



The BUSINESS BUGLER



SPRING 2019

YOUR SOURCE FOR DOWNTOWN EASTON BUSINESS NEWS



GET INVOLVED

Our nonprofit wouldn't exist without the help and dedication of our loyal volunteers. We are grateful for each and every person who comes out to lend a hand at PA Bacon Fest, Spring into Easton, Peace Candle Lighting, the Historic Easton House Tour and the many other events our programs host throughout the year. As we gear up for our spring event season, a number of our programs are looking for a few extra helpers to help us through the season.

GREEN THUMBS

- Easton Main Street Initiative and the Easton Ambassadors will be planting spring flowers on Friday, April 5, starting at 9:30 a.m. Participants are asked to bring gardening gloves and trowels, and meet at the Crayola Experience. Contact kim@eastonpartnership.org to volunteer.
- Summer annuals will be planted in Downtown Easton, starting at 9:30 a.m. on May 17-18 (Friday and Saturday). Able to help? Contact kim@eastonpartnership.org to volunteer.
- We're also looking for help with the City-Wide Clean-Up Day. Bring those work gloves and join us Saturday, April 27, as we take on the spreading of mulch in Centre Square as well as some touch-up painting projects in various sites throughout the downtown from 8 a.m. to 1 p.m. Contact kim@eastonpartnership.org to volunteer.
- Interested in getting your hands dirty? Our community gardens are looking for volunteers to help with weeding and general upkeep of the gardens. Plots are also available for

those looking for garden space. Contact miranda@eastonpartnership.org to volunteer.

- Helping hands are also needed at the Vegetables in the Community stand at 10th and Pine streets. Volunteers are needed for set-up and also for evening activities. The stand runs 5-7 p.m. Thursdays, July 11 - Sept. 12. Contact miranda@eastonpartnership.org to volunteer.

HISTORY BUFFS

The annual Historic Easton House Tour event raises funds to support the façade grant program that's administered by Easton Main Street Initiative. The façade grant funds enable business and property owners to make necessary updates and repairs to their sidewalks and buildings. Help support this event by volunteering your time on Saturday, May 4 (shifts are either 9:45 a.m. to 1 p.m. or 12:45 to 4 p.m.). Contact Rosalie Mancino at rosaliemancino@icloud.com to inquire about the different opportunities.

COMPOST CAPTURERS

The Easton Compost Program is looking for a few strong volunteers to help participants drop off their compost containers. The program will run in conjunction with the Easton Farmers' Market starting in the spring. Volunteers would be needed in shifts between 9 a.m. and 1 p.m. on Saturdays, and would be stationed behind the Easton Public Market at 325 Northampton St. Additional volunteer opportunities for events and workshops are also available. Contact miranda@eastonpartnership.org for details.

MARKET HELPERS

Love the Easton Public Market and the Easton Farmers' Market? If so, we have volunteer opportunities at both markets:

- Easton Public Market: Product Sampling (11 a.m. to 1 p.m. Saturdays, year-round)
- Easton Farmers' Market (May-November): set-up (7:30-9 a.m. Saturdays) or take-down (1 p.m. Saturdays)
- Both markets - special events and festivals: Help is needed with food-centric activities and children's programming.

Want to get involved? Contact alice@eastonpartnership.org.

WALKERS

We have a number of publications (this very Bugler being one of them) that need to be distributed to Downtown Easton business owners. Easton Out Loud passports, for example, go out every month. Business Buglers come out once a quarter. Posters and rack cards are also distributed on occasion. We would love some help with distributing these pieces to all our businesses. Even if a volunteer or business owner could take a block or two, that would be a huge help. Need a way to get more steps on your pedometer? We've got you covered! Contact kim@eastonpartnership.org for details.



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 the Downtown Easton business community and wish them much success!

Raven Color + Design, 19 S. Second St., hair styling salon

True Colors Center for Creative Therapy, 526 Northampton St., health and wellness center

Events Of Wonder, 306 Spring Garden St., event planning

Katie Gallery, 62 N. Third St., art studio

Taylor Taco, 325 Northampton St. inside the Easton Public Market, Mexican fast and casual food

Silvershell Counter + Kitchen, 325 Northampton St. inside the Easton Public Market, New England-style clam bar

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.

