

HIGHLAND MAIN STREET BUREAU

2015 ANNUAL REPORT

January 28, 2016

To:

Gerald White

Office of Community and rural Affairs

Indiana Main Street Program

One North Capitol Avenue, Ste. 600

Indianapolis, IN 46204

317-232-8910

gwhite@ocra.in.gov

From:

Cecile L. Petro, Redevelopment Director

Town of Highland

3333 Ridge Road

Highland, Indiana 46322

cpetro@highland.in.gov

Contact Information

**Please refer to the step by step guide beginning on page 7 for clarification on any of the below questions.*

Organization Name: HIGHLAND MAIN STREET BUREAU

Contact Name: CECILE L. PETRO

Address: 3333 RIDGE ROAD

Email: CPETRO@HIGHLAND.IN.GOV

Phone Number: 219-972-7598

Organizational Structure

**Please refer to the step by step guide beginning on page 7 for clarification on any of the below questions.*

How is your Main Street organization legally set up? **Example would be as a 501(c)(3), 501(c)(4), 501(c)(6)*

Please answer the following questions by typing in YES or NO:

- Is your organization current with all filings with the Internal Revenue Service (IRS)? YES
- Is your organization in good standing with the Indiana Secretary of State's office? YES
- Is your organization current with its Business Entity Report filing? N/A
- Is your organization in good standing with the Indiana Department of Revenue? YES

If your organization is not legally set up, please list the umbrella or partner organization the Main Street organization is housed:
N/A

Board

**Please refer to the sample mid year report attachment for clarification on any of the below questions.*

1. Please include the following in attachment A:
 - a. A current list of board members
 - b. Job description, if you have one, for board members and officers of the board
 - c. A list of regular meeting dates for the board of directors
 - d. One (1) board agenda from January-December 2015
 - e. One (1) board meeting minutes from January-December 2015

Committees

**Please refer to the sample mid year report attachment for clarification on any of the below questions.*

1. Please include the following in attachment B:
 - a. List of committees for the organization
 - b. List of committee meeting dates
 - c. One (1) agenda for EACH committee from January-December 2015
 - d. One (1) set of minutes for EACH committee from January-December 2015

Organizational Documents

**Please refer to sample mid year report attachment for clarification on any of the below questions.*

1. Please include the following in attachment C:
 - a. 2015 and projected 2016 work plan
 - b. 2015 and projected 2016 budget for the organization
 - c. Mission statement for the organization
 - d. A current copy of the organization's by-laws

IMS by the Numbers

**Please refer to the provided 2015 Main Street by the Numbers Annual Report, Instructions, and Sample completed form for clarification on any of the below questions.*

1. Please include the following in attachment D:
 - a. IMS by the Numbers excel spreadsheet

Report Checklist

- Contact Information**
 - Completed fillable portion of the assessment
 - Organization Name
 - Contact Name
 - Address
 - Email
 - Phone number

- Organizational Structure**
 - Completed the fillable portion of the assessment
 - Legal status of organization
 - Answered questions on organization's paperwork and filing with the IRS, Indiana Secretary of State, and Indiana Department of Revenue
 - Structure of organization if not its own not for profit

- Board**
 - Included all attachments for the "Board" section as attachment A
 - Current list of board members
 - Job description for board members and officers (if you have one)
 - List of regular meeting dates for board
 - One (1) board agenda from January – December 2015
 - One (1) set of board meeting minutes January – December 2015

- Committees**
 - Included all attachment for the "Committees" section as attachment B
 - List of committees for the organization
 - List of committee meeting dates
 - One (1) agenda for EACH committee from January – December 2015
 - One (1) set of minutes for EACH committee from January – December 2015

- Organizational Documents**
 - Included all attachments for the "Organizational Documents" section as attachment C
 - 2015 and projected 2016 work plan
 - 2015 and projected 2016 budget of the organization
 - Mission statement for the organization
 - A current copy of the organization's by-laws

- IMS by the Numbers**
 - Included the completed excel spreadsheet as attachment D

Note: Only electronic submissions will be accepted. The report is due January 31st at 4:00pm EST. Email your completed documents to: indianamainstreet@ocra.in.gov.

ATTACHMENT A
BOARD

- a. Current list of board members—attached.
- b. Job Description for board members and officers--No job descriptions have been developed
- c. List of regular meeting dates for the board of directors are as follows for 2015:

January, 8, 2015
February 5, 2015
March 5, 2015
April 2, 2015
May 7, 2015
June 4, 2015
August 6, 2015
September 3, 2015
October 1, 2015
November 5, 2015
December 3, 2015

- d. One board agenda from January-December 2015: June 4, 2015 is attached.
- e. One board meeting minutes from January-December 2015: September 3, 2015

HIGHLAND MAIN STREET BUREAU BOARD
2015 (Appointments end January 1, 2017)

