

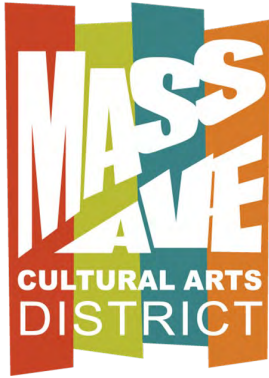
Our Mission

The Mass Ave Cultural Arts District is dedicated to cultivating a vibrant, inclusive, and thriving community, where culture, art, commerce, and creativity come together to shape a dynamic future for Mass Ave.

Tuesday, 05/12/2026 – 2 PM

Business Members Meeting of the Mass Ave Merchants Association

Live Meeting At District Theater



Welcome Board, Merchants, Allied Partners

Meeting Facilitator

Archie Franklin, Membership Chair, MembershipChair@MassAveIndy.org

Board Members Attending

Meg Storrow, Pres, storrow@MassAveIndy.org

Tracy Robertson, VP, MassAvePub745@gmail.com

Jeff Stroebel, Treasurer, treasurer@MassAveIndy.org

Carrie Tackett, Board Secretary, Ctackett@lelhs.com

Julie Franklin, Membership Secretary membershipchair@massaveindy.org

Key Contact Emails

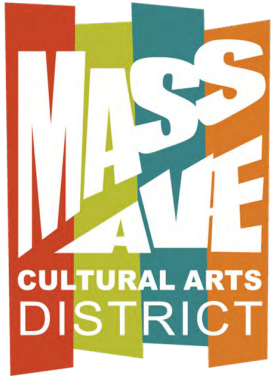
Events: events@MassAveIndy.org

Safety and Security Committee: safety@MassAveIndy.org

Social Media: social@MassAveIndy.org

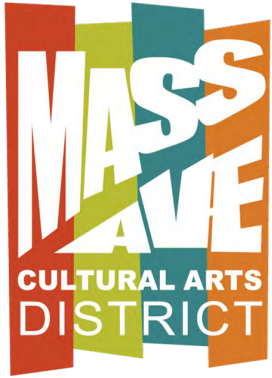
Volunteer: VolunteerContact@MassAveIndy.org

Mass Ave NEXT Vision Plan: Next@MassAveIndy.org



Meeting Agenda

- Please confirm your attendance in the chat or the sign up list if you attend in person
- Safety & Security Updates (with IMPD)
- City Report Neighborhood Advocate
- Downtown Indy Alliance Report
- Board Reports
- Safety & Security
- Activities
- Treasurer
- Social Media
- Membership
- Guest – Max from Indy Fringe
- Mass Ave Next
- Other Business & Adjourn



Safety & Security Report

Safety/Security

Sergeant Kimberly Evans, IMPD,
kimberlyevans@indy.gov

Commander Shane Foley, IMPD
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.
- Looking to get parking lines restriped. Note yellow curbs at Michigan painted by Scotty Wilson

Reach the committee at: safety@massaveindy.org



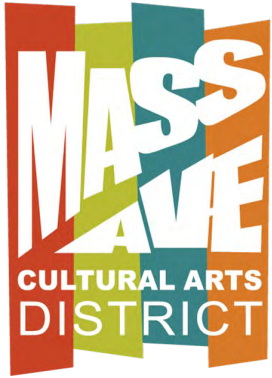


City's Neighborhood Advocate

Ana Santiago (City)

Ana.SantiagoBaeza@indy.gov

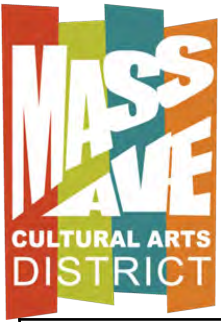




Downtown Indy Updates

Taylor Schaffer, Executive Director
taylor@downtownindy.org

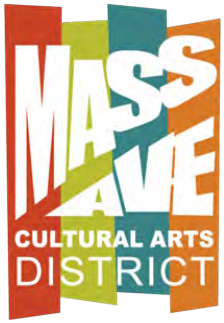




Board Updates

Meg Storrow, Board President
storrow@massaveindy.org

Challenge	Opportunity
1 – Enhance Revenue	Researching long-term funding mechanisms – goal – hire staff
	Membership Growth – Appeal to 2 nd and 3 rd Floor Businesses
	Awarded MAC and Health By Design Grants
2 – Culture, Arts, Heritage	Grow and Enhance Summerfest for reach and impact
	Develop Business Member Welcome Packet
3 – Expand Marketing efforts	Consultant for Summerfest and Holiday Program. Signage improvements
	Finalized Mass Ave Bloom Program
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

Wayfinding Sign Pedestals Re-installed
with custom graphics each location!





