March 17, 2026, Room 433 above Back Down South, 3pm
Downtown Meet Up Agenda

1. **April 1 – Downtown Academy Capstone Presentation & Graduation Ceremony @BG Ballpark**; come listen to the Capstone projects created by the 6 groups of students before a luncheon and graduation ceremony – RSVP to Telia if you're interested in attending

2. **New Downtown Ad Campaigns** – TV commercials on WBKO and WNKY, social media paid Reels on FB and Insta, and new geofencing and retargeting campaign for Spring Break travel with fences around area attraction and hotel parking lots

3. **Community Impact Awards – March 24 -** new Downtown Spark Award is being launched this year with Morris Jewelry being honored as the oldest Downtown business

4. **Duncan Hines Days** planning in full swing – May 31 – June 6, 2026; here's the updated Road Map & Menu of events and Sponsorship opportunities – adding a stage to the Downtown Kickoff on Fountain Square on May 31 this year; will make the bike parade, car show, and block party more like a mini concert.

5. **WKU Society of Lifelong Learning** – 3 Downtown sessions featuring making and tasting; April dates have been finalized for the participating businesses.

6. **Downtown rack card printing this month**– Telia and Caden will distribute in April – 1 side is for potential business owners and the other is for guests/visitors.

7. **Leadership BG Media & Arts Day** – March 11 – spent the day Downtown with The Capitol, Chamber, Mellow Mushroom, WNKY tour, Shake Rag tour, White Squirrel tour + mixology class

8. **McKenna Tabor – Codes Enforcement Officer for Downtown**. For any questions, email mckenna.tabor@bgky.org.

9. **NEW EVENT: National Hot Rod Reunion** is now being managed entirely by Beech Bend Raceway staff. They are organizing a Thursday night cruise-in on Fountain Square **Thursday, June 18,** in the late afternoon/early evening (similar to cruise-in for LS Fest in September). The Square will shut down later in the day to allow for parking. Beech Bend staff would like to meet bars, restaurants, and retailers to encourage participants to explore. Working w/Capitol on marquee.

10. **Farm to Front Porch – new interactive panel coming to Capitol on April 28**, featuring local women whose business' mission relates to heritage, preservation, and traditions. Telia to emcee, with guests Brie Golliher, Laura Gilbert, and Leticia Cline.

11. **BG Trolley planning to do more Friday night loops** starting in May when Fountain Row Friday and June with Concerts in the Park in full swing – more like an amenity service to provide easy access to Circus Square and Fountain Square for Downtown eventgoers.

12. Save the Date for these events (either hosted Downtown or in other BG spots where Downtown is being promoted/attending an event in support of Downtown):

Minutes reported by Telia Butler, Downtown Development Coordinator, City of Bowling Green.

March 17, 2026, Room 433 above Back Down South, 3pm
Downtown Meet Up Agenda

April

- Apr 1: Downtown Ambassadors Academy Graduation at BG Ballpark
- Apr 3: BG Hot Rods Opening Day vs. Winston-Salem at Bowling Green Ballpark
- Apr 6: Spring Break Robot Camp at Aviation Heritage Park
- Apr 7-12: BG Hot Rods vs. Rome at BG Ballpark
- Apr 11: LifeSkills Run for Autism at Bowling Green Ballpark
- Apr 14: STEM-a-THON (K–6) at GRREC Technology Way
- Apr 16: STEM-a-THON (6–8) at GRREC Technology Way
- Apr 18: Conquer the Hill Fountain Square Art Festival – Fountain Square Market promo?
- Apr 18: Big Local Fest at Circus Square Park
- Apr 18: Tequila n' Tacos at Bowling Green Ballpark – tickets now available
- Apr 18: Spazmatics Adult Prom at White Squirrel Brewery
- Apr 21-26: BG Hot Rods vs Jersey Shore
- Apr 23: Academy for New Americans Downtown Day
- Apr 23: Michelin Bash at National Corvette Museum
- Apr 25: White Squirrel Arts Fest at White Squirrel Brewery
- Apr 25: Arbor Day Community Bike Rodeo
- Apr 25: BRACAC Great Teddy Bear Run that starts in Downtown
- Apr 30: Derby Party at Riverview at Hobson Grove

May

- May 1–3: Mid-South Conference Baseball Championships at Bowling Green Ballpark
- May 5-10: BG Hot Rods vs Brookyln
- May 8 – Jun 26 (every week): Fountain Row Friday Free Live Music at Fountain Square Park
- May 11-16: BG Burger Week – hosted by Atomic Kitchen – no cost to restaurants to participate, contact Eric Leach, 270-846-9393, atomickitchenbg@gmail.com
- May 11: SKYHA Hospitality Olympics at Sloan Convention Center
- May 11–17: Bike to Work Week at Downtown Bowling Green (BikeWalk BG)
- May 12: BG Chamber Excellence Awards at Sloan Convention Center
- May 15: Bike Movie Night at The Capitol Theatre (BikeWalk BG)
- May 15: Bike to Work Day at Downtown Bowling Green (BikeWalk BG)
- May 16: Big Brown Bash at White Squirrel Brewery
- May 16: Willa Brown Foundation Launch at Aviation Heritage Park
- May 19-24: BG Hot Rods vs Asheville
- May 21: Fountain Row Night at BG Hot Rods – for all Downtown biz to participate
- May 21–24: Memorial Day Weekend Racing at Beech Bend Raceway
- **May 31 – Jun 7: Duncan Hines Days (Multiple BG/WC Locations)**

The next Downtown Meet Up will be Wednesday, April 8, 3pm, at 331 Event Venue – Magen Siegrist would like to showcase all the new business tenants that fill the other spaces at the property – there are 6 new businesses opening there!

Minutes reported by Telia Butler, Downtown Development Coordinator, City of Bowling Green.