Darlene S. Barron
8423 Gordon Drive
Highland, IN 46322

Daniel Dunn, PhD
9313 Magnolia Lane
Munster, IN 46321

Mario DeGeorge
3744 Wirth Road
Highland, IN 46322

Tracy s. Oprea
8424 Delaware Place
Highland, IN 46322

Julie Larson
3727 41st Lane
Highland, IN 46322

Alicia Rosignol
8951 Highland Street
Highland, IN 46322

Jennifer Duncan
3222 Farmer Drive
Highland, IN 46322

Marion D. Case
10036 Prairie Circle
Highland, IN 46322

Marie Russo
2185 Ramblewood Drive
Highland, IN 46322

Dawn Diamantopolous
2622 Wicker Avenue
Highland, IN 46322

HIGHLAND MAIN STREET
Highland Municipal Building Upper Conference Room
Agenda for June 4, 2015
7:30 PM

1. Roll Call – Introduction of new members
2. Approval of the Minutes—May 7, 2015
3. Car Cruise on May 30, 2015—Mario DeGeorge
 - Review Procedures to Cancel Events
 - Possible Reschedule Dates
4. Art Display—Joanna Smith
 - Art Display Scheduled for Fall/Winter 2015
 - OLG Students
 - Volunteers to Distribute Paintings
 - Need 20 Black or White Matte Boards or Poster Boards
5. Festival of the Trail—Dawn Diamantopoulos and Cecile Petro
 - Date for Event
 - Volunteers for Day to Work HMS Table
 - Second Meeting Date for All Communities Participating
6. Town Theatre Memberships
 - Number of Memberships to Date--Cecile
 - Membership Committee Report--Tracy
7. Volunteers—Marion and Julie
 - Number of Volunteers to date
 - Progress on Email Listing
 - Volunteer Survey Distribution Timeline
8. Town Theatre—Bridget DeYoung, Dan Dunn, Dawn Diamantopoulos, Tracy Oprea
 - Report from the Board of Directors
 - Future Fundraisers
 - Restoration Update
9. Highland Rookery—Darlene Barron, Carol Kutcka, and Joanna Smith
 - Update on Rookery Project
 - Butterfly Project
7. Quick Updates and Planning other Projects
 - Possible Pop-Up Gallery—Dawn Diamantopoulos
 - Coupon Program—Bridget DeYoung
 - Volunteer to Take Over Program
 - Little Free Libraries
8. Discussion
9. Adjournment

HIGHLAND MAIN STREET MEETING
Town of Highland 3333 Ridge Road Highland, Indiana 46322
September 3, 2015 MINUTES

Call to Order

At 7:37 PM, the Highland Main Street (HMS) meeting was called to order by President Bridget DeYoung in the Upper Conference Room of the Highland Municipal building located at 3333 Ridge Road.

Roll Call:

The following members of the 2015 Highland Main Street Board were present: Mario DeGeorge, Julie Larson, Dawn Diamantopoulos, and Redevelopment Director Cecile Petro. Dan Dunn, Jen Duncan, Alicia Rosignol, Marie Russo, Marion Case, Tracy Oprea, and Jim Kessler were absent. Others present included Bridget DeYoung, Lee Kause, Michael Vane, Lola McKay, Rhiannon Cizon, Carol Kutcka, and Chris Duer.

Minutes:

Minutes from the August 6, 2015 meeting were not approved due to the lack of a quorum.

Town Theatre Memberships

The number of 2015 Founding Town Theatre memberships is 488 to date. They breakdown into the following: 20 Small Businesses, 225 Family, 63 Individual, and 170 Senior/students Memberships. \$15,875 has been collected, and with an additional \$1,840 in donations, the total is \$17,715.

The HMS group discussed the low number of small businesses participating. Cecile will provide a list of small businesses that can be contacted to encourage them to support the Town Theatre project. She will also contact the Chamber to see if it can send out an appeal.

The group also discussed adding a newsletter several times a year with the same template. Bridget will look into the cost of preparing a periodical.

Town Theatre Volunteers

Cecile reported that there are now 526 volunteers for the Town Theatre; however, her office is contacting individuals to firm up the numbers.

Town Theatre Fundraiser

Dawn and Bridget reported that the Town Theatre Board has approved another fundraiser for November 13, 2105 at Villa Cesare in Schererville. Sponsors are needed for the event. Dawn also stated that a two day fundraising event will be held in February.

Town Theatre Restoration

Cecile reported that the Redevelopment Commission will be interviewing three architectural/engineering firms at their meeting on September 9, 2015.

Fall Art Display

Cecile reported that Joanne Smith is preparing the next Art Display for October.

Highland Rookery

No report.

Pop-Up Gallery

No report.

Tree Lighting Ceremony--Rhiannon

Cecile will send out an email to all interested parties including the Council of Community Events, Highland Parks Department, HGS, and HMS to coordinate the event. Rhiannon Cizon is the chairperson for the event. Julie will contact some groups to sing and inform Rhiannon.

Coupon Program--Bridget

Bridget will follow up with the athletic department at Highland High School to organize the coupon program.

Car Cruise Committee—Mike, Jim, Mario, and Lee

Chairperson Mario will have the flyers and posters printed by next week. He will talk to Fagen Miller Funeral Home for the use of their lot and to other downtown businesses to inform them of the hours for the Car Cruise. Other items from the checklist were discussed. A logistics meeting with all involved including the police, fire, parks, and public works departments will be held before the Car Cruise to be sure everyone is prepared.

