

HIGHLAND MAIN STREET
Agenda for September 3, 2020
6:30 PM

This meeting will be convened as an electronic meeting pursuant to Governor Holcomb's Executive Order 20-04 and 20-09, and 20-25 and extended by Executive Order 20-38, allowing such meetings, pursuant to IC 5-14-1.5-3.6 for the duration of the emergency, through to September 3.

People may observe the meeting by joining the meeting on the Zoom platform
<https://zoom.us/j/98162647757?pwd=UUJMWMNjckRleUwvZi95MXNyVkJTZz09>

Further, persons wishing to offer comment in the meeting may access the electronic meeting by using the preceding and adding the password for Meeting ID: 981 6264 7757

Passcode: 739865

One tap mobile

+13126266799,,98162647757#,,,,,0#,,739865# US (Chicago)

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Meeting ID: 981 6264 7757

Passcode: 739865

Find your local number: <https://zoom.us/j/98162647757>

1. Call to Order
2. Approval of the Minutes—August 6, 2020
3. Committee Reports
 - A. Community Garden
 1. Garden Update/ Produce Distribution
 - B. Events- Discussion- 2021 Events Dates
 - C. Art
 1. Heron Mural Repair- Mural Alcove- Update
 2. Discussion/ Action on Purchase or Reimbursement for Mural Seal Varnish
 3. Art Mural Walk
 - D. Downtown Promotions
 1. Restaurant Crawl
 2. Feedback from Downtown Businesses- Teri Yovkovich
 - E. Design/ Aesthetics & Historic Preservation- No Report
4. Discussion
5. Adjournment

HIGHLAND MAIN STREET MEETING
Highland, Indiana 46322
August 6, 2020 MINUTES

The Highland Main Street Bureau met in an electronically conducted Public Meeting on August 6, 2020.

This meeting will be convened as an electronic meeting, pursuant to Governor Holcomb's Executive Orders 20-04, 20-09 and 20-25 and now extended by Executive Order 20-38 through 2 September 2020 allowing such meetings, pursuant to IC 5-14-1.5-3.6 for the duration of the emergency. All persons were meeting remotely using the Zoom platform that allowed for real time interaction, and supported the public's ability to observe and record the proceedings.

Call to Order

At 6:32 PM, the Highland Main Street (HMS) meeting was called to order by President Dawn Diamantopoulos.

Roll Call:

The following were present electronically, via the Zoom platform: Board Members Dawn Diamantopoulos, Lola McKay, Teri Yovkovich, Kali Rasala, Marie Russo, Mary Wells, Redevelopment Director Kathy DeGuilio-Fox, and Redevelopment Assistant Lance Ryskamp. Board Member Julie Larson and Town Council liaison Roger Sheeman joined the meeting after the call to order. Board members Emily Foreit and Mary Ellis were absent. Also, present electronically was Jacqui Herrera of the Council of Community Events and Ed Dabrowski, Highland's IT Director. NOTE: Board member Aubrey Velasquez submitted her resignation, via email, from the Board on August 6, 2020.

Minutes:

Teri Yovkovich made a motion, seconded by Lola McKay, to approve minutes from the July 2, 2020 meeting. The motion passed on a voice vote 6-0.

Community Garden Committee

President Diamantopoulos reported that contact has been made with the coordinator of the St. James Food Pantry, and they are willing to take and distribute all of the produce we can give to them. St. James distributes food to Highland families in need weekly. She said Julie Larson has agreed to coordinate with St. James as produce is harvested, with produce to be picked on Thursday and delivered to St. James on Thursday night each week. President Diamantopoulos said further discussion on this would take place later in the meeting when Julie Larson joined the call.

There was a discussion about the need for weeding to be done and President Diamantopoulos and Mary Wells said they would coordinate when they could both work in the garden over the weekend.

Events Committee:

Makers' Market

President Diamantopoulos reported that due to growing concerns of increased cases of COVID-19, as well as the decision by the School Town of Highland to begin the school year with eLearning rather than in-person classes, the Board should consider whether or not to cancel the event.

