

Notes from
The BEST Downtown Meeting on your Calendar.
Wednesday, March 1 @ 9 a.m. AND 5:30 p.m. | In-Person & Zoom

AGENDA:

- Tell us what's up!
 - **Nate Grossman:** Welcome our Tech Talk speaker! Nate is a Wabash native and has recently started a Marketing Agency, GHD Unlimited
 - **Kaleigh Middelkoop with Kaleigh M. Photography:** moving into a lot more portrait sessions with spring coming! Working with many downtown businesses to take professional photos.
 - **Cody Flager Lee and Jessica Bott with Honeywell:** Welcome Jessica; the new Communications Manager! St. Patrick's Day dinner on St. Patty's day with authentic food; reservations are still open. 6 new shows launching TODAY; Sweetwater all stars (April 21); Whose Live Anyway (Sept. 14); Cooper Allen (Aug. 25); Air Supply (July 29); Oakridge Boys on (Nov. 24; Black Friday); Nitty Gritty Dirt Band (June 28); Eagles is sold out for Winery Dogs (Mar 3); Honors Band & Choir Concert on March 10 from 7:30-9:30 p.m.; GOURMET popcorn coming to Eagles with flavors like caramel corn, oreo & kettle corn!!
 - **Jenny Ritzema with Lighthouse Mission:** Easter decorations rolling out; avg. 20 people a month helping with things that they need (gas cards, household items for free, etc)
 - **Kelly Thompson with Modoc's Market:** Modoc's came to life last Saturday! Deliveries and curbside are picking up; FREE delivery downtown during open hours and Wednesday-Friday 10-2 is for deliveries outside of downtown
 - **Beverly Ferry with Living Well Downtown:** March Newsletter! Irish Music concert with the Wabash Community Band on March 17 at 2 p.m.; Won't be open for first Friday in April; craft club in collaboration with the library happening 2 tuesdays a month; March 7 and 21 (high school students all the way up to senior citizens are welcome to participate!) Free Euchre at Living Well Downtown
 - **Biz Bishop with Visit Wabash County:** St. Trolley's Day tour on the 11th is SOLD OUT; VWC office has expanded to Birdie J's old storefront and is used as a marketing/ meeting suite; keep using event calendar submission; on First Friday there will be kids temporary tattoo and Irish name generator; Run the River and Dam2Dam registration opening next week
 - **Katie with Gebhart Holdings:** MSG: Franklin Mobile Bar is supposed to be here for First Friday as its first debut; pending decision at 8:30 Friday Morning; March dinner specials launched today, featuring Shamrockarita for First Friday; Wine Down Wednesday is today; March Madness special starting March 14 (bucket of beer, 5 beers for \$20) Upstairs update: structure is done, now onto making everything pretty! End of 2023 should be done!
 - **Deanna Unger with Paradise Spring:** Annual soup supper with about 48 people; middle schooler reenactor joined during the soup dinner and did a fabulous job; gearing up for Paradise Spring Scholarship to launch & is open to any high school senior in the area; O.J. Neighbors reenactment on Mar 3; Lights At Paradise with Father Christmas was a great time! Looking forward to nicer weather and a good year.
 - **Myo Wellness:** January was Mandy's highest-grossing month of the year; Mandy connected with a new client from a party that was booked by someone who found her through First Friday!
 - **Lily's-N-Things:** New inventory & Pressing own t-shirts! New Free People inventory; Getting the most sales in the evening from traffic from Market Street Grill; New interior decorating coming on the way!
- Member Monday Schedule
- Upcoming Events Review

- Guest Tech Talk: Nathan Grossman of GHD Unlimited
 - Notes from Andrea
 - Open the floor for questions
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- **Upcoming Member Mondays:**

- March 6: Living Well Downtown
- March 13: Honeywell Arts & Entertainment: Summer Youth Camps (@ Eagles)
- March 20: Kelly Thompson with Modoc's Market
- March 27: Frontline Pest Management
- April 3: Biz Bishop with Visit Wabash County
- April 10: TBD
- April 17: TBD
- April 24: TBD

- **To schedule your Member Monday:**

- [Doodle.com/bp/morganellis/member-monday-with-morgan](https://doodle.com/bp/morganellis/member-monday-with-morgan)
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UPCOMING EVENTS

- **March First Friday (March. 3)**

- Leprechaun-Con Bar Crawl
- Inclement Weather Plan Discussion
 - The majority vote said "Not worth it to reschedule; Cancel if there is a red travel advisory."

