

HIGHLAND MAIN STREET MEETING
Highland Town Hall- Highland, Indiana 46322
August 2, 2018 MINUTES

Call to Order

At 6:30 PM, the Highland Main Street (HMS) meeting was called to order by President Dawn Diamantopoulos at Highland Town Hall, 3333 Ridge Road in Highland, Indiana.

Roll Call:

The following were present: Board Members Dawn Diamantopoulos, Lola McKay, Julie Larson, Doug Van Ramshorst, Marie Russo and Redevelopment Assistant Lance Ryskamp. Board Members Mary Wells, Mario DeGeorge and Darlene Barron were absent. Also present was Nan Mason.

Minutes:

Julie Larson made a motion, seconded by Marie Russo, to approve minutes from the July 5, 2018. The motion passed on a voice vote 5-0.

Festival of the Trail

Lance reported on the number of art vendors with booth spaces to date. He also provided the Board with the event's revenue/expense breakdown to date. Julie said she would drop off some applications at Promise You Arthouse. A discussion ensued about possible "Downtown Development Week" events in conjunction with the Festival, as well as possible budget constraints on Festival funding, due to expenses to be discussed for Last Call For Summer.

Highland Rookery

No report.

Pop-Up Gallery

No report.

Coupon Program

No report.

Car Cruise

No report.

Façade Improvement Grant

No Report.

Cash Mobs

No report.

Municipal Parking Lot

No report.

Poet Laureate

Julie reported that she would contact Alaina Polen to have her as part of town activities in the latter part of the year.

Sculpture and Art Tour of Highland

Lance reported that Redevelopment Director DeGuilio-Fox was successful in obtaining a \$5000 grant from the State of Indiana, for use on up to three downtown murals. Lance said Redevelopment had been in contact Judith Mayer and she was interested in creating the first mural, in conjunction with the Southshore CVA's "Beyond The Borders" project. He said details on that were being worked out. Lance also reported that the Highland Community Foundation was going to meet the following week and revise their grant award to Main Street, to permit the Foundation to pay sculptor Randy Simko directly for the purchase of his sculpture on Highway Avenue. After purchasing the sculpture, HCF would then donate it to the town. A discussion ensued as to a possible site on Highway, just east of Kennedy Avenue, for a new sculpture, which would be funded through a donation from Dyer Art Visionaries. It was hoped that new sculpture design options could be made as part of a public vote at the Festival of the Trail.

Last Call For Summer- August 11th

Lance provided the Board with an entertainment lineup and income/ expense report to date, including projected costs for sound equipment. He also reported that all five music slots were filled and there were four food vendors who would be participating in the event.

Doug said he had, in addition to the quote he received from Sounds Cool Live Audio, spoken to a couple of other companies, both of which's estimates were considerably higher than the quote received. A discussion took place acknowledging while the expense would push the event overbudget equaling roughly the amount the Car Cruise was under budget, the equipment was needed for a quality event. Doug made motion, seconded by Lola, to accept the quote of \$1200 and proceed with hiring Sounds Cool Live Audio to provide the event's sound equipment. The vote passed on a voice vote, 5-0.

"Christmas In July"

The Board and Nan Mason reviewed the "Christmas In July" promotion, in which over 20 downtown businesses participated. Nan Mason reported that on that day, she had her most successful day of operation in the ten months her business has been open. A discussion ensued as to how to improve the event by possibly making the various sidewalk sales' hours uniform, as well as when to possibly hold another sale in the Fall. It was decided that Lance would seek input from the downtown businesses as to when they would like to see it held, as well as if there was any interest in participating in a joint advertisement in the November/ December issue of HERE magazine.

Nan Mason said there were three suggestions that she would like to make for downtown promotions, including having banners, funded by businesses, in the downtown. She also suggested that the merchants create a laminated compilation sheet of downtown businesses that each of them would have a copy of. She said the businesses could use the flyer to refer their customers to other downtown stores and services, if they needed them, to keep their business local. Finally, Nan suggested that a copy of the flyer be put in as an insert to the town's monthly Gazebo Express newsletter. Lance said he would ask the editors of the newsletter about the possibility of an insert. Dawn mentioned about creating a "Friday Feature" segment on the Main Street Facebook page, to highlight a downtown business. A discussion ensued about possibly creating downtown networking opportunities.

“My Indiana Muse”-Documentary

Dawn and Lance discussed with the Board about a documentary, titled “My Indiana Muse”, in which the Town of Highland and Northwest Indiana are featured. Discussions over a period of months have taken place to find out the feasibility hosting a Highland screening of the film, which, due to film festival commitments, could not take place any earlier than October 21st. Dawn said she would contact Matt Domasica at Highland High School, to see if the auditorium would be available. Dawn, Julie and Marie said they would work as a committee to explore holding this event.

Discussion- Lance and Dawn discussed the upcoming meeting with a representative of Indiana Main Street on August 27th. Lance, Dawn, Julie and Director Kathy DeGuilio-Fox would be attending the meeting, which would involve a state assessment of the program. Lance asked Dawn and Julie to review the assessment questions and topics, and provide any notes or feedback they have prior to the meeting.

A discussion ensued asking Lance to provide additional information to the Board concerning Main Street budgets and finances. Lance said he would prepare a report for the Board at their September meeting.

Adjournment

With no further business, Doug made a motion, seconded by Julie, to adjourn. It passed on a voice vote 5-0. The meeting was adjourned at 8:14 PM.