



# The BUSINESS BUGLER



WINTER 2019

YOUR SOURCE FOR DOWNTOWN EASTON BUSINESS NEWS



## KEEP NEIGHBORS WARM AND SAFE

### PA 2-1-1

Residents of Lehigh and Northampton counties have an easy-to-use, one-stop resource for health and human services. Powered by United Way, Pennsylvania 2-1-1 East is a free, confidential, non-emergency, comprehensive information and referral service that connects residents with the services they need. By calling 2-1-1 or visiting [www.pa211east.org](http://www.pa211east.org), people can find various programs to help them access food, health care, mental health services and much more. Available 24 hours a day, 7 days a week, PA 2-1-1 maintains an expansive database of providers serving Lehigh and Northampton County residents. The guided health care search online offers resources to find health insurance, preventive care and nearby facilities as well as options for cancer, diabetes and prenatal care.

To access PA 2-1-1:

Dial 2-1-1 from your mobile or landline phone.

Or text your zipcode to 898211.

Or visit [www.pa211east.org](http://www.pa211east.org).

SOURCE: United Way

As the cruel winter winds begin to blow, it's important to remember that there are several community agencies, groups and shelters that are ready to help those in need this time of year. Learn how you can lend a helping hand this season.

### LEND A HAND

Throughout the year, crafty volunteers with Crochet for a Cause Lehigh Valley meet at the Easton Public Market to sew scarves and hats for those in need. It's a movement that was started by the late Susan Huxley, an Easton resident. Volunteers hang finished pieces around the city so those in need can be warm in the cold winter months. Want to help?

#### Here's how:

**Go:** The group meets two Sundays each month at the Easton Public Market (like them on Facebook to find their next meet-up).

**Sew:** Even those who can't make the Sunday meet-ups can get involved. Knitting groups from local churches and communities donate finished pieces.

**Show:** The group is looking for a few local businesses that would allow them to hang knitted and crocheted items outside their shops. Contact Crochet for a Cause Lehigh Valley on Facebook if you'd be willing to do that.

**Also:** A local couple turns donated plastic bags into 'plarn' (plastic yarn) that can be crocheted into sleeping mats for the homeless. Each mat takes

300-500 plastic bags. While the group is good on plastic bag donations, they could use some help making the sleeping mats. If you'd like to help assemble the mats, reach out to Crochet for a Cause Lehigh Valley for a quick lesson. It takes less than five minutes to learn.

### SHELTER THEM

If someone is in need of a warming station, these are our local options. Please see the enclosed brochure for more information.

#### Safe Harbor Easton, 536 Bushkill Dr. (Saturday-Wednesday nights)

**Hours:** Opens 8 p.m., Curfew 10 p.m., Closes 7 a.m.

**Services provided:** Snacks/quick meal served, hot beverages, hygiene kits, clothing closet, case management available, additional day program hours 9 a.m. - 3 p.m. Monday-Friday.

**Contact:** 610-258-5540 ext. 201 during business hours, ext. 206 after hours, or [smassaros@safeharboreaston.org](mailto:smassaros@safeharboreaston.org); Website: [safeharboreaston.com](http://safeharboreaston.com)

#### Shiloh Baptist Church Chapel, 201 Thomas Bright Ave. (Thursday-Friday nights)

**Hours:** Pick-Up at Safe Harbor at 6:30 p.m., Opens 7 p.m., Curfew 11 p.m., Closes 7 a.m. Drop-off Downtown at 7:15 a.m.

**Services provided:** Dinner served, prayer service, referrals to Safe Harbor

**Contact:** 610-252-5640

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## DOWNTOWN EASTON BUSINESS WATCH

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

*Three Birds Coffee House*, 226 Bushkill St., coffee shop/café and art gallery

*Goodies Gone Wild*, 11 N. Third St., eclectic foods, jerky and gift items

*Cake + Corolla*, 125-129 N. Third St., bakery, coffee shop and florist

*Billy's Downtown Diner*, 123 S. Third St., diner

*Aman's Indian Bistro*, 336 Northampton St., Indian cuisine

*Tina's African Hair Braiding*, 345 Ferry St., hair stylist

*Trinity Natural Hair Care*, 119 Northampton St., hair and beauty salon

*Pie + Tart*, 444 Northampton St., café featuring sweet and savory pies

*Christine's Bath & Gift Boutique*, 22-24 N. Second St., soaps, gifts and more

*Greene Marketplace*, 200 Northampton St., café and home furnishings

*Know Your Knowledge*, 230 Ferry St., market research and polling data services

### NEW DIGS!

*The Valley Group* has moved from 62 N. Third St. to the National Building, 400 Northampton St.

