

The BEST Downtown Meeting on your Calendar.

Wednesday, Aug. 2 @ 9 a.m. AND 5:30 p.m. | In-Person & Zoom

NOTES:

- Tell us what's up!
 - **Jana Thibos with YMCA:** NEW programming starting in August; Members are free or \$5 per day; Teens free ice cream social on August 11 at 4:30; Parents night out: on August 25th for Alice Cooper show at the Honeywell Center and again on September 15 for Museum under the stars, childcare is from 5:00-10:30 p.m. and is for ages from potty trained- 12 years old; fall adult and youth sports open; Dash in the Bash on October 28; Senior Connection Expo on October 12 with free lunch & bingo at 12 and panel discussions at 9
 - **Katie Jones with MSG:** Upstairs will be open by September and are now taking holiday party bookings; They are expecting to have a high sales month because of all the shows. Specials will be live today for the month. **The Franklin:** Will be at the corner of Miami & Market during First Friday serving up the Sunny Spritz cocktail, wine, beer, & full bar. The Franklin will be available to rent for 2024, they plan on having pricing and availability LIVE around September/October of this year
 - **Jess Bott and Cody Flager-Lee with Honeywell:** announcing 10 new shows! (including blues, comedy, rock tribute, etc.) announcing more at the end of August, and more in September! Kim Clark exhibit at the Clark Gallery; now taking entries for the photography show on August 22! Cody gave free tickets to use for promotions and share the love!
 - **Brad Bishop with The Access Youth Center:** Update on the backpack drive! Extra backpacks will go for supplying schools in the area with supplies for the whole year! After school restarts on the 8th. The goal is anytime school is open, the access is open: tuesday and wednesdays 3:30-5:30; United Fund golf outing on September 6; let Brad know about raffle prizes!
 - **Biz Bishop with VWC:** Bluegrass had 350 people in attendance; almost 250 registrations for Dam2Dam so far happening on Sunday, September 10th. Wabash Aviation History tour on August 12; Young Professionals tour on August 25th
 - **Cody Flager-Lee with Founders Fest:** Founders Festival coming up! Museum under the stars, September 15; tickets are getting close to selling out! Festival on the 16th from 10-5; YMCA pickleball tournament; Waypoint kickball event at lower level of Paradise Spring Park; Lagro fairboard bringing inflatables for kids; Street closed on Market St. from the museum to Paradise Spring; Canal and Allen St. curve will be closed; Huntington St. will be closed but people can get out of the parking lot. Wabash St. will be closed; Miami St. is NOT CLOSED. Farmers Market still at Honeywell. Parade entry is open!! Ages 4-7 for founders fest pageant;

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- **Upcoming Member Mondays:**
 - Aug. 7: Honeywell
 - Aug. 14: TBD
 - Aug. 21: Babe of Wabash County
 - Aug. 28: Myo Wellness
 - **To schedule your Member Monday:**
 - [Doodle.com/bp/morganellis/member-monday-with-morgan](https://doodle.com/bp/morganellis/member-monday-with-morgan)

UPCOMING EVENTS

- **August First Friday (Aug. 4)**
 - Downtown Throwdown
 - Wrestling Tournament on Miami Street