- **April First Friday (April 7)**

- Easter Egg Hunt sponsored by Bachelor Creek & The Bunny Hop Shop
 - Annual park-wide Easter Egg Hunt provided by Bachelor Creek
 - Shopping event with featured passport to encourage in-business shopping
- **Business Feature DUE: March 31 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

- **May First Friday (May 5)**

- Meet the Boutiques! themed
 - Miami Street will NOT be closed for May's First Friday
 - Focus will solely be on the boutiques & small businesses in the Downtown Wabash district who participate in First Fridays
 - Heavier promotions will be dedicated to members of Downtown Wabash, Inc.
- **Business Feature DUE: April 28 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

- **June First Friday (June 2)**

- Wabash Cultural District Celebration themed
 - Focus will be geared toward arts & cultural businesses in the Downtown Wabash district
 - Paint the Plow will be back again, thanks to Street Department and Visit Wabash County!
 - **Business Feature DUE: May 26 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
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MARCH TECH TALK:

- Nathan Grossman of GHD Unlimited, a digital marketing agency with “freemium” digital marketing tools appropriate for small businesses looking to strengthen and grow their business’s online presence
 - Contact Nathan: Nate@ghdunlimited.com / 260-226-3472 / GHDUnlimited.com
 - Quotes from Nate: “What is your customer worth to you?” “82% of all shopping experiences begin with Google.” “44% of businesses in USA are small business.”
 - FREE 1:1 Timeslots with Nathan at DTW office
 - March 16
 - 9 a.m.: Myo Wellness
 - 10 a.m.: Biz Bishop
 - 11 a.m.: Kelly Thompson
 - Noon: Lily’s-N-Things
 - 1 p.m.: Jessica Bott
 - Overflow
 - Beverly Ferry
 - Kaleigh Middelkoop
 - Don't forget to [register](#) for Nate's upcoming workshop at Grow Wabash County on April 3.

NOTES FROM ANDREA

- [From Boom to Gloom](#) on March 20 at 9 a.m. and [Adapting and Planning in Uncertain Times](#) on April 27 at 1 p.m. presented by Grow Wabash County, Downtown Wabash, Inc. & Manchester Alive
 - New strategic plan for Downtown Wabash, Inc.
 - We will keep you updated on the pieces as they become available!
 - Note regarding Food Trucks at First Fridays and events
 - We will limit the food trucks put on Miami Street during First Fridays this year due to the new & already existing restaurants on that street!
 - If you host a food truck at your location, that’s still fine! Please note, food trucks will not be included on event promotion unless the food truck is a member.
 - Membership and Sponsorship Reminder
 - LAST CALL for [membership renewals](#)! We will update Downtown Dollars at the end of March.
 - “Downtown Wabash Features” page on Facebook
 - The “Features” page is where we reshare your business content
 - Over 700 followers on this page in just one year!
 - Contact us to curate content for the Downtown Wabash, Inc. page
 - Cultural District Coupon Booklets - We’ll be collecting redemption stats from these soon. The expiration date is March 31!
 - Farmers Market Registration: Open to the public on Wednesday, March 22
 - With your business registration, you are allowed 2 free pop-ups at the Farmers Market!
 - Member Portal: DowntownWabash.org/member
 - You have access to resources (including these notes) at the link above!
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NEXT MEETING: Wednesday, April 5 at 9 a.m. AND 5:30 p.m.

New office (189 S. Miami St., Lower Level of the Wabash Landing) OR via Zoom