Joe's Market, 235 Northampton St.

Bottle + Bottega, 527 Northampton St.

Heritage Tattoo, 101 N. 4th St.

Deadstock 610, 101 N. 4th St.

Lille Syster, 140 Northampton St. Lille Syster classes will resume in the future at a new location.

Barred & Broody Bakeshop, 325 Northampton St. inside the Easton Public Market.

EBA
EASTON BUSINESS
ASSOCIATION



EASTON BUSINESS ASSOCIATION EVENTS

*EBA April Networking Event
Wednesday, April 17, 5:30-7 p.m. at The Easton Home, 1022 Northampton St.*

*EBA May Networking Event
Wednesday, May 15, 5:30-7 p.m. at a location TBA*

*EBA June Networking Event
Wednesday, June 19, 5:30-7 p.m. at a location TBA*

WEST WARD COMMUNITY INITIATIVE

After nearly six years in her role as the Assistant Main Street Manager, Amy Boccadoro is moving west. With the start of 2019, Amy's new role is Manager of the West Ward Community Initiative (WWCI). Funding was recently awarded to GEDP through the Neighborhood Assistance Tax Credit Program (NAP). PNC Bank, Lafayette Ambassador Bank, Highmark Health Insurance Company, and Peoples Security Bank & Trust Company stepped up as financial partners to begin the program. The partners will continue funding the program for an additional five years.

The WWCI will bring a number of community programs back to the West Ward neighborhood, the area defined as Sixth Street to the east, 15th Street to the west, Bushkill Creek to the north, and the Lehigh River to the south. Initial initiatives

include: youth and senior programming, expanding Easton Murals, a Façade Improvement Program, Business Owner Roundtables, commercial vacancy mapping, community newsletter, updated Taste of the West Ward brochure, and open space/pocket parks initiatives. The NAP also included funding for the Easton Ambassadors' expanded territory in the neighborhood and the Community Gardens program.

The WWCI will complement the Easton Main Street Initiative program downtown and looks to the grassroots, volunteer-driven approach of its sister program. Volunteer committees are currently forming for those interested in being part of the neighborhood program. Email amy@eastonpartnership.org to get involved.



Note: This house will be featured as the site of the volunteer party, not on the 2019 tour.

39TH ANNUAL HISTORIC EASTON HOUSE TOUR

The 39th annual Historic Easton House Tour returns 10 a.m. to 4 p.m. Saturday, May 4, and offers a glimpse into nine unique spaces. This year's tour boasts six homes and three public spaces in the Easton area.

The full list of locations for the Historic Easton House Tour is kept under wraps until the day of the tour, when participants can find the addresses and history of the featured homes in their tour booklets.

Participants will need to pick up a tour booklet between 9 a.m. and 2 p.m. the day of the tour at Riverside Park on Larry Holmes Drive. Tickets, which are on sale now, cost \$25 in advance and \$30 the day

of the tour. Visit eastonhousetour.com/tickets for a list of locations where advance tickets can be purchased.

The tour is held rain or shine. Funds raised through the tour support Easton Main Street Initiative (a subsidiary of Greater Easton Development Partnership) and façade restoration projects in Downtown Easton. More information on this year's tour, as well as ways to get involved, can be found at EastonHouseTour.com.

Rose Wealth Advisors and Free Bridge Realty are this year's House Sponsors. Lafayette Ambassador Bank is the Patron Sponsors.



VOLUNTEER SPOTLIGHT

Name:

Nancy Poplawski, of Easton, Pa.

Occupation:

Revenue Manager for Northampton County

What led you to volunteering?

In 2007, my husband and I had sold our farmhouse in the Poconos and were preparing to move to the Lehigh Valley to be closer to my job when he passed away unexpectedly. Since my house was already sold and my two adult sons were living on their own, I moved into a small apartment on Northampton Street. I would see folks walking to the circle on Saturday mornings with their shopping bags. Being a former weekday “commuter” to Easton, I had no idea there was a weekend farmers market just steps down the street, let alone, the oldest, continuously-operating farmers’ market in the United States! Even though I was still coming to grips with my new living situation, it was a real comfort to walk myself down on Saturdays to shop at the Easton Farmers’ Market. It took about a year and a half of living on my own before I realized Easton was now my permanent home and decided I needed to meet people. I saw an ad for volunteers at the Easton Farmers’ Market. The minute I met Megan McBride and her assistant at the time, Brittany Vokoun, I was hooked... their enthusiasm and dedication to making Easton the place to be was infectious. I knew I wanted to be a part of this group of community-minded people that I am now proud to call my friends. I immediately felt welcomed and I have loved volunteering in Easton ever since.