*Kudu Creative* has moved to its new home in the city's West Ward at 703 Wood Ave.

*Kaplan's Awnings* has also moved to the City's West Ward on S. 13th St.

*Christina's Bridal* has had a name and location change. This bridal boutique is now called *Silk Bridal Easton* and is located at 657 N. 13th St.

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

*FoodWorkz*, 154 Northampton St.

*Cobble Creek Mining*, 342 Northampton St. (inside the Sigal Museum)

*CrossFit Bane*, 42 Centre Square

*Indigo Hair Salon*, 19 S. Second St.

*Wells Fargo Bank*, Centre Square

*LV Beauty Loft*, 401 Northampton St.

*Your Inner Beauty*, 353 Northampton St.

*Easton Hospital Community Care Center*, 325 Pine St.

*Da Sole Lot*, 65 N. Fourth St.

*Easton Upholstery*, 512 Northampton St.

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## NOURISH THOSE IN NEED

By: Nancy Walters  
The Easton Hunger Coalition

**Did you know?** More than 65,000 people in the Lehigh Valley access emergency food at pantries, free community meals or shelters. Over 50 percent of the Easton Area School District's children qualify for the federally-funded Free/Reduced School Lunch program.

The nonprofit Easton Hunger Coalition came together in 2014 as a response to food insufficiency issues in the Easton area. The purpose of the coalition is to provide a forum for the members to discuss and plan activities relating to advocacy, education, nutrition education and community response to food insufficiency in the Easton area and the Greater Lehigh Valley. The EHC also connects Easton-area agencies, organizations, faith-based groups, individuals who want to help, and Lehigh Valley-wide groups through the Lehigh Valley Food Policy Council.

EHC produces an up-to-date, comprehensive resource flyer which identifies emergency food sources in the Easton area, as a help to those in need and to those who wish to donate to local agencies engaged in this work. The flyer is included with this Business Bugler and is something to be kept on hand.

Want to learn more? Join the members in a free monthly program at the Easton Public Market, "Morning Conversation on FOOD," discussing the food system, food recovery, nutrition, education and sustainability, etc. (Like them on Facebook for the schedule). Volunteer with the Easton Gleaning Team to recover edible, nutritious food from sources like the Highmark Farmstand at Easton Public Market, and re-distribute the food to emergency food centers. To learn more about the Easton Hunger Coalition, or to get involved, visit [eastonhungercoalition.org](http://eastonhungercoalition.org), like Easton Hunger Coalition on Facebook, or email [eastonhungercoalition@rcn.com](mailto:eastonhungercoalition@rcn.com).



## MURAL UPDATE

As the aroma of the last bits of PA Bacon Fest faded away, a new mural addition to Downtown Easton began to take shape on the corner of Spring Garden and N. Bank Streets. Artist Emilio Florentine of Jersey City, NJ, worked with two assistants to paint the mural in three days. Appropriately titled, "Sunshine Vibes between Rainy Daze," the mural was painted during the first week of November, between rain-soaked days and before the chill of winter set in. Property owner Robert Musso had suggested his building as a mural location early on and generously donated his wall to the project. Florentine's mural is the fourth installation to be

completed by Easton Murals and was made possible with grant dollars from the Greater Lehigh Valley Chamber of Commerce Foundation and local community members.

Fundraising continues to help fund the Easton Murals program. On Nov. 24, the annual Deck the Walls art auction organized by Stephen Flowers, of Suddenly Samantha, donated all proceeds (\$2,350) from the event to Easton Murals.

Online contributions are being accepted at [support.eastonpartnership.org/eastonmurals](http://support.eastonpartnership.org/eastonmurals).

