

The “*Let’s make downtown even more awesome*” Meeting

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

Join Zoom Meeting

<https://us06web.zoom.us/j/82708284815?pwd=aEF1YjJJUDVnU0xHazdBSjBSa1JlZz09>

Meeting ID: 827 0828 4815

Passcode: 383199

AGENDA:

- Share what’s new with you!
 - **Cody Flager-Lee with Honeywell:** “No place like Honeywell campaign” When you buy 3 shows or more, 15% off tickets; new round of show announcements coming next week
 - **Bev Vanderpool with City of Wabash:** Mayor is doing “Mayor Things” in French Lick, IN
 - **Jenny Ritzema with Lighthouse Mission:** Christmas Store opens tomorrow next to Kendall Electric! Things are going great at the Mission; constantly getting new people & product is pushed so fast
 - **Biz Bishop with Visit Wabash County:** Jolley Trolley on sale (Dec. 10); 10-year ornament goes on sale November 15th; Trolley line-up for 2023 went live! Office is closed Nov. 24th & 25th; open for Small Business Saturday
 - **Jana Thibos with YMCA:** Holiday Silent Auction coming up; contact Jana if your business would like to donate something; or spread the word about it!
 - **Mandy Combs with MYO Wellness:** Chair massages for November First Friday, all proceeds will go to local VFW
 - **Katie Jones with Market Street Grill:** Wine Down Wednesday (50% off select bottles of wine with purchase of appetizer or entree), specials for November going live soon; Featuring Pumpkin Martini for First Friday and Boozy Apple Cider for all of November
 - **Kelly Thompson with Modoc’s Market:** Arc of Wabash got a grant to create 3 businesses. One of them will be a Coffee Truck with Modoc’s as supplier! Looking to launch in the spring
 - Trick or Treat Recap:
 - Great community feedback
 - Ran out of candy at 6:30 pm: Myo Wellness, Lighthouse Mission, Downtown Nutrition
 - Wabash Trucking: Made it through entire line of kids at the candy dump. 1,700 kids.
 - est. 4,000 people in downtown
 - Member Monday Schedule
 - Tech Talk with Morgan
 - Walk through upcoming months
 - Notes from Andrea
 - Open the floor for questions
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- **Upcoming Member Mondays:**
 - Nov. 7: Modoc’s
 - Nov. 14: Lighthouse Mission Christmas Store
 - Nov. 21: Moose Lodge
 - Nov. 28: Available!
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NOVEMBER TECH TALK: Meta Business Suite in 6 Parts: Running Ads with a Strategy

- **Downtown Outdoor Holiday Decor (Decorating Nov. 9)**

- **Lights at Paradise:** Shout out to Maria Smyth's committee! The plans look awesome!
 - If anyone would like to help decorate (on November 10), let Maria know!
- **Planters**
 - 22 custom planter orders for Wooden Ivy's design
 - Remainder of planters to have artificial greenery/shrubs. Light strands will be added where electricity is available. New commercial grade lights with button-size LED.

Miami Street: Lighted tree trunks with new commercial grade lights.
- **Veterans Plaza:** Custom art mural and 7 foot tree
- **Canal/Market Walkway:** Peppermint themed with red icicle lights, hanging peppermints on cable, wreaths with candy stripe ribbon
- **Skyline Lights:** Tentative over Market Street; Not feasible on Canal St. at this time
- **Street Pole Decor:** Double the amount from last year, thanks to Lights at Paradise
- **Jingle Jubilee (Nov. 18)**
 - Annual Holiday Kickoff Event from 4-9 p.m.
 - HOLIDAY LANDING PAGE ON OUR WEBSITE: <https://downtownwabash.org/downtown/holidays/>
 - LAST CALL for Stamping Map
 - Register on website
 - Shop Local to Win will kick-off this night
 - Wabash Cultural District Coupon Booklets will be available to start passing out at the register
 - Coupon Booklet valued at more than \$100 in savings
 - Bachelor Creek Church transforming Miami St. into a family-friendly winter festival
 - Lighting of the Courthouse will happen at 7 p.m.
 - Live Christmas music at the courthouse from 6:15-7 p.m.
 - Santas, kids' activities and music is encouraged throughout Downtown businesses
 - Downtown Businesses are encouraged to decorate their storefronts for the People's Choice Award for Best Decorated Storefront on the back of the stamping map
- **Black Friday & Small Business Saturday (Nov. 25 & 26)**
 - Holiday Shopping weekend in Downtown Wabash
 - Following Thanksgiving
 - Will be promoting both dates but Small Business Saturday will be our focus
 - Wabash Cultural District Coupon Booklets at sales counters
 - Artist Sunday, Cyber Monday & Giving Tuesday
- **Dec. First Friday (Dec. 2)**
 - 'Wabash Winterland' themed & Cookie Walk
 - Deadline for specials: Nov. 21
 - Holiday-themed giveaway for the Cookie Walk
 - Cookie Walk - At least 100 cookies/holiday treats to pass out
 - Participating Businesses:
 - Wabash County Museum
 - Kaleigh M Photography
 - Modoc's Market
 - Downtown Wabash, Inc.
 - Lighthouse Mission
 - Myo Wellness
- **Shop Local to Win (Nov. 18-Dec. 18)**
 - Weekly prizes
 - Accepting donations from businesses
 - Thanks to Honeywell for the show tickets and popcorn vouchers!

NOTES FROM ANDREA

- Annual Meeting: Thursday, Nov. 10 at 5:30 p.m. at the Wabash County Museum
 - Membership Renewals due January 1. Payment plans available!
 - Friendly Reminder: snow removal is responsibility of building/business owner
 - Update from State Fire Marshal: The annual entertainment permit for Downtown Wabash, Inc. is only valid for OUTDOOR entertainment. Any businesses offering INDOOR entertainment are required to have their own [permit on file with the state](#).
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NEXT MEETING: Wednesday, Dec. 7 at 9 a.m. AND 5:30 p.m.

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