What events or programs have you volunteered with?

I join the Easton Farmers’ Market set-up and breakdown crew every Saturday with my long-time cohort, David O’Connell. I also participate at Zucchini 500, Chile Fest and Apple Fest, and occasionally appear as Sunny, the market mascot. I volunteer for Garlic Fest, PA Bacon Fest, Peace Candle Lighting, Easton Out Loud, and Easton Public Market.

What is your favorite event to volunteer for?

It’s a toss-up... I love Zucchini 500, and seeing parents and kids working together to create zucchini cars and their excitement when it’s their turn to race – but I really love to dress up in the pig costume at PA Bacon Fest. It is so much fun to wander through the crowd as the pig. I get to dance and be silly incognito, and occasionally, photobomb visitors. I love it when little kids run up to me for a hug when I am dressed as the pig or Sunny. One woman at PA Bacon Fest last year told me it’s her tradition to take a picture with the pig every year.

One thing people don’t know about you?

My late father, Raymond Ostfeld, created the Shawnee Autumn Balloon Festival in 1984 and it ran as one of the premier events in Eastern Pennsylvania for about 10 years. Although it’s no longer held, I know the blood, sweat and tears that go into these events and I have the utmost respect for those who organize large events and make them look easy. I learned it takes many hands and cooperative teamwork from set up to the time you break down, to make any public event a success.

What keeps you volunteering?

I have met so many wonderful people – fellow volunteers and amazing small business owners. I have met more people and developed more friendships in my first year or two of volunteering than in the 22 years I lived in the Poconos. Besides, where else can a middle-aged woman with two left feet run in a mascot race against a bacon strip, a ham hock and a giant crayon, dressed as a pig or horse?

Why should others volunteer?

I have come to realize the more you participate in your community, the more pride you have in your community, and the more you will love where you live. I think that love of community is evident to visitors when they see people willing to spend their free time with smiles on their faces to help make an event more enjoyable for others. I know my volunteering has helped me to love living in Easton and make it my home. Plus, you get lots of exercise and have lots of fun at the same time.



EASTON PUBLIC MARKET IS TURNING THREE

Festivities to celebrate the EPM’s third anniversary kick off 5-7 p.m. Thursday, April 11, with Taste of the Market (a market-wide tasting event whose proceeds benefit The Third Street Alliance for Women & Children). Then on Sunday, April 14, Book & Puppet Company’s “Mermaids Fast Asleep” will host a puppet show and puppet-making workshop. Throughout the weekend visitors will find lots of great kitchen demos, entertainment and prize giveaways! Find event specifics at eastonpublicmarket.com.

NEW OPTIONS FOR LUNCH AND DINNER AT EASTON PUBLIC MARKET

Finding yourself in a mealtime rut? EPM’s two new vendors may help. Taylor Taco Shop opened Feb. 1 and offers a full menu of Mexican street tacos, burritos, and fresh, tasty bowls. And soon you’ll be able to savor the taste of the sea at Silvershell Counter + Kitchen, a New England-inspired clam shack offering crabcakes, fried clams, oysters and more. There will also be a fresh seafood counter where you can find the catch of the day and prepare your own dinner. More: eastonpublicmarket.com



NEW ‘ACOUSTIC KITCHEN’ SERIES AT EASTON PUBLIC MARKET

Enjoy free range music 6-8 p.m. every Friday inside the Easton Public Market. Enjoy live, acoustic performances from local and regional acts. Select EPM vendors will offer extended hours, including Mister Lee’s, Tolino Vineyards and Scratch. Don’t forget! Parking is only \$1 in the city’s parking garages after 5 p.m.



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).

