

## **Our Mission**

Mass Ave Cultural Arts District works to preserve, enhance, and promote the arts, placemaking, vibrancy, heritage, and long-term sustainability of the Mass Ave District.

**Tuesday, 04/14/2026 – 2 PM Virtual/ Zoom Meeting**

**Business Members Meeting of the Mass Ave Merchants Association**



# Welcome Board, Merchants, Allied Partners

## **Meeting Facilitator**

Archie Franklin, Membership Chair, [MembershipChair@MassAveIndy.org](mailto:MembershipChair@MassAveIndy.org)

## **Board Members Attending**

Meg Storrow, Pres, [storrow@MassAveIndy.org](mailto:storrow@MassAveIndy.org)

Tracy Robertson, VP, [MassAvePub745@gmail.com](mailto:MassAvePub745@gmail.com)

Jeff Stroebel, Treasurer, [treasurer@MassAveIndy.org](mailto:treasurer@MassAveIndy.org)

Carrie Tackett, Board Secretary, [Ctackett@lelhs.com](mailto:Ctackett@lelhs.com)

Julie Franklin, Membership Secretary [membershipchair@massaveindy.org](mailto:membershipchair@massaveindy.org)

## **Key Contact Emails**

Events: [events@MassAveIndy.org](mailto:events@MassAveIndy.org)

Safety and Security Committee: [safety@MassAveIndy.org](mailto:safety@MassAveIndy.org)

Social Media: [social@MassAveIndy.org](mailto:social@MassAveIndy.org)

Volunteer: [VolunteerContact@MassAveIndy.org](mailto:VolunteerContact@MassAveIndy.org)

Mass Ave NEXT Vision Plan: [Next@MassAveIndy.org](mailto:Next@MassAveIndy.org)



# Meeting Agenda

- Please confirm your attendance in the chat
- Safety & Security Updates (with IMPD)
- City Report Neighborhood Advocate
- Downtown Indy Alliance Report
- Successes and opportunities from Final 4
- Board Reports
- Events Promotion Opportunities for your business
- Social Media Opportunities
- Mass Ave Next
- Other Business



# Safety & Security Report

## Safety/Security

Sergeant Kimberly Evans, IMPD,  
[kimberlyevans@indy.gov](mailto:kimberlyevans@indy.gov)

Commander Shane Foley, IMPD  
[shane.foley@indy.gov](mailto:shane.foley@indy.gov)

## Mass Ave Safety/Security/Cleanliness Committee

Meg Storrow / Tracy Robertson, Co Chairs  
Daniel Stockberger, Ralston's Drafthouse  
Andy Grigley, Turner Gym

**New initiative:** seeking locations for poop bag dispensers along Mass Ave

Reach the committee at: [safety@massaveindy.org](mailto:safety@massaveindy.org)





# City's Neighborhood Advocate

Ana Santiago (City)

[Ana.SantiagoBaeza@indy.gov](mailto:Ana.SantiagoBaeza@indy.gov)





# Downtown Indy Updates

Taylor Schaffer, Executive Director  
[taylor@downtownindy.org](mailto:taylor@downtownindy.org)





# Final Four Weekend: April 3 - 6

Anyone want to share some exceptional moments, opportunities or appreciation?