## CALENDAR OF EVENTS

### JANUARY

- 12 EFM Winter Market
- 13-19 Winter Easton Restaurant Week
- 25 Easton Out Loud
- 26 EFM Winter Market
- 29 Business Owners' Roundtable at The Grand Eastonian (8 a.m.)

### FEBRUARY

- 3 Chili Cook-off at Pearly Baker's
- 9 EFM Winter Market
- 16 Lehigh Valley Polar Plunge
- 22 Easton Out Loud

23 EFM Winter Market

### MARCH

- 9 EFM Winter Market
- 22 Easton Out Loud
- 23 EFM Winter Market

### APRIL

- 13 EFM Winter Market
- 13 Spring into Easton
- 26 Easton Out Loud
- 27 EFM Winter Market
- 27-28 ACE Arts Tour

# PARTNER SPOTLIGHT: NORTHAMPTON COMMUNITY COLLEGE'S EASTON EDUCATIONAL OUTREACH CENTER

This March, Northampton Community College's Easton campus will mark its one-year anniversary. Since opening, the college has added a number of credit and non-credit courses, all of which are open to members of the community.

Here are the featured classes for this semester:

## Credit classes:

- Accounting for Non-Accountants
- Intro to Computers
- Child, Family and Community
- English 101
- Medical Terminology
- American History I

Visit the website for dates and times:  
<https://tinyurl.com/Eastoncampus>

## Non-credit classes:

The Easton campus offers classes in art, health care education and many computer training courses. In addition, they also offer a set tailored to local businesses:

- Food Service Sanitation
- Food Service Sanitation Examination Retest
- Destination Lehigh Valley (for travel/tourism professionals and local business owners)
- NEW! Restaurant Supervisory Skills Training (Customer Service, Mindset of a Leader, Best Practices in Leadership or Fundamentals of Restaurant Finance)

The Cops 'n' Kids Reading Room is also now open from 10 a.m. to 4 p.m. Thursdays.

## GIFT CARD REMINDER

The 2018 holiday season saw another strong year for Downtown Easton Gift Card sales. A few reminders for participating businesses as people redeem those dollars:

- Gift cards must be run in amounts equal to, or less than the dollar amount on the card.
- To find the balance, the customer can call the 1-800 number on the back of the card or visit the website, [getmybalance.com](http://getmybalance.com).
- If you have trouble running the gift card through your POS, please call the Merchant Support number 800-755-8713 on the back of the card. Operators there will be able to assist in completing the sale.
- If you've updated your POS system, please call Amy Boccadoro at 610-330-9947 to reactive your system so you can begin to accept gift cards again.

- If gift cards go unused for 12 months they begin to assess a \$3/month fee.
- For those looking to purchase gift cards, both the Downtown Easton and the Easton Public Market gift cards are available for purchase at the kiosk located in the Easton Public Market or online at [store.shopdowntowneaston.com](http://store.shopdowntowneaston.com).

Businesses that are new to Downtown Easton or currently do not participate in the program will be able to sign up beginning in mid-January. Please watch your email for the open enrollment period or call Amy to receive sign-up paperwork. Cost will be \$50 for retailers, service businesses, or restaurants not serving alcohol, and \$125 for restaurants serving alcohol.

To note: All participating gift card merchants will be up for renewal at the beginning of 2020.

## THANK YOU FOR ALL YOUR HELP DURING PA BACON FEST!

Thousands of people filled the streets of Downtown Easton to enjoy the seventh year of PA Bacon Fest. Attendees were greeted by the smell of bacon in the air, vendor after vendor offering up sweet and savory bacony delights, bacon-themed merchandise, artisan crafts and an opportunity to explore our Downtown Easton businesses. Live music on four stages, contests, culinary demos and children's activities offered something for everyone in the family.

The event was, once again, a great success and we couldn't do it without the support of our Downtown Easton business owners! It is with

your support, promotion and participation we are able to show off our City of Easton and all it has to offer. Thank you for your commitment to our community and I look forward to working with you all as we prepare for this year's PA Bacon Fest on November 2-3, 2019!