- April: Paint the Town
- May: Flower Power
- June: Back to the Beach
- July: Under the Stars

Remember, parking is only \$1 in the city parking garages after 5 p.m. during Easton Out Loud. So encourage your customers and friends to have dinner and shop around Downtown Easton on these nights.



SAVE THE DATE!

Our next Business Owner's Roundtable will be held at 8 a.m., Tuesday, April 23. The roundtable will be held at Sigal Museum and Northampton County Historical and Genealogical Society at 342 Northampton St. Please mark the date on your calendar and plan to join us that morning. The meeting will cover the summer festival season, recent image perception survey results, social media tips, and provides a chance to network with other business owners. Light refreshments will be provided.

TIRED OF BEING GHOSTED?



By: Lou Allegra
Volunteer Mentor: SCORE Lehigh Valley

The complaint I hear most often from business owners and CEOs is "I can't find good people. And when I do find them, they don't last long!"

I believe most human beings are good people. What business execs really mean is "I can't figure out how to find and hire people who exhibit the skills and behaviors necessary to add value to my business." Skills are learned. Behaviors are an outward expression of a person's character and values... the so-called "soft skills."

Here are some questions we need to answer before filling a position.

- What is our culture, or what do I want it to become?
- What is our mission and brand?
- Am I offering a "job" or a "career"?
- What value (in dollars) do I expect this person to add to the business?
- Must this person bring certain "hard skills" to the position or will I train them?
- What behaviors must the candidate exhibit to be successful in our culture and to fulfill our mission?
- What will be this person's major accountabilities?

In view of your answers to these questions there will be two important components to find great

candidates. The first component is marketing the position. I don't mean a sign in crayon on the front door reading "Help wanted. Flexible hours. Must work weekends. Must have car. Email resume to theboss@mycompany.com."

That's a job, not a career. Your turnover will be high and most applicants will "ghost" you for another 50 cents an hour elsewhere.

How about a virtually free social media campaign along the lines of "Seeking a thoughtful, friendly, responsible and accountable person to learn the basics of the XYZ business with opportunities to move into leadership positions. Click here to apply!" The application will include a resume. A five-minute phone call will follow to talk briefly and schedule a face-to-face interview with the owner (or senior executive).

The interview is not about items on the applicant's resume or idle chit-chat. The interview is about character. How do I interview for character? Ask questions like:

- Walk me through what you think are the defining moments in your life.
- What's the basis of great friendship and collegueship?
- When you leave our organization, what will be your legacy?

I know... it all sounds touchy-feely and what has it got to do with serving pizza or making widgets? Well, if we do what we've always done we'll get what we've always gotten. If you're tired of being ghosted, spending untold hours filling in for folks, having your "good people" quit and struggling for cash flow, it may be time to change. Don't hesitate to call if you need some help. For free. Today. (Lou Allegra, 610-266-3000).



Spring into Easton

Shopping & Tasting Crawl • Sat. April 13 • 12 - 4 p.m.
SpringintoEaston.com

SPRING INTO EASTON

Spring into Easton will return on Saturday, April 13, offering visitors a retail and restaurant shopping and tasting crawl through Downtown Easton. The event will be held noon to 4 p.m. Any business owner who would be interested in helping to set up for the event please contact Marcy McKinney at Marcy@eastonpartnership.org.



ROSÉ ON THE RIVER

Join us on Saturday, June 8 for Rosé on the River, GEDP's spring fundraising event. Enjoy a beautiful summer evening of delicious eats and live music at Scott Park. Sample international rosé wines, curated by wine consultant Marc Devlin. Guests can also enjoy oysters as well as passed hors d'oeuvres from 6-9 p.m. This event supports the Greater Easton Development Partnership and its programs. **More: Roseontheriver.com**



EASTON FARMERS' MARKET MARCHES INTO ITS 267TH YEAR

Centre Square comes back to life on May 4 when the market reopens for the summer season with 35 vendors. Join Mayor Sal Panto Jr. and over 35 vendors for opening remarks at 9 a.m., followed by a special Star Wars 'May the Fourth Be With You' performance by the Big Easy Easton Brass Band. Interested in volunteering? Contact alice@eastonpartnership.org. For info on becoming a market sponsor, email: megan@eastonpartnership.org.