Teri Yovkovich said that she thought the event could be held safely with precautions taken for social distancing. She said that at some point there needs to be an opportunity for people to do something normal, with precautions taken.

President Diamantopoulos said that she had reached out to numerous potential vendors and she was told by many that they are not interested in events during this period of COVID-19 uncertainty. She said they either did not want to take the risk themselves or face the possible backlash of participating. She said she believed that if the Board went forward with the event that it would be smaller than the 2019 event.

When asked how many vendors were interested, the Redevelopment Assistant said that there were only three vendors committed to date. He then gave a brief overview of the status of planning and advised that there have been no contracts signed or commitments made that would be impacted by a decision to cancel. He said that he heard from a couple of possible vendors that events scheduled for October and beyond were already being cancelled.

Mary Wells said that she did not believe that sufficient vendors could be found. She said that shows she has participated in have cancelled events into December. Redevelopment Director DeGuilio-Fox said it would not be fair to the vendors to drag out a decision whether to cancel or not, as they would have to invest money in making product to sell at the event. Mary Wells said that it would be a financial burden on vendors in terms of costs for the booth space and materials.

Marie Russo and Kali Rasala both expressed the opinion that the event should be cancelled. Lola McKay said that there would be health risks to the Board members and volunteers for them to work the event. Teri Yovkovich said that based on the information and feedback from vendors discussed that the Board would need to be practical and she supported cancellation.

During this report, Board member Julie Larson joined the call. President Diamantopoulos recapped the discussion held before she joined the call and Julie Larson said it would make sense to cancel the event.

Julie Larson then revisited the discussion on the community garden. She said that she had been approached to do composting at the garden, but the consensus was that it was too late in the season to look to that. She said she will personally deliver the first produce presented to St. James. She also said an ID and proof of residency (ex; utility bill) will be needed for residents to pick up food at St. James' Friday food distribution.

Returning to the issue of Makers' Market, at the end of discussion, Lola McKay made a motion to cancel the 2020 Makers' Market. The motion was seconded by Mary Wells, and the motion passed unanimously on a voice vote 7-0.

Art:

The Redevelopment Assistant reported that he had been in contact, via email, with Jessica Haug concerning repair of her mural in the Jewett Street Mural Alcove. He said that he had received no response and to date, the repairs had not been completed. He said he would continue to follow-up.

Downtown Promotions:

Teri Yovkovich reported that she did not receive any additional feedback from downtown businesses about possible promotional ideas. She said she would compile the input from the five businesses on Jewett Street who had responded previously.

The Redevelopment Assistant reported to the Board that a revised draft of the letter to downtown restaurants proposing a restaurant crawl was part of the meeting packets. He said that the draft should include an email address for feedback to be sent to. President Diamantopoulos said that her email address could be added. A discussion ensued about also adding that

businesses could change their featured menu item from month to month for the sake of variety. At the end of the discussion, the Redevelopment Assistant said he would make the necessary changes and send the letter out to the restaurants.

Other Business:

Redevelopment Director DeGuilio-Fox reviewed the proposed Redevelopment Department 2021 Budget. She reported that departments were required to make a 10% reduction from their 2020 budget, due to tax caps, an increase in insurance and the impact of COVID-19 on tax collections. She reported that through larger cuts in other line items that only 1% was cut from both the Main Street supplies and professional services line items, which resulted in an approximate reduction of \$120 total. President Diamantopoulos thanked Director DeGuilio-Fox for her hard work to preserve as much Main Street funding as possible.

President Diamantopoulos raised the topic of the future status of the Poet Laureate program, noting that no successor to former Poet Laureate Alaina Polen had been made. The Redevelopment Assistant reported that he had been contacted by Ms. Polen several weeks before and said this was a topic which could be discussed by the Board now, or could wait until 2021 planning at the end of the year. President Dawn Diamantopoulos said that it could wait, but indicated that a new chairman to oversee that committee would need to be identified if the project was to go forward in 2021. Lola McKay said that it would be better to wait, so the Board could assess conditions heading into the new year.

