

# THE BUSINESS BUGLER



SUMMER 2024

YOUR SOURCE FOR DOWNTOWN EASTON BUSINESS NEWS

## Summer Business Owner Breakfast Mixer

Wake up and start your morning off right at our Business Owner Breakfast Mixer on Tuesday, July 16, at 8 a.m.! Join us at Bar Torino, located at 56 N. Third St., for an informal gathering where you can connect, mingle, and share ideas with fellow entrepreneurs.

Additionally, get the latest updates from EMSI, GEDP, and City of Easton officials. Don't miss this excellent networking opportunity! Please RSVP to [julie@eastonpartnership.org](mailto:julie@eastonpartnership.org) to secure your spot.

## Easton Loves Local: A Celebration of Unique Retail Treasures

The Easton Main Street Initiative Events Committee has been cooking up a new idea for the summer to show our retailers a little extra love following Easton Restaurant Week. Introducing: Easton Loves Local!

We are asking all downtown Easton retailers to introduce an exclusive item that will only be available during this special *Easton Loves Local* retail week. This promotion is set to kick off on **Friday, July 19, and conclude the following weekend on Sunday, July 28.** Your special items will be featured on our Easton Loves Local webpage, our social media, and other promotional materials. Inspired by the spirit of restaurant week, where guests enjoy exclusive menu items from participating restaurants, this event aims

to create excitement around your store with unique, limited-time offerings. This is a fantastic opportunity to attract new customers and show everyone what makes your business a treasure!

Participation is simple:

- Develop an exclusive item or product available only during Easton Loves Local retail week.
- Promote your exclusive item through your own channels, and let us know so we can include it in our marketing efforts.

For more information or to confirm your participation, reach out to [julie@eastonpartnership.org](mailto:julie@eastonpartnership.org).

We are excited to see the specialty items you showcase for this week-long community celebration!



## Upcoming Retail Events

### Sidewalk Sale Day

Saturday, September 21

Message [julie@eastonpartnership.org](mailto:julie@eastonpartnership.org) to participate.

### Easton Sweet Stroll

Sunday, September 22 (if you are participating in Sidewalk Sale Day, feel free to set up on Sunday as well to catch some of the sweet strollers!)

BROUGHT TO YOU BY THE GREATER EASTON DEVELOPMENT PARTNERSHIP

## Easton Restaurant Week: A Feast for Food Lovers

Get ready to welcome a hungry crowd to our downtown as Easton Restaurant Week returns from July 14 to 20! This exciting culinary celebration promises to bring a flurry of food enthusiasts eager to savor the diverse flavors our city has to offer. Take advantage of this opportunity to showcase your business to both locals and visitors alike, as diners explore our streets in search of the perfect meal. Make sure your establishment is prepped and ready for this busy week filled with fun, food, and new faces in Easton!



## Reels & Refreshments: Instagram Insights with Cliff Ross

Tuesday, August 13 at noon | Alpha Building in Centre Square, Mezzanine conference room  
Light lunch provided by The Mellow Kitchen

**Calling all Main Street social media mavens!** Struggling to make your posts pop? Feeling lost in the Instagram jungle? Join local business guru Cliff Ross as he spills the beans on the social media game!

**This workshop will be your one-stop shop for:**

- Killer content creation tips & tricks: Learn how to craft posts that'll have your audience hitting that like button faster than you can say "hashtag!"

- Reel it in: Master the art of creating reels that'll stop the scroll and have everyone saying "wow!" (Spoiler alert: it's easier than you think!)
- Q&A time: Got a burning social media question? Cliff's got the answers!

Everyone gets a handy dandy printed guide to take home and become a social media superhero. Space is limited, so reserve your spot today. Contact [kim@eastonpartnership.org](mailto:kim@eastonpartnership.org). Don't miss out - this workshop is gonna be epic!  
*Please note: this workshop is for small business owners and managers only. Agencies, digital creators and such are kindly asked not to attend.*

## First-Year Lafayette Students Visit Downtown Easton

On Saturday, August 24, Lafayette College will welcome its entire freshman class—around 700 students—to downtown Easton. This event marks the beginning of their journey in our community, aiming to inspire them to treat downtown as their home for the next four years.