Treasurer's Report

Jeff Stroebel

treasurer@massaveindy.org

MAMA Membership

	Budget	Active-Paid	Active-Pay L	Total Active	Non-Renewed	New
MAMA Memberships (2026)	128	85	30	115	5	3

New member: Fusek's Hardware

Memberships due in May:

747 Apartments
Stout's Footwear
Los Arroyos Mexican Restaurant
Gordon's Milkshake Bar (auto)
Francis + Fern Boutique
Garage Food Hall, The



Treasurer's Report

Jeff Stroebel

treasurer@massaveindy.org

March 31, 2026

MACAD

MAMA

Bank Balance

\$103,853

\$40,572

Total Income

\$132,633

\$49,206

Non-Carryover Income

\$58,036

\$23,195

Income to Budget

84.5%

75.1%

Expenses

\$30,138

\$4,932

Expenses to Budget

20.0%

9.6%

Net Income

\$102,495

\$30,052

Contributions

- The Help Make Mass Ave Bloom Campaign has raised \$1,000 (3 contributions). Rotary has pledged \$2,000
- \$4,100 Summerfest grant from the MACDC, \$500 sponsorship from NBI and \$1,000 from CRG. Other sponsors are being sought.
- \$1,500 for Summerfest Artists and Makers booths

App Update (April 11-May 12)



235 Users, 5,038 Views

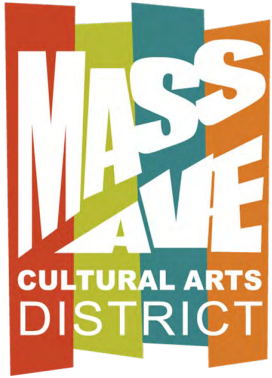
1. Events Calendar 2,912 views
2. Map 918
3. Business Directory 432

Most Popular Events

- Mother's Day Drag Brunch (Ralston's)
- Tini Dance Night
- Tini Movie Night
- Fatherland (IF)
- Indy Margarita Showdown (CRG)

treasurer@massaveindy.org





Business Member Updates

Archie Franklin, Membership Chair
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
2. Collaborate with **new Social Media consultant Kasey Upchurch**
social@massaveindy.org
3. Encourage your fellow **businesses to join**: <https://businesses.massaveindy.org/>
Contact Archie Franklin, membershipchair@massaveindy.org
4. **Help us develop our marketing and events programs for businesses.** storrow@massaveindy.org
5. Developing a sticker with years of membership on it. 5,10,Founding Member



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.

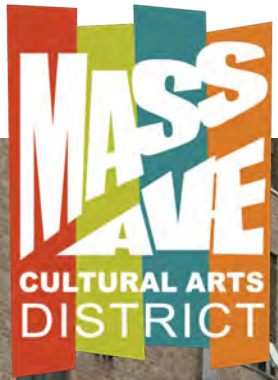
Champion: Financial support to subsidize the \$800-\$1,000 cost).

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

Contact events@massaveindy.org for more information



Allison Victoria Music



Events & Promotion Opportunities

Show Your Support March in the Pride Parade

Saturday, 6/13 – 9 AM

Mass Ave is organizing a group to march in the Pride Parade. Your tee shirt purchase = a ticket to march! We would love to have you with us!

Reserve your spot and order your tee shirt here: [Show Your Support!](#)