Discussion

President Diamantopoulos asked Director DeGuilio-Fox for an update on the Redevelopment Commission's Depot project at the southwest corner of Highway and Kennedy. Director DeGuilio-Fox reported that the project was underway, beginning with tree removal from the site. She said that a ground breaking had taken place onsite that week. She further reported that the planned retaining wall for the project no longer needs to be constructed, owing to the surface being more level than expected after trees were removed. She said that she had hand-delivered letters to the surrounding businesses to advise them of the project and the temporary restriction on parking at the site and there was a lot of enthusiasm for the project by business owners downtown.

President Diamantopoulos asked about a completion date. Director DeGuilio-Fox indicated that the plan called for completion to be in late October or early November, at which time there will be a ribbon-cutting ceremony at the site. She further reported that the project would involve repaving the site, new lighting, two rain gardens, a realignment of the bike path to be marked by stamped asphalt, benches, infrastructure for electric vehicle charging stations and the Depot facility. Kali Rasala asked about the type of drinking fountains to be installed and Director DeGuilio-Fox said she would need to find out. She also advised the Board that the Redevelopment Commission would be discussing possible options for the gas station located directly on the southwest corner of Kennedy and Highway at their next study session

Adjournment

With no further business, Lola McKay made a motion, seconded by Marie Russo, to adjourn. The motion passed on a voice vote 7-0. The meeting was adjourned at 7:14 PM.

Highland Main Street Staff Report- September 3rd Meeting

1. Community Garden- Julie has begun delivering produce to St. James for their weekly food pantry distribution to Highland families in need.

We have been made aware that someone in the neighborhood near the garden has been picking produce and taking it home for themselves. No one has given anyone permission to do this. If you are working at the garden and someone tries to continue to do this, make them aware that proceeds from the garden are going to St. James.

The committee should begin to look ahead to upcoming end of the growing season and what type of items/expenses that will be needed to prepare the garden for winter.

2. Events- The Board will be asked to consider establishing 2021 dates for next year's HMS events.

3. Art- Mural Repair/ Art Walk- I have reached out to Jessica Haug for an update on her work repairing her mural at the Mural Alcove on Jewett and she has indicated that attempts to simply paint over the damaged areas have not worked and that she is going to have to do much more extensive repairs than she thought. She was also going to order and use a mural varnish at an approximate cost of \$400 to seal and preserve the mural.

The Board will be asked to consider reimbursing Jessica for these supplies and possible look to purchase additional varnish to seal other murals. I received the vendor information from Jessica on the manufacturer, which is a company called Mural Shield (<https://muralshield.com/>).

As for an update on the downtown Art Walk project, drafts of the signage for the Depot have been completed and black & white versions of them are in the packet. Currently, I have been doing some research on possible technology platforms to use for the walk itself. I have been reviewing information on a vendor, "Your Audio Tour" (<https://www.youraudiotour.com/>), for the Board's review. An example of their work is the Art Walk in Yountville, California that can be viewed online at <https://youraudiotour.com/tours/72/>. I reached out, via email (which is in the packet), to a rep from Yountville, and she said they are very pleased with their working relationship. The vendor has a free option that I believe would be workable for our project. If the Board is interested, I will reach out to them.