Festival of the Trail—Dawn

Cecile provided a checklist of items that need to be accomplished before the Festival of the Trail:

- Carol will seek out shepherd hooks for banners.
- Dawn, chair of the event, will sketch out booth space for each vendor.
- Publicity for the event has been distributed and included within the town's newsletter, *The Gazebo Express* and a paid advertisement appeared in the local publication, *Panorama*. Cecile will send a press release to the news media and will ask WJOB to mention the event.
- Jessica Brown will update the final flyer once all vendors, participants, and entertainers are signed up.
- Dawn will re-contact all arts and musicians.
- Cecile will contact the Park Department to ask them to drop off six tables and three garbage cans before 10:00 AM.
- Bridget will bring her two tents for the HMS and Town Theatre tables.
- Julie and Cecile will each bring one table.
- Downtown businesses still need to be contacted for follow-up. Cecile will email Chris Duer who provided the initial contact.
- Cecile will re-contact the High School regarding the use of their stage.
- Bridget will contact a moving company to move the stage.
- Cecile will contact the Park Department for the use of their PA system.
- Cecile will contact the Public Works department to be sure that electricity is available, the site has been swept, and that the construction vehicles are removed for the day.
- A sign up list will go out for volunteers to man the HMS and Town Theatre information tables.

Adjournment

The meeting was adjourned at 9:38 PM.

ATTACHMENT B
COMMITTEES

A. List of committees for the organization

Highland Main Street (HMS) has three regular committees that are ongoing. However, many of the projects are discussed at the Board Meeting once a month and then volunteers are requested from the group. Sometimes only one person is in charge of a project, such as the Art Display. Other projects such as the Tree Lighting Caroling was organized by two volunteers. They usually discuss the project either through email, phone or a quick meeting. The regular committees are: Car Cruise, Festival of the Trail, Town Theatre Membership.

B. The Committee meeting dates were:

Car Cruise—June 22, 2015 and October 2, 2015

Festival of the Trail—May 18, 2015 and August 19, 2015

Town Theatre Membership—January 21, 2015, February 12, 2015, April 13, 2015, May 26, 2015, and September 29, 2015

C. Agenda for Car Cruise Committee Meeting on October 2, 2015

Agenda for Festival of the Trail Committee Meeting on May 18, 2017

Agenda for Town Theatre Membership on January 21, 2015

D. Minutes for Car Cruise Committee Meeting on October 2, 2015

Minutes for Festival of the Trail Committee Meeting on August 19, 2015

Minutes for the Town Theatre Membership Committee on September 29, 2015

Car Cruise Meeting

Agenda and To Do Items 10-2-15

1. Volunteers to man the table selling Car Cruise t-shirts and Theatre Memberships

Volunteers

12:00 PM

1:00 PM

2:00 PM

3:00 PM

2. Meeting with Public Works and Police regarding logistics for event
3. Contact the Parks Dept. requesting 3 picnic tables and two garbage cans near First Midwest Bank
4. Request more cones and the traffic drum
5. Insurance secured for event
6. Gain sponsorships for event
7. Print flyers and posters
8. Distribute flyers and posters
9. Contact Fagen Miller Funeral Home to utilize their parking lot
10. Contact all retail and restaurant businesses downtown in order to develop a flyer which stated what businesses will be open during the Car Cruise
11. Volunteers to distribute flyer with businesses that will be open
12. Visit downtown businesses to alert them to the date and time for the Car Cruise

HIGHLAND MAIN STREET

Festival of the Trail Meeting

May 18, 2015 in the Town Hall at Noon

AGENDA

- A. Roll
- B. Introduction of LeAnn Munoz, Hammond, IN Special Events Director
- C. Discussion of Hammond's participation in Festival of the Trail event this year.
- D. Preparations for event
 - 1. Acquire stage from high school and how it will be transported
 - 2. Dance studio
 - 3. Artists
 - 4. Flyers prepared and distributed
 - 5. Contact downtown businesses regarding sidewalk sales, coupons, and vendors
- E. Adjourn

TOWN THEATRE MEMBERSHIP COMMITTEE

JANUARY 21, 2015 5:00 pm Town Hall

AGENDA

1. MEMBERSHIP DECALS

-Printing quotes

2. MEMBERSHIP FORM

-Review document prepared by Carrie Terry

3. DONOR LEVELS AND MEMERSHIP LEVELS

4. MARKETING

Highland Main Street
Car Cruise Meeting

October 2, 2015 at 3:00 PM

Roll: Mario DeGeorge, Cecile Petro, and Lee Kause were present and Jim Kessler and Michael Vanes were absent.

Volunteers:

The following volunteers agreed to work the table to sell Car Cruise t-shirts and theatre memberships:

- 12-1 Carol Kutchka and Carole Gilbert
- 1-2 Lola McKay and Janneal Gifford
- 2-3 Jennifer Pinnick and Jose Jacques
- 3-4 Mike Barton and Rod Eckrich

Police and Fire:

Cecile contacted the police and fire departments. The same schedule will be followed as last year. Two officers will act as security for the event. They will start working ½ hour before the event starts.

Public works:

Public Works department will provide cones and barricades. A traffic drum will also be located at the intersection of Highway and Kennedy Avenues. Public Works will clean the street and put up some "no parking" signs at various locations.