Welcome to The Home of College Basketball

# NCAA FINAL FOUR

# The Volunteers Leading the District



## 2026 Board



**Meg Storrow**  
**President**

Resident, Business Owner  
Storrow Kinsella Associates

Term: 1/1/25 - 12/31/27



**Tracy Robertson**  
**Vice President**

Business Owner  
Mass Ave Pub

Term 1/1/26 - 12/31/28



**Carrie Tackett**  
**Secretary**

LEL Foundation, Howdy  
Homemade Ice Cream &  
Feelin' Fine Boutique

Term 1/1/26 - 12/31/28



**Jeff Stroebel**  
**Treasurer**

Retired Head of School,  
Resident

Term 1/1/24 - 12/31/26



**Marjorie Kienle**  
**Member**

Historic Urban  
Neighborhoods, Resident

Term 1/1/25 - 12/31/27



**Charlesfontaine  
Macon, Member**

Pastor,  
Allen Chapel AME Church

Term 1/1/26 - 12/31/28



**Archie Franklin**  
**Member**

Resident, Retired

Term 8/1/2025 - 7/31/27



**Daniel Stockberger**  
**Member**

Ralston's Drafthouse,  
Resident

Term 01/01/26 - 12/31/28



**Shenita Golder**  
**Member**

Katydid Productions and  
Cabaret performer

Term 01/01/26 - 12/31/28



**Clay Miller**  
**Member**

Roberts Park Church Rep.  
Resident & Business Owner

Term 01/01/25 - 12/31/27



**Michael Twyman**  
**Member**

Indianapolis Foundation  
Chief Equity/Innovation Officer

Term 8/1/24 - 07/30/26



**Andy Grigley**  
**Member**

Executive Director, Athenaeum  
Turner Gymnasium

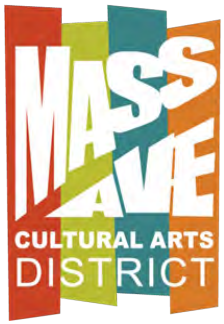
Term 01/01/26 - 12/31/28



**Chris Mize**  
**Member**

Executive Director  
J. W. Riley Museum Home

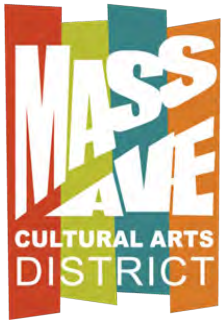
Term 1/1/26 - 12/31/28



# Board Updates

Meg Storrow, Board President  
[storrow@massaveindy.org](mailto:storrow@massaveindy.org)

Challenge	Opportunity
1 – Enhance Revenue	Researching long-term funding mechanisms – goal – hire staff
	Membership Growth – Appeal to 2 <sup>nd</sup> and 3 <sup>rd</sup> Floor Businesses
2 – Culture, Arts, Heritage	Grow and Enhance Summerfest for reach and impact
	Develop Welcome Packet
3 – Expand Marketing efforts	Consultant for Summerfest and Holiday Program. Signage improvements
	Enhance collaboration with Downtown and Visit Indy organizations
4 – Mass Ave NEXT Vision Plan	Ensure outreach is widespread and all voices heard
5 – Safety, Security & Cleanliness	Safe pedestrian and bike routes and crossings/ Vision Zero collaboration
	Continue to enhance IMPD relationship and communication
6 – Community Building	Business Support Initiatives (marketing, promotions, visibility)
	Community Events, Engagement, & Participation



# Board Updates

Meg Storrow, Board President  
[storrow@massaveindy.org](mailto:storrow@massaveindy.org)

Wayfinding Sign Pedestals Re-installed!

New Maps next week!





# Business Member Updates

Archie Franklin, Membership Chair  
[membershipchair@massaveindy.org](mailto:membershipchair@massaveindy.org)

## How You Can Help

1. Use the **Mass Ave Indy phone app** and list your events:  
Request a form from Jeff Stroebel at [treasurer@massaveindy.org](mailto:treasurer@massaveindy.org)
2. Collaborate with **new Social Media consultant Kasey Upchurch**  
[social@massaveindy.org](mailto:social@massaveindy.org)
3. Encourage your fellow **businesses to join**: <https://businesses.massaveindy.org/>  
Contact Archie Franklin, [membershipchair@massaveindy.org](mailto:membershipchair@massaveindy.org)
4. **Help us develop our marketing and events programs for businesses.** [storrow@massaveindy.org](mailto:storrow@massaveindy.org)

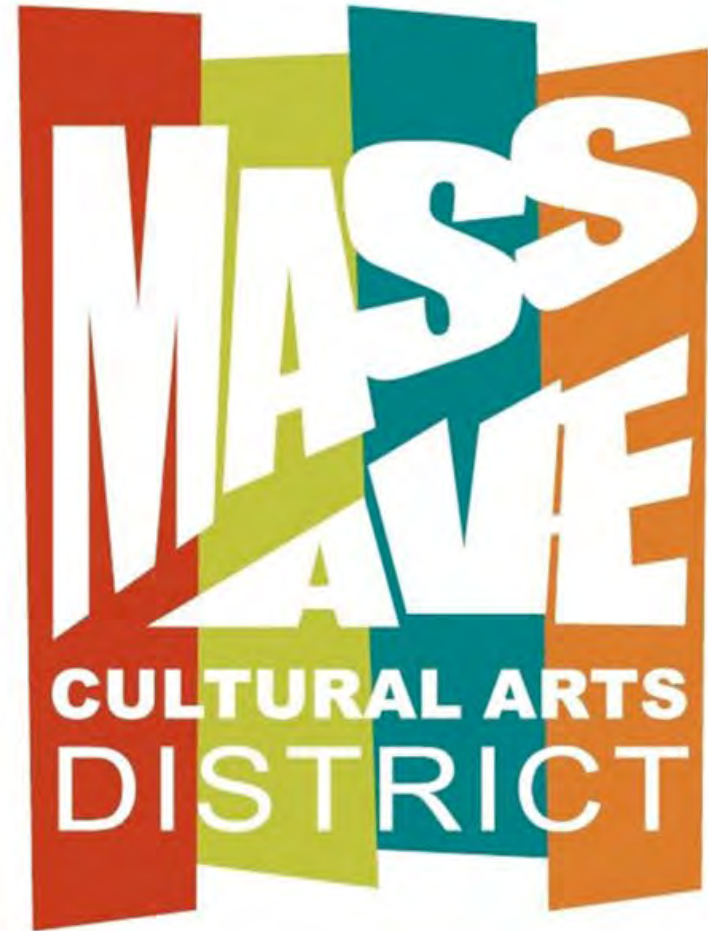
# MAMA Membership

	Budget	Active-Paid	Active-Pay L	Total Active	Non-Renewed	New
MAMA Memberships (2026)	128	84	31	115	4	2