The students will start their day by descending the hill in the morning to explore all that downtown Easton has to offer. They will visit the Easton Farmers' Market,

participate in tours, and experience our local culture and businesses. We encourage all downtown business owners to make the most of this unique occasion. Highlight what makes your business special, offer them something unique, or simply extend a warm welcome to these new residents.

Let's work together to ensure their first week in Easton is unforgettable and foster a strong connection with our wonderful downtown community.

## Exciting News Alert: Business Openings!

Let's wish a warm welcome to the newest additions to the Main Street business community! We're thrilled to add these dynamic businesses to the heart of Downtown Easton. We wish them great success!

**Keith Packard Music Studio**

7A N. Bank St.

**BlushTan Easton**  
158 Northampton St.

**Prime Barbershop**  
123 N. Second St.

**Tapestry Lounge & Cafe**  
101 Northampton St.

**BunBusterz**  
233 Northampton St.

## Bid Farewell: Business Closings

On a bittersweet note, we must say goodbye to some of our beloved downtown establishments. Though we are sad to see them go, we wish them the best in their future endeavors.

**Lynne's Hair Salon**

347 Ferry St. | WOW! Lynne retired after being in business for 44 years!

**Korynn's Hair Salon**

118 N. Second St. | Happy Retirement to owner Sharon Bernhardt who has had this salon for 23 years!

**High Enz Salon**  
135 Northampton St.

**Emara USA**  
505 Northampton St.

**Tinker'N**  
60 Centre Square





## Live at the Falls

GEDP's summer concert series returns for another season of music by the river. Every Thursday this June through August, enjoy live music, delicious eats, refreshing drinks, and summer fun at Scott Park in Easton, PA.

Free parking available courtesy of our sponsors! See the complete lineup at [liveatfalls.com](http://liveatfalls.com) and follow Facebook [@liveatthefallseaston](https://www.facebook.com/liveatthefallseaston) and Instagram

[@eastonliveatthefalls](https://www.instagram.com/eastonliveatthefalls). If you're interested in becoming a food or retail vendor contact Marcy McKinney at [marcy@eastonpartnership.org](mailto:marcy@eastonpartnership.org) or call 610.250.6533. (You have the option to select one or multiple days to vend.)

Don't miss out, grab your friends and family and head down to Live at the Falls! Free admission every Thursday, 6 - 8:30 p.m.

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## Easton's Fourth Fridays are back and they're bringing the FUN!

Get ready for a fun evening out every Fourth Friday downtown until October! This is your chance to explore Easton's awesome shops and restaurants after dark, with special offers and surprises around every corner. Businesses are encouraged to participate by dreaming up a dazzling deal; offer a discount, highlight a special item, or get creative with a fun promotion – the possibilities are endless! Spread the word: Email [channey@eastonpartnership.org](mailto:channey@eastonpartnership.org) with your business name, a quick description of products or service, your hours for the night, and any promotions you want listed on our website.

**June 28:** Lilly Moss and Ben Tyler will be joining us with live music in Centre Square and Bank Street Alley.

Complimentary henna art will be provided by Hena Chakra in the Air Products Plaza behind the Easton Public Market.

**July 26:** Performances from Melody Cruz, Nick Cerniglia, and Blue Jean, plus complimentary caricatures provided by Alexander Clare

**August 23:** Live music from Tim Harakal and Blue Jean in Bank Street Alley and Centre Square

**September 27:** Live music from Nick Cerniglia and Tim Harakal in Bank Street Alley and Centre Square

**October 25:** Time to get spooky with our annual trick or treat through Downtown! Come in costume or stop by for a face painted mask from the talented Kim Einsla.

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## Welcome to the Team, Mark!

We are thrilled to welcome Mark Reid to the GEDP team! Born in County Wexford, Ireland, Mark brings a rich and diverse background to our community. After moving to Boston, where he lived for 17 years and managed several restaurants, Mark discovered his passion for produce farming while helping out part-time on a friend's vegetable farm.

Mark saw a fantastic opportunity with the Easton Garden Works position and was excited to join us. With multiple gardens spread throughout the city, Mark aims to share his gardening knowledge and passion with the community, helping everyone enjoy the benefits of urban gardening. He hopes to add more beds and gardens in the near future.

The Easton Garden Works framework, with its largest garden at Hackett Park, has the potential to grow and produce even more. Mark envisions harvesting flowers and vegetables to support other GEDP programs, such as the Highmark Farmstand and GEDP's outdoor markets, while also aiding areas of food insecurity through Easton food pantries.

