



FOR IMMEDIATE RELEASE

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Wabash Marketplace Names Committees

Wabash Marketplace committee chairs and members have been announced by Steve Downs, Marketplace president. Marketplace is a 501(c)(3) organization dedicated to fostering community and economic development in downtown Wabash.

“Marketplace patterns itself after the ‘Four-Point Approach’ suggested by the National Trust for Historic Preservation’s Main Street program: Organization, Design, Economic Restructuring, and Promotion,” Downs said. “This year we have assembled an enthusiastic group of volunteers to help us accomplish what is turning out to be a very aggressive Scope of Work.”

Parker Beauchamp will chair the Organization Committee. He is joined on the committee by Kim Pinkerton, Bill Konhya and Downs. According to Beauchamp, “Organization means getting everyone working toward the same goal. The tough work of building consensus and cooperation among the groups that have an important stake in our downtown can be eased by using the common-sense formula of a volunteer driven program and an organizations structure of board and committees. The organization committee’s primary responsibilities are raising money, supervising the management of staff and volunteers, promoting the program or work, and managing finances.”

The Design Committee is headed by Cathy Wright , the local director of Historic Landmarks Foundation of Indiana. She is joined on her committee by Andrea Zwiebel, Celia Briggs, Ben Downey, Valorie Clouse, Richard Ford, Brian Hoffman, Dawn Trump and Jason Smith. According to Wright, “Design means getting downtown into top

physical shape. The Design Committee's primary responsibility is developing a plan to help us capitalize on the best assets of Downtown Wabash, such as historic buildings and traditional downtown layout, and to help create an inviting atmosphere through window displays, parking areas, signs, sidewalks, street lights, and landscaping; i.e., conveying a visual message about what Downtown is and what it has to offer."

Tod Minnich chairs the Economic Restructuring Committee. Richard Bird, Darin Hadley, Kent Henderson, Mary Kramer, Conrad Morris, Marc Shelley, and Jack Thomas make up the rest of the committee. "Economic restructuring means finding a new purpose for downtown's enterprises. Our committee's primary responsibility is to help existing downtown businesses expand and recruit new ones to respond to today's market; i.e., help convert unused space into productive property.

The Promotion Committee is headed by Shannon Shrider. She is joined by Trula Cramer, Karen Eilts-Walter, Susie Keffaber, Randy Mitchell, Herb Smith, and Tracy Stewart. This committee is charged with the responsibility of selling the image and promise of Marketplace and the City to all prospects. The promotion committee will market the downtown's unusual characteristics to shoppers, investors, new businesses, and visitors. According to Shrider, "An effective promotional strategy forges a positive image through advertising, retail promotional activity, special events, and marketing campaigns."

Anyone wishing to become a member and/or make a donation to support the work of Wabash Marketplace, Inc. should call 260-563-0975.