Parks Dept.:

The Parks Department will be placing three picnic tables and two garbage cans near the registration truck. The truck will be parked near First Midwest Bank.

Thunder Road Productions:

They are prepared for the event and will be here by 11:00 am.

Publicity:

Flyers and posters were printed and distributed. Sponsorships were received for the event.

Parking:

Mario and Lee will contact Fagen Miller Funeral Home to confirm that we can utilize their parking lot during the event. Remaining businesses in the downtown still need to be contacted to let them know that the street will be closed during the event and the time for the event.

Meeting ended at 3:30 PM.

HIGHLAND MAIN STREET
Festival of the Trail Meeting
August 19, 2015 at Noon

Roll: Bridget DeYoung, Dawn Diamantopoulos, Shaw Graham from Griffith, and Cecile Petro

Discussion:

The discussion today was in regards to Griffith, Indiana's participation in the Festival of the Trail again this year.

Shawn stated that Griffith is indeed interested in participating in the Festival again this year. Their Festival will be similar to last year's event. They will not offer any coupons or sidewalk sales. They will be featuring some of their relatively new businesses and provide samples such as popcorn and coffee.

Cecile will check with Hammond, Indiana and Shawn will check with Schererville to see if they want to participate this year. Bridget will check with the dance studio to see if they are interested in participating again this year.

Meeting ended at 1:00 pm.

TOWN THEATRE
MEMBERSHIP COMMITTEE MEETING MINUTES

September 29, 2015

The meeting was called to order at 4:30 p.m. at First Presbyterian Church of Highland by Tracy Oprea

Present: Jenn Duncan, Marie Russo, and Tracy Oprea.

Absent: Julie Larson and Jennifer Pinnick.

Minutes/Correspondence: The August 25, 2015 minutes were approved as written.

Membership as of 9/22/15

Family	239
Small Business	21
Individual	65
Sr./Student	<u>180</u>
Total	505

Membership Monies:	\$16,360.00
Other Donations:	<u>\$ 1,860.00</u>
Total:	\$18,220.00

Events to Increase Membership:

The idea of having booths at craft Shows at Lincoln Center, Munster High School and Highland Middle School were previously discussed and Tracy contacted all three entities. Lincoln Center & Munster High School responded and they both have the fall/winter crafts shows, which extend for two days and both entities require you to be there both days. Tracy has not received a response from Highland Middle School yet. There was discussion regarding the issue with staffing a booth for two (2) days due to the limited number of volunteers.

Other locations for craft shows were discussed: Our Lady of Grace, St. James, Lake Central High School. Tracy will contact these entities and find out the fees and rules for having a booth. The idea is to find a location that would allow us to have a booth for only one (1) day and a fee we can afford.

The Theatre Facebook Page

Specific ideas as to information to post re: inquiring as to what our followers want to see at the Theatre, etc. (Remember also, for the booklet it would be beneficial to plant a positive memory and ask people to comment back with their memories.) We will start with asking for favorite memories of the theatre. Jen will be sending Tracy various photos she has of the theatre for use on the Facebook page.

Sponsorships

Nothing to report.

Booklet

Julie Larson was absent. At the time of the last report, Julie advised she was assisting Cecile Petro with the surveys, which takes priority over the booklet.

Our idea was to reach out to various organizations to see if they have interest, or to persuade them to have interest, in helping the Theatre and volunteering. Munster-Highland Tri-Kappa will discuss it at their next meeting; contact information for Lion's Club and Rotary Club was not successful. Marie will reach out again to the Lion's Club. Julie is to be talking to Purdue.

Open Discussion:

Festival of the Trails and the November Tom Foolery show were discussed.

Additional ideas for both membership and fundraising were discussed and the idea of a trivia night was brought up. Both Jen and Tracy have heard of these fundraising events, which are quite successful; however, the need for volunteers for such an event is high. Jen has a friend that attends trivia nights on a regular basis and Tracy has a friend whose organization puts on a trivia night annually. Both Tracy and Jen will talk with their friends to ascertain more information and advice as to how to proceed with such an event for the Theatre.

"Founding Member 2015" was discussed due to the delay in the opening of the Theatre. Discussion regarding how to proceed with memberships in 2016 was focused on and the membership committee is of the opinion that we should continue with the "founding member" membership right up until the theatre opens.

Adjournment: Meeting was adjourned at 5:40 p.m. by Tracy Oprea

Next Meeting Scheduled for Wednesday, November 4, 2015 at 4:30 p.m.

ATTACHMENT C
ORGANIZATIONAL DOCUMENTS

- a. 2015 and projected 2016 Work Plan—Attached
- b. 2015 and projected 2016 budget for the organization—Highland Main Street (HMS) is a Bureau under the Highland Redevelopment Commission. It doesn't have a separate budget from the Commission. The Commission supports the projects and programs of HMS with supplies and staffing.
- c. Mission statement for the organization

The purpose of the Highland Main Street organization is to promote growth, development, and stability in our downtown and to utilize public/private partnerships to achieve those goals.

- d. Organization's by-laws

Highland Main Street (HMS) is a bureau organized under the auspices of the Highland Redevelopment Commission. A copy of the section of the Highland Municipal Code is attached that outlines and defines the organization.