With the addition of a large greenhouse, Mark is excited to support other programs and projects within GEDP and beyond. His motto, "grow locally, plant locally," reflects his goal of growing plants throughout the season to beautify the city. He looks forward to working with the Easton Ambassadors and GEDP to identify what works best for the many planters around the city.

One of the most fun projects for Mark personally is growing hot peppers. With around 35 varieties in the works this season, the Easton Farmers' Market Hot

Pepper Eating Competition in the fall promises to be a fiery and fun event!

Mark sees immense potential for growth and an exciting vision for the future. With the support of GEDP, its board and partners, and our community, he hopes to make our city greener, more sustainable, regenerative, and a fun place to call home. Welcome, Mark! We're excited to grow with you.





## VOLUNTEER SPOTLIGHT: Suzanne Walsh-Rheiner

Suzanne is a dedicated and dynamic member of our community, whose passion for volunteering shines through in everything she does. She began her journey with EMSI on our Organization Committee, even serving as the chairperson for a time. Currently, Suzanne is an integral part of our Events Committee and is a regular helper with the distribution of the Business Bugler. Additionally, she oversees our Light-A-Night fundraiser during the holiday season, bringing joy and light to many.

Suzanne and her husband, Rich (pictured above), reside in Palmer Township. Rich, a retired graphic designer, also volunteers for EMSI, as does their daughter, Suzanne Jr. Volunteering is truly a family affair for them! When they aren't giving their time to the community, they love to travel, meet new people, and practice yoga.

Suzanne began volunteering with EMSI during a period of transition from her job, in the very early days of the Main Street program. She discovered the program through a newspaper notice, and starting by helping

out with clerical work. One of her favorite memories involves picking up a car full of plastic milk jugs from Klein's Farm, which they graciously donated. She and her team transformed these jugs into luminaries for the Peace Candle Lighting event, turning the office into a hub of creativity and fun.

Suzanne finds the most joy in her involvement with GEDP/EMSI through meeting business owners and people who work for them. She loves the camaraderie of teaming up with others to make events go smoothly, as well as the simple pleasure of walking around town delivering Buglers. Her favorite Easton events are Garlic Fest and PA Bacon Fest, where she revels in chatting with attendees from near and far- and of course, indulging in all of the deliciousness. These festivals are filled with friendly, delightful people, and Suzanne loves being part of the buzz and excitement.

Suzanne's commitment and enthusiasm make her an invaluable part of our team. We are grateful for all she does to enrich our community and bring people together. Thank you, Suzanne!

## Time to squeal with delight because Bacon Love is back with PA Bacon Fest

This year's event will be held on Saturday and Sunday, November 2 & 3, from 10 a.m. to 5 p.m. both days. Bacon fanatics unite!

Calling all bacon vendors! Applications are sizzling away – don't miss your chance to be a part of the action. Head over to [pabaconfest.com](http://pabaconfest.com) to apply before July 22, 2024.

## Get ready to rally and cheer on the race!

The St. Luke's D&L RaceFest is roaring back this November 10, from 9 a.m. - 2 p.m. Hundreds of runners will be crushing the scenic D&L Trail, and guess what? They're finishing strong right here in Scott Park!

*Here's how YOU can join the party:*

Show your support! Let's shower these athletes with cheers and high-fives as they cross the finish line.

Fuel their victory! Restaurants and shops, this is your chance to offer special deals to hungry runners and their cheering squads. Expect tons of extra foot traffic from friends and family too.

Heads up, drivers! Larry Holmes Drive between S. Third Street and Northampton Street will be closed from 5 a.m. to 4:30 p.m. Plan your route accordingly.

Let's make this RaceFest the most awesome one yet! See you there!

## Calling all merry makers and gift-giving gurus!

Easton Winter Village is back to turn your holiday shopping into a winter wonderland experience! This charming market filled with adorable vendor huts will be open from November 23 to December 22, 2024. Spread holiday cheer (and sell your amazing products!) Think you have the perfect crafts, treats, or festive finds? Vendor applications are open now, but don't wait – applications close on August 23, 2024. Head over to [eastonwintervillage.com](http://eastonwintervillage.com) to apply.

Let's make this holiday season the most magical one yet!