we can add you to the list.

RIDE THE TROLLEY



By: Dawn Hart

The Easton Trolley is back, and will offer four free routes from June through November.

A few new things this year — we've updated the Mayor's historic tour narration and added GPS triggering so our drivers are hands free during the tour. We also added a new driver, as well as stops in front of the State Theatre to support folks who park at the Third Street garage and miss the State Theatre shuttle.

Please make every effort to encourage folks to ride the trolley on the weekends, directing them to eastontrolley.com for specific pick-up times and locations.

THE EARLY YEARS

After receiving a Northampton County grant in 2014, the City of Easton sent two employees from the Public Works department down to Texas to find a used trolley, and load it onto a flatbed trailer for the journey back to Easton.

The trolley began operation in 2015 with one route. It was a tour narrated by the mayor that noted 12 historic downtown buildings. In its first year, the trolley suffered many mechanical challenges, and was in and out of the maintenance

garage. Ridership was not formally tracked that first year, but the numbers were low — mostly due to the inconsistency of the vehicle's availability and also that few people knew about it.

In the trolley's second year of operation, it was managed by the City's Economic Development Department and used to serve neighbors and tourists. It was this year that we added the route up Northampton Street to 10th Street. The thought was to help support the growth and development happening in this important corridor (over the hump) and also serve a previously underserved neighborhood with additional transportation.

ADDING MORE ROUTES

Today the trolley also makes runs on Saturdays and Sundays to Hugh Moore Park to coincide with the canal boat rides. We make sure we get riders there in plenty of time to purchase a ticket and get on the boat. The trolley leaves Centre Square at 12:30 p.m. for the 1 p.m. ride, 2:30 p.m. for the 3 p.m. ride. It returns to downtown twice before its final run, leaving the park at 4:30 p.m.

We have been trying to encourage usage of this route as it can be experienced in a number of ways. Folks can go to the newly upgraded park with over \$1 million in upgrades in picnic areas, playgrounds and a bandshell. They can ride the canal boat, visit the museum, and then ride the trolley to the downtown for lunch or to experience the historic tour. This is the reverse of how most people think of using the trolley but again, we are trying to provide as many ways to have an amazing day in Easton as possible.

The trolley also operates one run Saturday mornings from the West Ward starting at 15th Street, down to the Easton Farmers' Market. Our excellent drivers make sure to write everyone's name down that takes the trolley to Centre Square because it's a once and done situation. If you miss the ride back up to 15th Street, you're out of luck — at least until 5 p.m. — when the trolley begins its Evening Route back up to 15th Street.

Find more information on this year's four routes — Farmers' Market Run, Canal Boat Ride, Historic Tour and Evening Route — and pick-up times at eastontrolley.com.

EASTON CRUISE NIGHTS RETURN TO CENTRE SQUARE

Enjoy classic cars and live music at Easton's Cruise Nights. Classic vehicles will be allowed free metered parking in the inner lane of Centre Square (all quadrants), and South Third St. to Pine Street, North Third Street to Church Street, East Northampton Street to Sitgreaves Street and West Northampton Street to Bank Street. Parking will be first come, first served and self park.

Cruise nights and live performances will be held 5-9 p.m. (weather permitting) on the following nights:

June 16: Main Street Cruisers,
Swing Time Dolls

July 21: Johnny's Jukebox

August 18: TBD

September 15: Joyous ♦



Madison Scott wrapped up work on Easton Murals' third project at Spring Garden Street and Larry Holmes Drive in late May.

ANNOUNCING THE NEXT EASTON MURALS PROJECT

As one mural wraps up, another follows quickly behind. Easton Murals released its second call-to-artists in late May for a wall along Bushkill Street. The property at 133 N. Fourth St., will have the mural featured on the property's front. The spot is highly visible from Route 22 and the highway's exit ramp, along with Bushkill Street. According to property owners, Tommy & Brandy Lyons the location previously had its own home on it, which was lost to fire. The Fourth Street property absorbed the vacant lot by extending commercial

space and back stairwells for the upper floor apartments. The stuccoed facade remained blank and windowless. The gateway location is 15.5' long by 35' high. Artist submissions are due by Sunday, July 15, and work must be completed by the end of September 2018. Funding for this mural is supported through a grant from the Greater Lehigh Valley Chamber Foundation. Artist submissions can be made through the application at eastonmurals.com.

HELP! I CAN'T FIND GOOD PEOPLE TO HIRE!

At the Spring Business Owners' Roundtable, several business owners expressed that finding quality employees was becoming a challenge.

"We recognize it as a need," said Kim Kmetz, manager of Easton Main Street Initiative. "So we're going to discuss it at the next Business Owners' Roundtable meeting to figure out the resources available to our Downtown Easton business owners to find good employees."