## Memberships Expired

Please & Thank You "INDY"	3/1/2026
Pumpkinfish	3/1/2026
Run (317)	3/1/2026
Slapfish	3/1/2026

**MAMA  
Treasurer's  
Report**



# Financial Dashboard

March 1	MACAD	MAMA
Bank Balance	\$112,037	\$41,046
Total Income	\$128,270	\$47,371
Non-Carryover Income	\$53,673	\$21,360
Income to Budget	81.7%	72.3%
Expenses	\$17,432	\$3,282
Expenses to Budget	11.5%	6.4%
Net Income	\$110,838	\$29,867
2026 prepaids in 2025		\$100

# Updates

- MACAD board members contributed \$5,000 in a board challenge fundraising campaign.
- With a large part of MAMA spending occurring later in the year, we invested \$22,000 in a five-month CD to maximize interest earnings.
- The installation of the four refurbished Wayfinders fulfills a 2024 MAC Grant. The link to the phone app provides regularly updated information. **Only current MAMA members are listed on the directory and map.**



# Events & Promotion Opportunities

## Mass Ave

### Mass Ave Mile Cleanup

Sunday, 4/19 – 9 AM – Noon

*MACAD hosts cleanups to beautify Mass Ave through hands-on community action. Volunteers clean up and paint curbs in Mass Ave colors, renew scooter parking paint and plant flowers (if funds available). Usually about 60 volunteers participate.*

***Support Opportunities:*** provide coupons, menus, swag. Other opportunities with recognition:

**Restaurant Supporter:** CRG is providing box lunches. Anyone want to donate water, soft drinks?

**Retail Supporter:** donate a \$25-50 value thank you prize. **DONE – Goodies and Giggles signed up.** Many Thanks!

**Champion:** Financial support for paint, flowers and supplies.

**Recognition** (social media, website, newsletters and during the event)

**Contact** [events@massaveindy.org](mailto:events@massaveindy.org) for more information





# Events & Promotion Opportunities

## Mass Ave Community Rooftop Social

Friday, 6/5 – 6 – 9 PM

*MACAD hosts social events that bring the community together. Meet and mingle with residents, donors, volunteers. All invited to attend. Attendees enjoy appetizers, great music, and beautiful Mass Ave views. Usually about 80 people participate.*

*Support opportunities provide coupons, menus, swag. A business table can highlight your items. Other opportunities with recognition:*

**Restaurant/Drink Supporter:** Team up with 2-3 others to provide 150-200 small bites. Help staff food station to meet and greet attendees. **Two supporters on board: Thank you Ralston's Drafthouse & Mass Ave Pub!**

**Retail Supporter:** donate a \$25-50 door prize and attend to announce the winner and mingle with attendees.

**Champion:** Financial support to subsidize the \$800-\$1,000 cost).

**Recognition** (social media, website, newsletters and during the event)

Contact [events@massaveindy.org](mailto:events@massaveindy.org) for more information



Allison Victoria Music

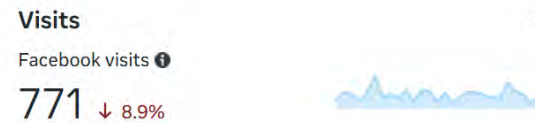


# April 2026 Metrics

- Top Posts by Interactions:
  - Reel: Spring Clean-up call out
  - Carousel: “A few lucky finds” (green / st. paddy’s merch)
  - Reel: Favorite books
- Reels are more popular by views
- Stories more popular by interaction
- April Fool’s Day passed
  - Not as successful as I hoped - next year to try again!