Marcy McKinney  
Manager, Special Event and Promotions  
Greater Easton Development Partnership

## UPCOMING EASTON OUT LOUD THEMES

We hope you'll join us and participate in our upcoming Easton Out Loud nights. Easton Out Loud is held 5-9 p.m. the fourth Friday of every month. We are working on the following themes, though they are subject to change. (More details to come)

January 25 - Giving Out Loud

February 22 - The Sweetest Month

March 22 - TBD

## KIOSK AD SPACE

Ad space is currently available for the Centre Square kiosk. Rates are \$500 per calendar quarter which includes the printing of the kiosk poster. Ads are not restricted to a single business; businesses can split the cost. To get on the calendar, please reach out to Amy Boccadoro at 610-330-9947 or [amy@eastonpartnership.org](mailto:amy@eastonpartnership.org).

## WINTER READING

The winter months are a great time to catch up on reading and plan your business and marketing strategy for the new year. Here are three inspiring titles recommended by Easton Market District Director Megan McBride:

"#GetSocialSmart: How to Hone your Social Media Strategy" by Katie Lance

"They Ask You Answer: A Revolutionary Approach to Inbound Sales, Content Marketing and Today's Digital Consumer" by Marcus Sheridan

"What Customers Crave: How to Create Relevant and Memorable Experiences at Every Touchpoint" by Nicholas J. Webb

Any of these books can be ordered through Book & Puppet Co. Call: 484-541-5379

## NUMBERS TO KNOW

Here are the best contact numbers for our City's police officers:

Patrolman Vince Bruneo - cell 484-634-0449 or [vbruneo@easton-pa.gov](mailto:vbruneo@easton-pa.gov)

Lt. Bob Weber - cell: 484-239-7649, office; 610-250-6660 or [rweber@easton-pa.gov](mailto:rweber@easton-pa.gov)

Non-emergency number - 610-759-2200

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

Remember, if you see something, say something.

## MAP & GUIDE

The 2019/20 Discover Downtown Easton Map & Guide will mark the 13th printing of the guide. The brochure has grown tremendously since its inception, both in its overall size and business listings. Applications to retailers, restaurants and attractions will be mailed earlier than usual this year to account for the time needed to put the piece together; expect to see an application mailing in late January with a deadline in mid-February. Participating businesses will again be listed on 30,000 printed map & guides, five slant-top directional maps located around town, and on the Centre Square kiosk poster.

## PLANNING FOR A FUTURE BLIP

By: Louis Allegra  
Volunteer Mentor-SCORE Lehigh Valley

In the fall edition of the Bugler we discussed pricing and gross profit, and the need to more than cover fixed expenses in order to maintain profitability. In this issue we'll focus on some of those fixed expenses in the face of a slowing economy and hints of a recession on the horizon. Over the past 50 years, we've averaged 5 to 6 years between recessions. It's now been 10 years since the beginning of the "great recession."

Let's start with our most important asset... employees. Make sure you hold on to those people who are conscientious, service-oriented and generate repeat and new customers for your business. If you have an effective sales person, resist the temptation to let her go. She's the one who will lead you through tough times. One of the biggest mistakes owners and CEOs make is furloughing their "expensive" sales staff during slow periods.

In a similar vein, we tend to reduce marketing budgets when times get tough. We should first look at which products and services provide our highest gross profit and then focus our marketing dollars on those items. Products with low or negative gross profit should not be promoted and possibly discontinued.

Many businesses rent or lease the space in which they operate. The last thing you need during a slowdown is a rent increase. If you're happy with the space you're in, try negotiating a longer-term agreement at a fixed or reduced monthly rate, especially during a downturn. Alternatively, should a recession occur, you'll likely find space available at bargain rates.

For further information or free assistance with managing during a seasonal or economic downturn contact SCORE Lehigh Valley at 610-266-3000.

## ADVERTISING OPPORTUNITY

The 2019 Historic Easton House Tour is scheduled for Saturday, May 4. This event creates a fantastic opportunity to promote your business to the more than 600 patrons of this time-honored event celebrating the historic and beautifully decorated homes of Easton's neighborhoods.

Tour Book ads are offered at the following reasonable rates: full page - \$125, half page - \$85, third page - \$50

If you have advertised with this group in previous years, your ad will be on file and they will gladly run it again. Please submit your note of interest to House Tour volunteer, Mike Seksinsky at [advertising@eastonhousetour.com](mailto:advertising@eastonhousetour.com).