HIGHLAND MAIN STREET GOALS FOR 2016

1. Town Theater
 - a. Promote economic development around the theater by participating in the Art/Cultural District meetings.
 - b. Sell the Robert Brasher painting as a limited print to benefit the theater project.
 - c. Find a way to utilize the old projectors as art in Downtown Highland.
 - d. Set up a method of sustained funding for the theatre.
 - e. Working with the Town Theatre Board, establish and populate all Theatre committees.
2. Student Art Displays
 - a. Two art displays will be placed in the downtown business windows to display student art.
 - b. Increase marketing efforts to encourage more foot traffic in the downtown.
3. Pop-Up Galleries
 - a. Hold one pop-up Gallery. (Rhianan Cizon's Exhibit with an art display is planned.)
 - b. Explore new avenues to promote the event to feature both the artists and the space.
4. Façade Improvement Program
 - a. Feature businesses that have already received the grant in articles about the program on Facebook and in the media.
 - b. Begin 2 new façade projects in 2016.
5. Cash Mobs
 - a. Hold 2 cash mobs. One art place is open on Highway and another will be opening on Kennedy Avenue soon. Explore those two places as possible venues.
 - b. Work on marketing the mobs to increase attendance.
6. Festival of the trail
 - a. Hold the festival in October in coordination with the Fire Department Open House.
 - b. Increase marketing, participation, and invite other towns along the trail to hold a festival the same day.
 - c. Work on promoting the sidewalk sale to increase business in town.
 - d. Have 20 booths or more of art, music, dance, and fitness.
 - e. Work with the School Town of Highland Athletic Boosters to present Mums for sale during the Festival of the Trail again in 2016.
7. Parking lot improvement project
 - a. Review submitted plan with the Arts/Cultural District committee for their input.
8. The Rookery
 - a. Improve access to the Rookery area.
 - b. Continue to work with the Little Calumet river Basin Commission and NIPSCO to develop access from the NIPSCO parking lot up to the Levee.
 - c. Explore the possibility of providing parking at the site.

9. Tree Lighting event
 - a. Work again with HGS to hold a Holiday Sing-a-long/Caroling at the November Tree Lighting Event.
 - b. Improve the culture of the event by offering a local Dutch treat and beverages.
 - c. Add some type of art or dance to the event.
10. MWBE
 - a. Promote MWBE Certification to our Downtown Businesses.
11. Christkindlmarket
 - a. Organize a committee in January 2016 to explore this concept again. (Julie Larson has offered to chair).
 - b. Contact local churches and Strack & VanTil's to see if they would be interested in co-hosting event.
 - c. Explore other locations for a Christkindlmarket than have been suggested.
12. Art Awareness
 - a. Provide an electronic newsletter on the arts in the region.
 - b. Request a volunteer to commit to updating the information in a timely manner.
 - c. Mark Mabrito at Purdue Calumet will be contacted to enlist his assistance with this effort.
13. Car Cruise
 - a. Provide a second annual car cruise.
 - b. Meet with businesses to obtain sponsorships for the event.
 - c. Explore the idea of giving naming rights for the car cruise to a large sponsor.
14. Increase the number of retail establishments in the downtown.
 - a. Develop a program that will assist new retail businesses in getting started.
 - b. Model the program after other retail programs throughout the U.S.
15. Discount Coupon Program
 - a. Continue to provide discount coupons from downtown and other Highland businesses to students who perform in the arts or create visual art.
16. Membership
 - a. Increase board membership in HMS by four.
17. Poet Laureate Program
 - a. Provide a concept for the program. (Julie Larson has offered to develop a concept)
 - b. Create a committee or panel of judges.
 - c. Select a Poet Laureate for Highland.
18. Standard Operating Procedures for Committees
 - a. Develop SOPs for each committee
19. Public Art Program
 - a. Investigate public art features in other towns
 - b. Suggest at least one type program for Highland.

HIGHLAND MAIN STREET GOALS FOR 2015

1. Town Theater
 - a. Promote economic development around the theater by participating in the Art/Cultural District meetings.
 - b. Sell the Robert Brasher painting as a limited print to benefit the theater project.
 - c. Find a way to utilize the old projectors as art in Downtown Highland.
 - d. Set up a method of sustained funding for the theatre.
 - e. Working with the Town Theatre Board, establish and populate all Theatre committees.
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 - a. Two art displays will be placed in the downtown business windows to display student art.
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 - a. Hold two pop-up Galleries.
 - b. Explore new avenues to promote the events to feature both the artists and the space.
4. Façade Improvement Program
 - a. Feature businesses that have already received the grant in articles about the program on Facebook and in the media.
 - b. Begin 2 new façade projects in 2015.
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 - d. Have 20 booths or more of art, music, dance, and fitness.
7. Parking lot improvement project
 - a. Review submitted plan with the Arts/Cultural District committee for their input.
8. The Rookery
 - a. Improve access to the Rookery area.
 - b. Continue to work with the Little Calumet river Basin Commission and NIPSCO to develop access from the NIPSCO parking lot up to the Levee.
 - c. Explore the possibility of providing parking at the site.
9. Holiday Decorations
 - a. Encourage businesses to decorate in the downtown by creating a contest for best decorated downtown windows.
 - b. Advertise our downtown as a beautiful shopping destination for the Holidays.