More: eastonfarmersmarket.com

Highlights of the EFM season:

- June 8 - Strawberry Day
- June 22 - June Bee Jamboree
- July 13 - EFM's 267th Birthday
- July 20 - Zucchini 500
- Aug. 3 - Peach Day

- Aug. 17 - Tomato Day
- Sept. 7 - Sunflower Day
- Sept. 21 - Chile Pepper Day
- Oct. 5-6 - Garlic Fest
- Oct. 19 - Apple Jam
- Nov. 2-3 - PA Bacon Fest

Join the Easton Compost Program

The Easton Compost Program will be accepting new participants starting May 4. Stop by the Easton Farmers' Market Info Tent to register and pick up your gamma sealed bucket.

More: eastonfarmersmarket.com/easton-compost-program



LIVE AT THE FALLS

Live at the Falls returns to Scott Park! Join us on the second Friday of each month, May through September, for an evening of live music, food, children's activities, over-sized yard games and more! Grab a bite from Sumac Catering, a cold beer from Porters' beer truck and relax for the evening! Festivities run 5:30-9 p.m., with live music at 6:30pm. Join us May 10, June 14, July 12, Aug. 9, Sept. 13 and enjoy this season of Live at the Falls.

If you're interested in sponsoring Live at the Falls, contact Natalee@EastonPartnership.org.

- 5/10 James Supra Sarah Ayers Band
- 6/14 We May Be Right: Billy Joel Tribute
- 7/12 Craig Thatcher Band
- 8/9 Jeff Bellfy & Co.
- 9/13 Smith Compound Band

More: liveatfalls.com



ADOPT A PLANTER - FOR THREE YEARS!

The planters in Downtown Easton are always loaded with artfully eye-catching seasonal flowers and greenery. Nurtured by the team of dedicated Easton Ambassadors, and filled by volunteers as the seasons change, these planters brighten Centre Square and various locations throughout the downtown area. For just \$300 dollars, you can sponsor a planter for three years—if you're doing the math, that's just 27 cents a day! Your name or a loved one's will be engraved on a plaque placed on the planter as a tribute to your generosity. Contact Terri Freeman at terri@eastonpartnership.org for more information.



PA BACON FEST

Vendor applications will open April 1. Downtown Easton merchants located inside the festival footprint will receive a 40 percent discount on a vendor spot. The deadline to apply and receive the discount is June 30, 2019. After such time businesses within the festival footprint will receive a discount of 20 percent off vendor applications.

More: pabaconfest.com/become-a-vendor/

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

Lt. Bob Weber - cell: 484-239-7649, office:
610-250-6660 or 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.

GEDP STAFF DIRECTORY

If you're looking to contact a GEDP staff member, here's a 2019 directory that lists our staff with their areas of focus.

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SANDRA ZAJACEK

Operations Manager, Easton Ambassadors
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ALICE ZIEGLER

Assistant Manager, Easton Market District
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CALENDAR OF EVENTS

APRIL

- 13 Spring into Easton
- 21 Sunrise Service at Riverside Park
- 23 Business Owner Roundtable
- 26 Easton Out Loud
- 27 City-Wide Clean-Up Day
- 27-28 ACE Arts Tour
- 28 Downtown Easton Wedding Experience

MAY

- 4 Easton Farmers' Market Opening Day
- 4 Trek the Two Rivers Walk (Centre Square start)
- 4 Historic Easton House Tour
- 10 Live at the Falls (Scott Park)
- 24 Easton Out Loud
- 24 Twin Rivers Choral Festival (Riverside Park)
- 27 Memorial Day Parade

JUNE

- 8 Strawberry Day at Easton Farmers' Market
- 8 Rosé on the River (Scott Park)
- 14 Live at the Falls (Scott Park)
- 15 Cruise Night
- 22 June Bee Jamboree at Easton Farmers Market
- 22 PRIDE on the Riverfront (Scott Park)
- 28 Easton Out Loud

JULY

- 12 Live at the Falls
- 13 Easton Farmers' Market's 267th Birthday
- 13 & 14 CrossFit Advanced Competition (Scott Park)
- 14 Heritage Day
- 20 Zucchini 500 at Easton Farmers' Market
- 20 Cruise Night
- 26 Easton Out Loud