EMSI has invited Nancy Dischinat, executive director of the Lehigh Valley Workforce Investment Board, to be a part of that meeting.

"We're also in the process of working with the City of Easton to develop an Easton Workforce Council, to assess the training needs for our businesses, and the issues affecting employees in Easton," Kmetz said.

Another goal of that council would be to help entry-level employees find a career path in the city, whether it's through an entrepreneurship program at the high school, or through another method.

SO WHAT CAN I DO NOW?

There are a few resources business owners can utilize to find new employees.

Lafayette College's Career Services: If you have a specific position you're trying to fill, email a job description to Rochelle Crozier, assistant director of Recruiting Operations for Career Services. She can be reached at crozierr@lafayette.edu or by phone at 610-330-5531.

CareerLink Job Board: Any employer with a FEIN (Federal Employer Identification Number), that offers W-2 positions (not 1099 employers), can create a company profile to post jobs on the CareerLink job board. Go to jobgateway.pa.gov for more information. "Our job board is completely free to use," said Rod Battista, business services representative. "Employers can post as many jobs as they like for free."

CareerLink Job Fairs: "We also offer employers the opportunity to hold personalized job fairs at our facility," Battista adds. It will cost \$100 to host a 4-hour job fair and \$150 for a 6-hour fair. To host a fair, a company must have at least one job posted on the CareerLink job board and give two weeks' notice for scheduling. Battista notes that the Allentown office, which sees a lot of foot traffic, hosts monthly job fairs for specific sectors (sales/marketing; transportation and warehousing; health care; manufacturing, etc.). To be a part of those monthly job fairs, an employer would pay \$50. CareerLink also offers training funds to employers to help offset costs. Contact Rod at 610-841-1051, or rbattista@careerlinklv.org, for more information.

Lehigh Valley Workforce Investment Board: Need workers for the summer season? Contact Cindy Evans at 610-841-1004, or cevans@workforcelv.org, to help recruit candidates.



PA BACON FEST WILL BE HERE BEFORE YOU KNOW IT!

Let us know if you'll be open. PA Bacon Fest is November 3 and 4 (Saturday and Sunday) this year and we want to know if you are going to be open! Whether you are setting up on your sidewalk or paying to vend in the street, it helps us to set the festival map if we know what your plans are. There's a special rate for local businesses and GEDP will host two workshops to answer questions and even help you submit your application. The workshops will be 9 a.m. to noon Tuesday, June 19, and 4-6 p.m. Tuesday, June 26. Both workshops will be held in the Community Room at the Easton Public Market. If you have any questions ahead of the festival, you can reach out to Sherry Rodriguez (sherry@eastonpartnership.org) or Jo Moranville (jo@eastonpartnership.org) in the Special Events and Promotions Department at GEDP.

FAM TOURS ARE BACK

With the onset of warmer weather, FAM (liarity) Tours return to Downtown Easton. This is a great opportunity for visitors and area residents alike to learn more about the newest, greatest and up and coming activities happening within the Main Street district. These 45-minute free tours leave from the west side of Centre Square on the second Saturdays of each month from June through October. The tour on June 16 will be led by State Representative Bob Freeman, and the tour on July 21 will be led by Mayor Sal Panto Jr. Free Easton Farmers' Market tote bags are provided for the first 10 participants at each tour.

EASTON FARMERS' MARKET DEBUTS NEW APP!

Easton Farmers' Market debuted a new app at the start of this market season. Think of it as a digital punch card that lets a customer earn more rewards every time they shop.

Download Easton Farmers' Market's NEW App on [flok!](http://flok.com) Text "punch" to 62687 or go to app.flok.com.

WHO DO I CALL?

Have an awesome event that you want listed on the Easton Out Loud passport next month? Know an entrepreneur who's looking to open a shop in Downtown Easton and wants more information? Contact the staff at Greater Easton Development Partnership. Here's a list of some GEDP contacts, and what they specialize in.

AMY BOCCADORO

Assistant Manager - Easton Main Street Initiative (GEDP Special Projects Coordinator)
amy@eastonpartnership.org, 610-330-9947

ADA CHANDLER

Kitchen Coordinator - Easton Public Market (facility rentals, events, kitchen programming)
ada@eastonpartnership.org, 484-935-5103