10. Tree Lighting event
 - a. Work again with HGS to hold a Holiday Sing-a-long/Caroling at the November Tree Lighting Event.
 - b. Improve the culture of the event by offering a local Dutch treat and beverages.
 - c. Add some type of art or dance to the event.
11. MWBE
 - a. Promote MWBE Certification to our Downtown Businesses.
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 - a. Contact local churches and Strack & VanTil's to see if they would be interested in co-hosting event.
 - b. Explore other locations for a Christkindlmarket than have been suggested.
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 - a. Provide an electronic newsletter on the arts in the region.
 - b. Request a volunteer to commit to updating the information in a timely manner.
14. Car Cruise
 - a. Provide a second annual car cruise.
 - b. Meet with businesses to obtain sponsorships for the event.
15. Increase the number of retail establishments in the downtown.
 - a. Develop a program that will assist new retail businesses in getting started.
 - b. Model the program after other retail programs throughout the U.S.
16. Discount Coupon Program
 - a. Continue to provide discount coupons from downtown and other Highland businesses to students who perform in the arts or create visual art.
17. Membership
 - a. Increase board membership in HMS by four.

(1) At the first regular meeting of the legislative body after the proposal is certified (or at any subsequent meeting within a 90-day period), the legislative body may approve or reject the application. The legislative body shall give notice under IC 5-14-1.5-5 of its intention to consider the application at that meeting.

(2) If the legislative body approves the application, the applicant shall then transmit the application and necessary materials to the Indiana Alcohol and Tobacco Commission for its action.

(3) If the legislative body fails to act on the proposal within 90 days after certification, the application shall be deemed to have been approved as if it had been formally approved (as certified) 90 days after certification.

(4) If the legislative body rejects application, the application is denied.

(B) If the application receives an unfavorable recommendation from the redevelopment commission, the following apply:

(1) At the first regular meeting of the legislative body after the application is certified (or at any subsequent meeting within the 90-day period), the legislative body may adopt or reject the application. The legislative body shall give notice under IC 5-14-1.5-5 of its intention to consider the application at that meeting.

(2) If the legislative body approves the application, the applicant shall then transmit the application and necessary materials to the Indiana Alcohol and Tobacco Commission for its action.

(3) If the legislative body rejects the application or fails to act on it within 90 days after certification, it is denied.

(C) If an application is denied and rejected under subsection (A)(4) or (B)(3) of this section, an applicant may not reapply sooner than 240 days following the rejection or denial described in this section. The redevelopment commission may waive this provision by an affirmative vote of two-thirds of the entire membership. [Ord. 1433 § 1, 2009. Code 2000 § 216.22].

Chapter 14.15

REDEVELOPMENT DEPARTMENT – HIGHLAND MAIN STREET BUREAU

Sections:

- 14.15.010 Establishment.
- 14.15.020 Board of directors.
- 14.15.030 Terms of service and membership expectations.
- 14.15.040 Membership vacancies and removal.
- 14.15.050 Quorum, official action and organization.
- 14.15.060 Quarters, records and meetings of the board.
- 14.15.070 Expenditures and appropriations.
- 14.15.080 Gifts and grants.
- 14.15.090 Powers and duties.
- 14.15.100 Grants-in-aid.

14.15.010 Establishment.

There is hereby authorized, created and established a subdivision of the redevelopment department of the town of Highland, to be called the Highland Main Street bureau, pursuant to IC 36-1-3 and 36-7 et seq. [Ord. 1489 § 1, 2011].

14.15.020 Board of directors.

(A) The Highland Main Street bureau shall have a board of directors, which shall consist of not less than seven members and not more than 21 members, as follows:

(1) The municipal executive shall appoint three special constituency members, one of which shall be chosen from the membership of the Highland town council; one of which shall be chosen from the membership of the Highland economic development commission; and one of which shall be chosen as a representative of the Highland Chamber of Commerce, from its membership or staff.

(2) The municipal legislative body shall appoint up to 17 persons, who may be Highland residents, Highland business owners or operators, or those who are interested in the objects and purposes of the Main Street bureau.

(3) The Highland redevelopment commission shall appoint a member from the membership of the redevelopment commission.

(B) The clerk of the municipal legislative body shall certify members appointed by legislative body and the executive shall certify his appointments, as attested by the clerk of the municipal legislative body. The president of the redevelopment commission shall certify the appointment made by the redevelopment commission, attested by the secretary of the redevelopment commission. The certificates shall be sent to and made a part of the records of the town and the redevelopment department. [Ord. 1528 § 1, 2012].

14.15.030 Terms of service and membership expectations.

(A) Each member selected under HMC 14.15.020(A)(2) shall be appointed for a term of two years. Each member initially chosen under this chapter shall serve a term that expires on the first Monday of January following the appointment. Thereafter, appointments shall run from the date of appointments, for a period not to exceed two years, concluding on the first Monday of January of the second year after the year of the member's appointment. If there is a vacancy for any reason, then the term is for the balance remaining on the unexpired term of the vacating member.

(B) A member selected under HMC 14.15.020(A)(1) or (3) serves until his or her successor is appointed and qualified. Additionally, the term of office of a member who is appointed from the membership of the town council, the economic development commission, or the redevelopment commission is coextensive with the member's term of office on that body, unless the appointing authority appoints another to serve. Any member is eligible for reappointment.