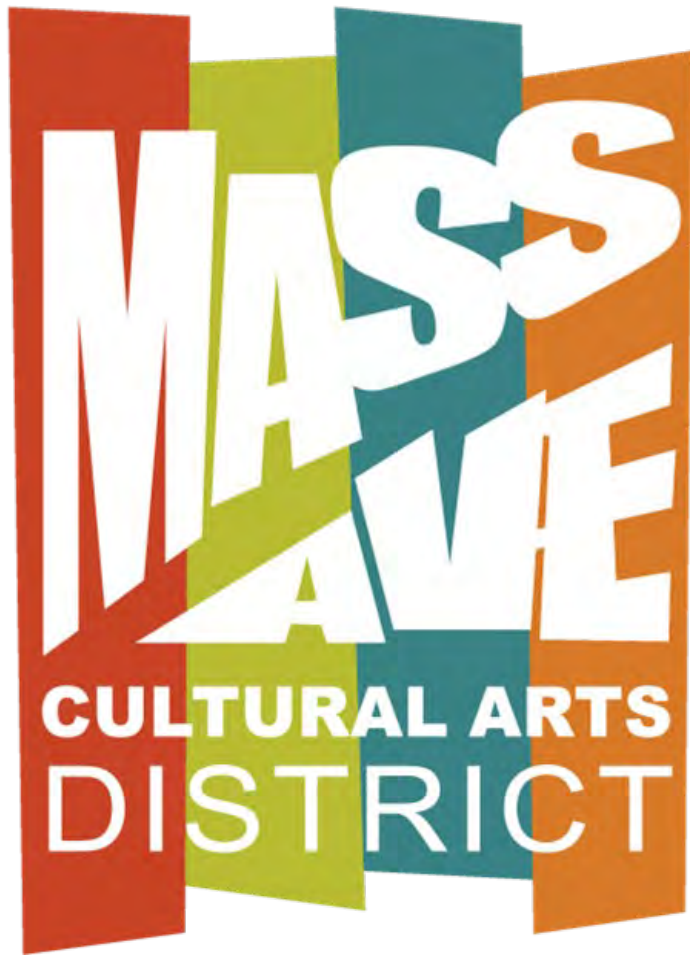
Mass Ave Social Media

Updates & Metrics



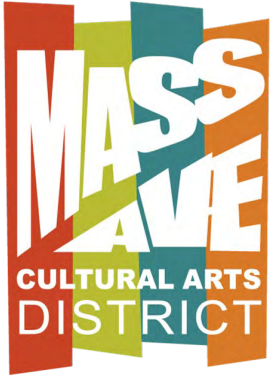
Kasey Upchurch
social@massaveindy.org





Guest

Max McCreary, IF Theatre



Mass Ave NEXT Vision Plan opportunities

Advisory Committee

Friday, 6/5 (all board members invited)
3:30 PM, Community Room (before Rooftop Social)
Sign up here: <http://evt.to/esmedaddw>

Public Meeting

3:30 PM, Tuesday, May 12, on the street in front of District Theatre
(after the in-person MAMA Meeting)

Coffee with a Planner

9 AM, Thursday, May 21, Athenaeum Lobby

Focus Group Signups:

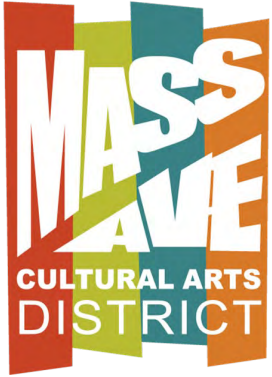
Built Environment, June 4, 3:30 <http://evt.to/edhhaeiw>

Arts & Culture, June 11, 3:30 <http://evt.to/edhhaiahw>

Safety & Security, June 18, 3:30 <http://evt.to/edhhaiuew>

Placemaking & Identity, June 25, 3:30 PM <http://evt.to/edhhaihiw>

Mobility & Connectivity, July 9, 3:30 <http://evt.to/edhhaoeew>



Mass Ave NEXT Vision Plan Update

More Info:

email: next@massaveindy.org

SHAPE YOUR DISTRICT

Jeffery Tompkins, Proformus
Mass Ave planning consultant

THINK INSIDE THE BOX

How would *you* repurpose a 180 square foot parking spot on Mass Ave?

An illustration showing a 180 square foot parking spot repurposed into a parklet. The parklet is built with white LEGO bricks and contains a yellow umbrella, a yellow table, and a yellow chair. A person is standing next to the parklet.

COME BUILD IT!
We're popping up a tactical parklet patio, - and you can design your own with LEGOs!

Tuesday, May 12th, 3pm to 6pm
District Theatre

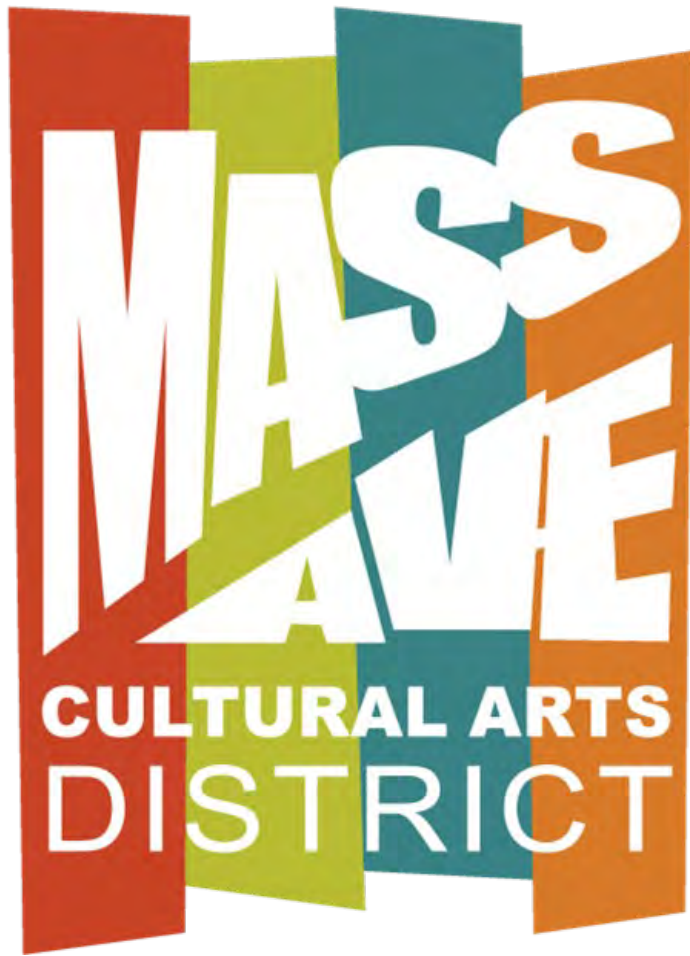
part of the Mass Ave Next vision plan
learn more at next.massaveindy.org

LIVE MASS




Subscribe to Mass Ave NEXT
public events calendar

Web: Massaveindy.org/NEXT



Other Business



**MASS
WAVE**
CULTURAL ARTS
DISTRICT

THANK YOU