- **Downtown Wabash Farmers Market (May - Sept.)**
 - Members of Downtown Wabash, Inc. are allotted 2 FREE drop-ins for the whole season
 - Small Business Meet Up: Sweet 16 at the Market!
 - Saturday, Aug. 12 at 9 a.m. in Honeywell Center parking lot
 - Group shopping & photo op!
 - NEW e-newsletter: Market Lovers Club! Subscribe here: DowntownWabash.activehosted.com/f/8
- **Summer Sidewalk Sales (Friday & Saturday, Aug. 18 & 19)**
 - In conjunction with the Kunkel Cruise-In
 - Farmers Market will move to Paradise Spring Park
 - There is a sold out show at Honeywell on Saturday at 7:30 p.m.
 - **Business Feature DUE: Thursday, Aug. 3 at 9 a.m.**
- **September First Friday (Sept. 1)**
 - Fiesta Friday honoring Hispanic Heritage Month
 - Focus will be on Wabash County & Downtown Wabash ties to Hispanic-owned businesses and things to do
 - Will bring Hispanic arts & cultural experiences to Miami Street
 - **Business Feature DUE: Aug. 25 at 9 a.m.**
 - Want to add an exclusive perk to our First Friday *Insider's Scoop* email? Let Morgan know.
 - To drop your First Friday feature: bit.ly/wabashfirstfridayform
- **October First Friday (Oct. 6)**
 - Theme: STILL TBD (Any ideas?!)
 - Details to be determined
 - **Business Feature DUE: Sept. 29 at 9 a.m.**
 - Want to add an exclusive perk to our First Friday *Insider's Scoop* email? Let Morgan know.
 - To drop your First Friday feature: bit.ly/wabashfirstfridayform
- **Trick-or-Treat Extravaganza (Oct. 28; Rain Date: Oct. 29)**
 - From 5-7 p.m.
 - Gebhart Holdings doing the big candy dump on Miami Street
 - Clint Black will be at Honeywell Center. We need to brainstorm parking. We will request the trolley.

NOTES FROM ANDREA

- Member Portal: DowntownWabash.org/member
 - LOTS of resources!! Two new additions. "Free Resources for Small Businesses" with a list of marketing and mentorship opportunities. "Guide to Wabash County's Community Development Partners" with the quick details about Grow Wabash County, Visit Wabash County, Manchester Alive, and Downtown Wabash, Inc.
- Downtown 2030 booklets. Andrea distributed copies with the full details of the strategic plan. Page 6 is the most exciting to learn about how will this impact historic buildings, business owners, marketing promotions, public art installations and more!
- Recap from Small Business Brainstorming Meeting
Andrea attended the meeting on July 24. Several businesses are struggling with First Friday sales revenue. The group brainstormed ways to improve First Fridays and also discussed starting a new event. There's another meeting on the calendar to brainstorm a new shopping event, hosted by the local businesses. We want to say we hear your concerns and want you to know we care about each of your businesses. We know we aren't a brick-and-mortar and can't completely understand your businesses. But we know that downtown is vibrant because of each of you! For now, we wanted to touch base with some resources and share pivots for August First Friday.

- First and foremost, there's confusion about what we do. "Guide to Wabash County's Community Development Partners" was designed by Grow Wabash County. The 4 community partners listed here meet every other month to brainstorm and share best practices. We know it can be confusing.
 - "Free Resources for Small Businesses" is a new addition to the business portal! We heard you asking for places to go for industry specific advice and this is a great starting point! Plus, there are free business mentors and coaches! If you don't know where to start, just ask for a meeting with Andrea. She'll come to your business and connect you with someone to help.
 - For First Friday, there were lots of ideas to tweak the event. We're open to brainstorming ideas for 2024! For starters, there needs to be a new plan for food trucks. Would any of you like to discuss ideas? Let Andrea know.
 - One of the ideas we are trying for August First Friday are targeted social media ads. Businesses want to see new revenue coming to their storefronts. The ad is really fun--it's a carousel-style ad targeted to higher affluence areas like Westfield, Carmel, Noblesville, Warsaw, and Fort Wayne. Let us know if you see these zip codes on your sales reports.
 - We loved the idea to partner with Visit Wabash County to stuff welcome bags for the 3 class reunions. Unfortunately, the reunions didn't ask for welcome bags. We'll keep that idea for another day.
 - We're here to listen. It's helpful to learn directly from your businesses. We are passionate about Downtown Wabash and want to grow together. We are all on this journey together.
 - Look for the First Friday survey following the events
 - Annual sales survey coming soon from Andrea
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NEXT MEETING: Wednesday, Sept. 6, 2023 at 9 a.m. OR at 5:30 p.m. OR via Zoom

Downtown Wabash, Inc. Office (189 S. Miami St., Lower Level of the Wabash Landing) OR via Zoom