(C) Members serve without compensation, but may be reimbursed for reasonable expenses incurred in furtherance of the purposes and objectives of this chapter. Reimbursements are subject to state and local law, and may be allowed by the redevelopment commission as that body allows other expenditures.

(D) A citizen member may not hold other elective or appointive office in municipal, county, or state government.

(E) All members of the Highland Main Street bureau and its board of directors are expected to actively participate in activities of the organization and its board including but not limited to: (1) par-

icipation in meetings of the board; (2) supporting and encouraging the participation of others, such as business leaders, community leaders and other citizens, when appropriate; and (3) contribution of time, talent and information. [Ord. 1528 § 2, 2012].

14.15.040 Membership vacancies and removal.

(A) The appointing authority may remove a member from the board of directors for any reason. All members serve at the pleasure of the appointing authority.

(B) If a vacancy occurs among the appointed members of the board of directors, then the appointing authority shall appoint a member for the unexpired term of the vacating member. [Ord. 1528 § 3, 2012].

14.15.050 Quorum, official action and organization.

(A) A quorum consists of a majority of the entire membership of the board of directors.

(B) Action of the board of directors is not official unless it is authorized, at a regular or special meeting, by a majority of the entire membership of the board of directors.

(C) At its first regular meeting in each year, the board of directors shall elect from its membership a president and a vice president. The vice president may act as president of the board of directors during the absence or disability of the president.

(D) The board of directors may elect or appoint and fix the duties of a secretary, who is not required to be a member of the board of directors. [Ord. 1489 § 1, 2011].

14.15.060 Quarters, records and meetings of the board.

(A) The municipality shall provide suitable offices for the holding of board of directors meetings.

(B) The board of directors shall fix the time for holding regular meetings each month or as necessary. The board of directors shall keep minutes of its meetings. The minutes of board of directors meetings and all records shall be filed in the office of the redevelopment department and are public records.

(C) Special meetings of the board of directors may be called by the president or by two members

of the board upon written request to the secretary or the redevelopment director.

(D) The secretary shall send to all members, at least three days before the special meeting, a written notice fixing the time and place of the meeting.

Written notice of a special meeting is not required if:

(1) The date, time, and place of a special meeting are fixed in a regular meeting; and

(2) All members of the board of directors are present at that regular meeting.

(E) All meetings of the board of directors are subject to the provisions of IC 5-14-1.5 et seq. Memoranda or minutes of meetings shall be made available within a reasonable time following meetings. [Ord. 1489 § 1, 2011].

14.15.070 Expenditures and appropriations.

(A) The fiscal body of the municipality may make appropriations to carry out the duties of the board, which shall be accounted for in the proper fund of the redevelopment department.

(B) The redevelopment commission may expend, in accordance with applicable municipal fiscal procedures, all amounts appropriated to it for the purposes and activities authorized by this chapter. [Ord. 1489 § 1, 2011].

14.15.080 Gifts and grants.

(A) The municipality may accept gifts, donations, and grants from private or governmental sources for Highland Main Street organization purposes.

(B) Any money so accepted shall be deposited with the municipality in the fund established by Ordinance No. 1469, codified as HMC 14.20.170 through 14.20.220, entitled "Economic Development Nonreverting Fund," to be available for expenditures by the redevelopment commission for the purpose designated by the source.

(C) The resources identified in this section are authorized to be deposited to the credit of the economic development nonreverting fund in addition to any funds that are authorized under the fund's enabling ordinance. [Ord. 1489 § 1, 2011].

14.15.090 Powers and duties.

(A) The board of directors of the Highland Main Street bureau may enlist and employ the resources of the redevelopment department, as the redevelopment commission may direct or allow, for the discharge of the duties of the Highland Main Street bureau.

(B) The Highland Main Street bureau shall:

(1) Strive to effectively and efficiently develop steps to restore, revitalize and promote the downtown of Highland. The downtown shall include but not be limited to all structures, attractions, and properties in the downtown area of Highland.

(2) Promote growth, development, and stability in our downtown and utilize public/private partnerships to achieve those goals.

(3) Prepare and submit an annual budget in the same manner as other departments of the municipal government and be limited in all expenditures to the provisions made for the expenditures by the fiscal body of the municipality.

(C) The Highland Main Street bureau, through its board of directors, may:

(1) Adopt rules or operating bylaws for the administration of the board that are not inconsistent with the provisions and purposes of this chapter and state or municipal law.

(2) Adopt and carry out a written work plan.

(D) It shall be the duty of the Highland Main Street bureau, through its board of directors to the extent practicable, to employ the following Indiana Main Street recommended four point approach in the exercise of its powers:

(1) Address the issue of design or enhancing the physical appearance of the Highland downtown by rehabilitating historic buildings, encouraging supportive new construction, developing sensitive design management systems and long-term planning. Further, it is the goal to work with all these elements to create a friendly, attractive place that will draw in visitors and businesses.

(2) Organize for success by building consensus and cooperation among the many groups and individuals involved in the revitalization process to ensure a self-reliant, broad-based, long-lasting downtown revitalization program. Foster cooperation from both the public and the private sector to achieve long-term, large-scale results.