As always, the Historic Easton House Tour committee is grateful for your continued support of Easton's proud past and its ever-expanding future.

# DOWNTOWN FACADE GRANT APPLICATIONS TO OPEN IN FEBRUARY

Applications will soon be accepted for Easton Main Street Initiative's Facade Grant Program. With Northampton County's continued support, Easton Main Street Initiative (EMSI) is able to use funds from the Community Investment Partnership Program to assist property and business owners in paying for facade improvements, signage, and design costs. Additionally, proceeds from the Historic Easton House Tour, a fundraiser supporting EMSI, will be added to the funds, increasing EMSI's ability to support additional projects.

Eligible buildings must be located in the "Main Street Revitalization Target Area," the 20-square block area

defined as "Downtown." Any exterior improvements will be considered for the grant including paint, windows, repointing, doors, maintenance, facade repair, lighting and signage. This year sidewalk repair will be added to the list of eligible projects.

This is a competitive process and applications will be reviewed by the volunteers on the EMSI Design Committee and evaluated on a point system scale.

If you are interested in more detail on this grant program or would like to be added to EMSI's distribution list to receive the application and guidelines when they are available, please send a message to Kim Kmetz at [kim@eastonpartnership.org](mailto:kim@eastonpartnership.org).

## AMBASSADORS RECEIVE GRANT FOR NEW CIGARETTE RECEPTACLES

Easton Ambassadors recently received 18 cigarette receptacles from a Keep PA Beautiful litter program. The new receptacles were installed in October (locations listed below). The Ambassadors will empty the metal receptacles weekly and send cigarette debris to TerraCycle, which is able to repurpose the cigarette butts into plastic pallets, outdoor garbage cans, etc. This program keeps cigarette debris from entering our waterways. Please encourage employees and customers to use these bins. Questions? Contact Ambassadors Operations Manager Sandra Zajacek at [sandra@eastonpartnership.org](mailto:sandra@eastonpartnership.org).

### Locations:

Easton Corner Store Market  
(Fourth and Northampton streets)

Family Dollar (301 Northampton St.)

Bank Street Annex (316 Northampton St.)

Terra Cafe/Oak Steakhouse (Bank Street and 323 Northampton St.)

Crayola Experience (30 S. Bank St.)

Lafayette Bar (26 N. Fourth St.)

State Theatre (453 Northampton St.)

Utopia (404 Northampton St.)

Luco and Jack's Markets (204 Northampton St.)

Cigarette Outlet (170 Northampton St.)

Token (249 Northampton St.)

Mesa Modern Mexican parking lot (24 S. Third St.)

LANTA bus station (123 S. Third St.)

Post Office (30 S. Second St.)

3rd & Ferry Fish Market (228 Ferry St.)

Black & Blue (683 Walnut St.)

Ricky's Food (600 Walnut St.)

State Cafe (14 S. Fifth St.)

## EASTON FARMERS' MARKET UPDATES

### Winter Mart

Fresh and Local all Winter Long!

10 a.m. - noon, 2nd & 4th Saturdays, on Church Street, behind the Easton Public Market

### Easton Composting Program

To date over 16,000 pounds of residential food waste has been collected through the Easton Composting Program which started just six months ago. Please note that the Saturday compost drop-off behind the Easton Public Market will shift to the second and fourth Saturdays during the winter months to correspond with the Winter Mart schedule.

[eastonfarmersmarket.com](http://eastonfarmersmarket.com)

### Now Open — Applications for the 2019 Market Season

New vendor applications are now being accepted for the 2019 Market Season.

Vendors are needed in the following categories:

- Dairy
- Jams, Jellies, Preserves & Maple Syrup
- Prepared take-home foods (e.g., entrees, salads, soups, spreads, dips and other seasonal items)

Apply online at [eastonfarmersmarket.com/become-a-vendor/](http://eastonfarmersmarket.com/become-a-vendor/)

### Get your French Toast Fixin's at the Easton Public Market!

If you find yourself snowed in downtown during the next winter storm, skip the trip to the supermarket and check out the Highmark Farmstand. You'll find farm-fresh eggs, bread, milk, plenty of produce, prepared foods, homemade soups and a variety of pantry staples - not to mention a warm, friendly smile. #BuyFreshBuyLocal