SOFIA FELLER

Community Gardens Coordinator
sofia@eastonpartnership.org

STEPHANIE GIANNAKIS

Graphic Designer
stephanie@eastonpartnership.org, 610-250-2073

NATALEE HERCIK

Corporate Sponsorship
natalee@eastonpartnership.org, 610-248-5567

KELLY HUTH

Communications Coordinator
kelly@eastonpartnership.org, 484-546-9776

KIM KMETZ

Manager - Easton Main Street Initiative
kim@eastonpartnership.org, 610-330-9940

JARED MAST

Executive Director - GEDP
jared@eastonpartnership.org, 610-250-2078

MEGAN C. MCBRIDE

Market District Director
Easton Public Market & Easton Farmers' Market (operations, vendor relations, media requests, marketing, sponsorship)
megan@eastonpartnership.org, 610-330-9942

JO MORANVILLE

Assistant Manager - Special Events & Promotions
jo@eastonpartnership.org, 610-250-2063

CLAUDIO PINTO

Cleaning Supervisor - Easton Public Market
claudio@eastonpartnership.org

TAREA ROACH-PRITCHETT

Bookkeeper
tarea@eastonpartnership.org, 610-250-2077

SHERRY RODRIGUEZ

Special Events & Promotions Assistant
sherry@eastonpartnership.org, 610-250-2216

EMILY STOCKER

Assistant Manager - Highmark Farmstand
emily@eastonpartnership.org, 610-250-2072

C. WOLF

Manager - Highmark Farmstand
wolf@eastonpartnership.org, 610-250-2072

SANDRA ZAJACEK

Operations Manager - Easton Ambassadors
sandra@eastonpartnership.org, 610-496-3857

ALICE ZIEGLER

Assistant Manager - Easton Farmers' Market (website, social media, ticketing, market volunteers)
alice@eastonpartnership.org



DID YOU KNOW?

In 2017, the Easton Ambassadors collected and recycled over 300,000 units of cigarette debris found in the cigarette receptacles found around Downtown Easton. Help us break that record this year! Not only does removing the cigarettes keep the downtown beautiful, but putting them in the receptacles keeps them out of the drains and waterways. TerraCycle is able to use them as fill for plastic pallets and other plastic products.

Remember, if you have a cigarette receptacle or are able to add one in front of your business, the Ambassadors will empty it and recycle the debris for you. Contact Sandra Zajacek at sandra@eastonpartnership.org for more information.

BUSINESS NEWS AND EVENTS FROM OUR PARTNERS

Vend at Garlic Fest

Mark your calendars — Garlic Fest will be 10 a.m. to 6 p.m. Saturday and Sunday, Oct. 6 and 7 this year (rain or shine). We are looking for volunteers who want to work with our planning committee as well as LOTS of stinkin' volunteers for the weekend of the festival. LOCAL BUSINESSES who do not sell food are invited to set up at Garlic Fest free of charge, although if you do have a good weekend the festival appreciates a \$50 donation. Local food vendors should fill out an application to vend prepared or packaged food and will receive a \$50 discount. All vendors must commit to setting up all day, both days. If you have any questions about the Easton Garlic Fest, want to get involved or need a vendor application, email jogarlic@gmail.com.

Easton Business Association June Mixer

Easton Business Association's June networking event will be held 5:30-7 p.m., Wednesday, June 20, at Access Networks, 225 Ferry St.

CALENDAR OF EVENTS

JUNE

- 22 Easton Out Loud
- 23 June Bee Jamboree at EFM

JULY

- 7 266th Birthday Celebration at EFM
- 8 Heritage Day
- 13 Live at the Falls (Scott Park): RFA
- 14-15 CrossFit Advanced Competition (Scott Park)
- 14 Movie Night on the Karl Stirner Arts Trail
- 21 Cruise Night
- 22-28 Downtown Easton Restaurant Week (deadline to participate — June 23)
Contact Stephanie Altieri: 610-751-1030, saltieri@999thehawk.com
- 23-26 Mayor's Summer Youth Camp
- 27 Easton Out Loud
- 28 Zucchini 500 at EFM
- 28 Hispanic Cultural Festival

AUGUST

- 4 Peach Day at EFM
- 4-5 Lebanese Heritage Days
- 7 National Night Out
- 10 Live at the Falls (Scott Park):
Lehigh Valley Urban Latin Orquesta
- 11 Easton Laughs Comedy Night (Riverside Park: In case of rain, this event will be moved to the Gold Room at the Grand Eastonian Hotel & Suites)
- 18 Tomato Day at EFM
- 18 Cruise Night
- 24 Easton Out Loud
- 26 Easton Firefighters Coats For Kids Run
- 26 Clam Jam

SEPTEMBER

- 1 Sunflower Day at EFM
- 9 LVHN Via Marathon
- 14 Live at the Falls: Nat Osborn Band
- 15 Hot Pepper Eating Contest at EFM
- 15-16 Riverside Festival of the Arts
- 15 Lafayette Day
- 15 Cruise Night
- 22 Fallen Heroes Motorcycle Run
- 28 Easton Out Loud