(3) Employ promotion by marketing the commercial district's assets to customers, potential investors, businesses, local citizens, and visitors. To keep investors, visitors, and businesses coming downtown, work to reshape the community perspective of the Highland downtown as a hub of activity. Build upon the community's unique heri-

tage and culture and send a consistent, compelling message promoting the downtown area.

(4) Employ economic restructuring, strengthening the district's existing economic base while finding ways to expand it to meet new opportunities and challenges from outlying development. Highland Main Street bureau's ultimate goal is to make the Highland downtown economically viable. Researching the regional market and consumer trends will provide a realistic picture of what market mix will work for the Highland downtown. Employing research, the Highland Main Street bureau can begin stabilizing existing businesses and recruiting new businesses to fill the gaps. [Ord. 1489 § 1, 2011].

14.15.100 Grants-in-aid.

The Highland Main Street organization board of directors may, within its approved budget, negotiate for grants-in-aid and agree to terms and conditions attached to them, subject to the approval of the redevelopment commission. [Ord. 1489 § 1, 2011].

Chapter 14.20

ECONOMIC DEVELOPMENT COMMISSION

Sections:

Article I. Generally

- 14.20.010 Declaration of public purpose.
- 14.20.020 Economic development department and commission – Creation.
- 14.20.030 Commission members – Appointment – Terms of office.
- 14.20.040 Commissioners – Selection and nomination – Successors in office.
- 14.20.050 Commissioners – Failure to nominate – Vacancies.
- 14.20.060 Commissioners – Oaths – Certificates of appointment.
- 14.20.070 Commissions – Organizational meetings – Officers.
- 14.20.080 Commissions – Rules – Meetings – Quorum – Approval of actions – Records.
- 14.20.090 Removal of commissioners from office.
- 14.20.100 Commissioners – Expenses and per diem.
- 14.20.110 Commissioners – Pecuniary interests in matters considered by commissions.
- 14.20.120 Commissions – Investigatory duties.
- 14.20.130 Other powers.
- 14.20.140 Bonding powers.
- 14.20.150 Special tax levy – Transfer of money to department of economic development – Adoption and submission of proposed budget.
- 14.20.160 Commissions – Annual reports.

Article II. Economic Development Nonreverting Fund

- 14.20.170 Establishment.
- 14.20.180 Purposes, uses and permissible expenditures.
- 14.20.190 Expenditure upon appropriation.
- 14.20.200 Investments authorized.
- 14.20.210 Preservation and disposition of fund assets.

ATTACHMENT D
IMS BY THE NUMBERS
(Attached)

January - December 31, 2015 NUMBERS

Please fill out this form to the best of your ability. These numbers are important to track for your community.

Organization Name	HIGHLAND MAIN STREET BUREAU
Total number of businesses in downtown	approx. 125 units
Total number of employees in downtown businesses	approx. 300

Design Investment	Number of Businesses	Private \$	Public \$	Total
Facade Renovation	12	\$69,496.00	\$20,763.00	\$90,259.00
Building Rehabilitation	16	\$216,020.00	\$0.00	\$216,020.00
New Construction	0	\$0.00	\$0.00	\$0.00
Public Improvements	1	\$0.00	\$11,835.00	\$11,835.00

Facade Renovation Exterior work only-painting, facade cleaning, signs, windows, awnings, ect.
Private Investment Private investment is investment that is made by the owner of the property and/or business owner. It would also include any grant dollars from private foundations.
Public Investment Public investment is made by the local unit of government, the state, or the federal government. Also includes any grant dollars received by the state or federal government.
Building Rehabilitation Exterior and interior rehab - building systems, HVAC, roof work, ect.
Public Improvements Streets, sidewalks, lights and fixtures, landscaping, public amenities (benches, trash cans, flowers), new road ways downtown, ect.
 *Be sure to include numbers that were publicly invested by the City, State, or Federal gov't. into downtown.

Economic Restructuring	Total Businesses	# of Jobs
New Business Openings	12	22
Business Relocations IN	1	1
Business Expansions	1	3
Business Closings	10	18
Business Relocations OUT	0	0

This information could be collected through a survey of your business owners in the downtown.

Cost of rent per sq. foot	1st floor Commercial	2nd floor	3rd floor
\$9 to \$15/square foot			
% of downtown bldgs. Owned by absentee landlords	Approx. 25%	9%	33%

This information could be collected through a survey of your business owners in the downtown.

New Housing Units	Total Projects	# of Units	Total Investment
0	0	0	\$0.00

This information could be collected through a survey of your business owners in the downtown.

Promotion

Event	# of Attendees	New Profit/Loss	# of Volunteers	# of Volunteer Hours
Car Cruise	approx. 300		11	40
Festival of The Trail	approx. 200		10	30
Theatre fundraisers	525	\$14,000.00	30	80
Fall Art Display	Unknown		4	22
Tree Lighting	approx. 250		2	10

Organization

Total Budget for Organization	Total # of Volunteers for Organization	Total # of Hours for Volunteers
0	27	608

*Volunteers should include events, Board members, Committee Members

*Volunteer time should include events, Board meetings, Committee meetings, etc.