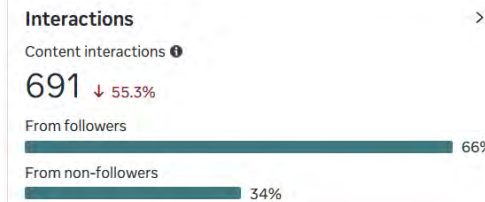
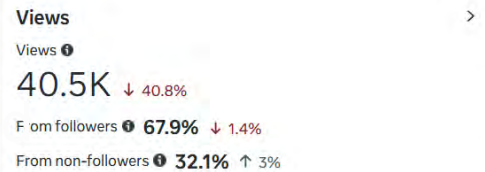
## Facebook Performance

March 12, 2026 - April 8, 2026



## Instagram Performance

March 12, 2026 - April 8, 2026

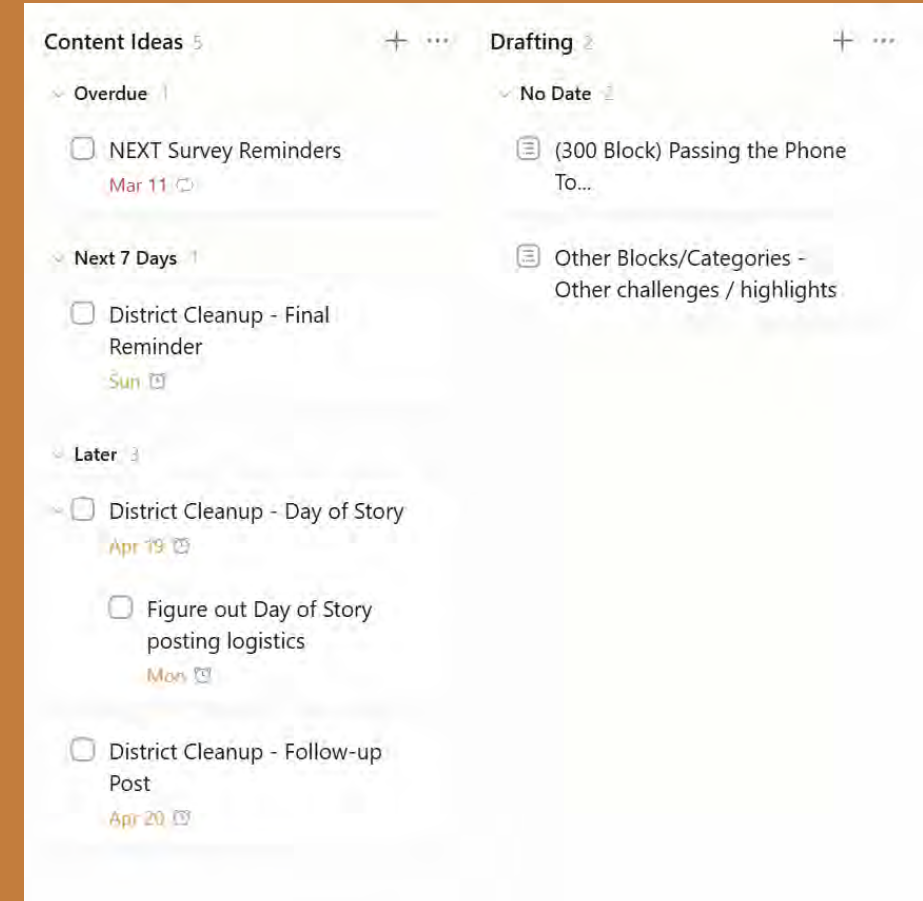


# Social Media Insights

- Numbers are lower across the board - thanks to have 1-2 very popular posts last month
- Instagram is more popular this month compared to last
- Post Performance:
  - Quick:
    - First 3 seconds of reel most important but also the shorter, the better (follow your instincts)
    - Pictures that speak for themselves (caption is a boost - not a storyteller)
  - Timeliness:
    - Holidays, celebrations, seasonal
    - “Project what people are intrinsically wanting” (I.e. -> we’re tired of winter, spring posts rule!)
  - *Last Month’s learnings to continue testing:*
    - Historic & Geographic Highlights
    - What to do when you’re on Mass Ave

# What's Next

- Communications to start coming from me via GiveButter emails
- Visits to Mass Ave
  - Calendly: <https://calendly.com/kasey-lumeunity/30min>
  - April 16
  - April 26
  - May: coming soon (looks like I'm managing about 3-4 visits per month - sometimes more and sometimes unplanned pop-ups)



- Earth Day
- Rooftop Social
- Summerfest
- AAPI Heritage Month (May)
- Showing the Members: Block recognition / Business type recognition / Takeover Tuesdays / etc.



# Mass Ave NEXT Vision Plan

More Info:

email: [next@massaveindy.org](mailto:next@massaveindy.org)

## SHAPE YOUR DISTRICT

Jeffery Tompkins, Proformus  
Mass Ave planning consultant



*Saturday February 21, Garage Food Hall – Mass Ave NEXT Public Event*



Subscribe to Mass Ave NEXT  
public events calendar

Web: [Massaveindy.org/NEXT](http://Massaveindy.org/NEXT)