

# Annual Planning Meeting Minutes

Wednesday, January 3rd, 2024

## Unwined Main Street



### In Attendance:

Doyle Mullins and Sonia Mullins (New World), Abigail Sweigert (Brush Tips), Susan O'Leary (Wadsworth Music), Shelli Reed (Sub Station), Lillian and Aaron Turano (Sweets on High), Daneen and Dave Kreuzer (Uniquely Handmade), Sean and Roni Kemmerer (Unwined)

### Action Items:

- About Downtown Wadsworth Merchants Guild
  - 501 3(c) –
    - provide opportunity for funding that directly benefits the merchants downtown and for a thriving local economy
    - utilize city funding; localized to the downtown district
    - would like to see a merchant at every single council meeting, every 1<sup>st</sup> and 3<sup>rd</sup> Tuesday on every month at 6-7pm; must provide agenda discussion item week before to be addressed at the meeting
  - Commitment to downtown business district and community
    - Collaboration between merchants - beginning brainstorming
  - Monthly events – volunteers for events; utilize the sports teams, schools, anyone who asks for donations
    - Fundraisers to grow events and build inner bonds
  - Dues - \$50 annual commitment - expressed to the group
- Monthly Events
  - Instead of scavenger hunt; turn in receipts and for every \$10 spend, you get a raffle ticket to win the large community basket



- Reviewed [events overview](#)
- Collaboration effort at meetings for roles in events
- Collaboration
  - Discussed needs, slow months and big months
    - Majority slow months are January-beginning of March and August-Labor Day
    - Big months are summer/winter holidays
    - Exception of Wadsworth Music; big months are colder months for lessons, father's day and back to school. Slow months in the summer.
- Fundraising
  - Wine Walk in the End of Summer
    - Ticket sales towards funds and wine
    - Duo with sidewalk sales and arts fest like event with vendors
  - End of Year event
    - Silent auction, board bids, raffles
    - Venue options
    - Pay to play activities - games
    - Discussion in February meeting about fundraising

Next meeting is scheduled February 7th at 7:30pm at Unwined Main Street.