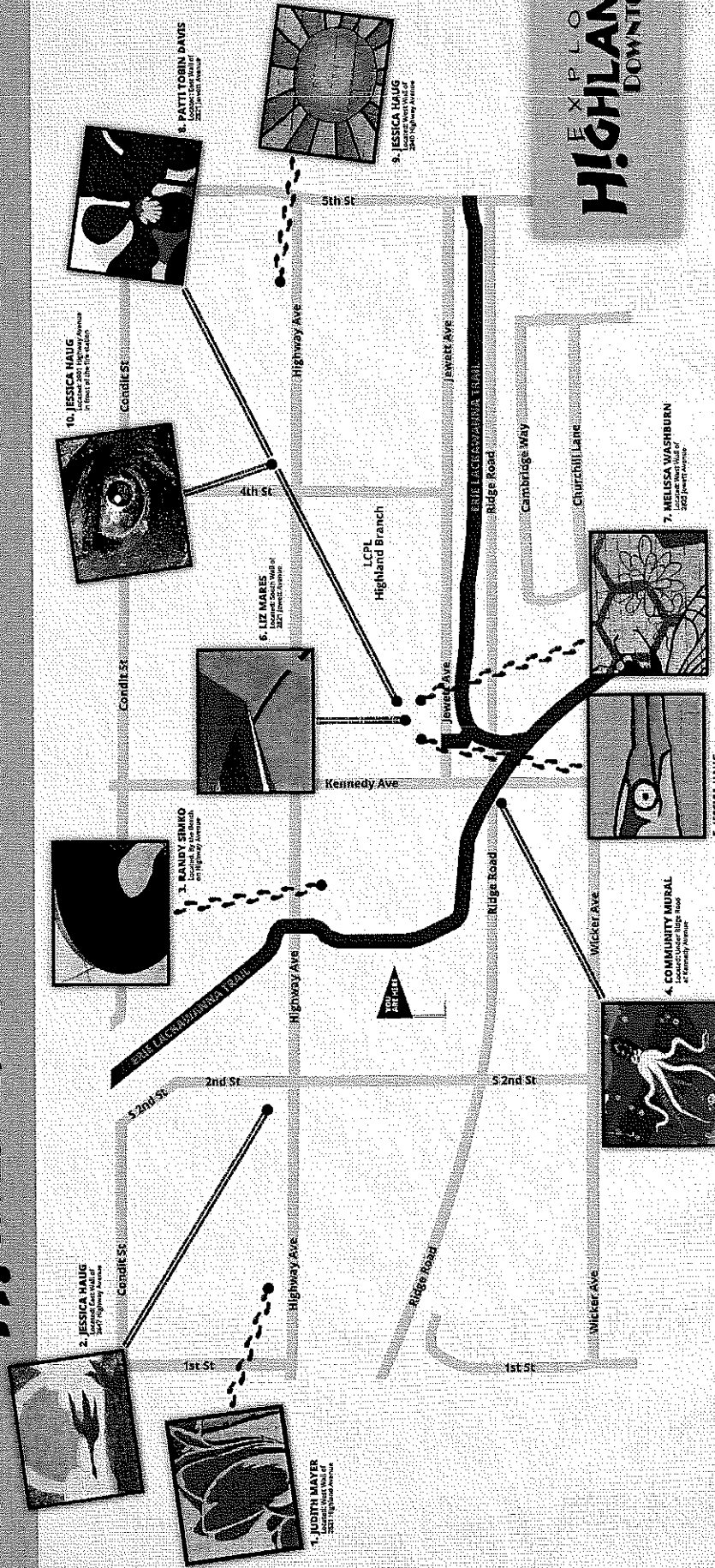
While this is not the only potential vendor for something like this, my thought would be to use a combination of this type of smart phone/ audio technology supplemented by perhaps having printed copies of the art walk map available for those people who can't or don't want to utilize the technology.

4. Downtown Promotions- A revised letter has been sent out to downtown restaurants for the proposed downtown restaurant crawl. To date, seven restaurants (Jose's, Traditions, Growlers, Maria's, Sakura Bowl, Sip and Langel's) have said they will participate, and additional restaurants will continue to be approached. The Board will need to decide if and when they wish to proceed on moving forward on this. Dawn has proposed the 4th Tuesday of the month, from the hours of 5pm to 9pm.

Teri has not received any further feedback from her outreach to downtown businesses and is putting together the input from the businesses on Jewett who had responded to her previously.

HIGHLAND ART AND SCULPTURE DISTRICT

EXPLORE
HIGHLAND
DOWNTOWN

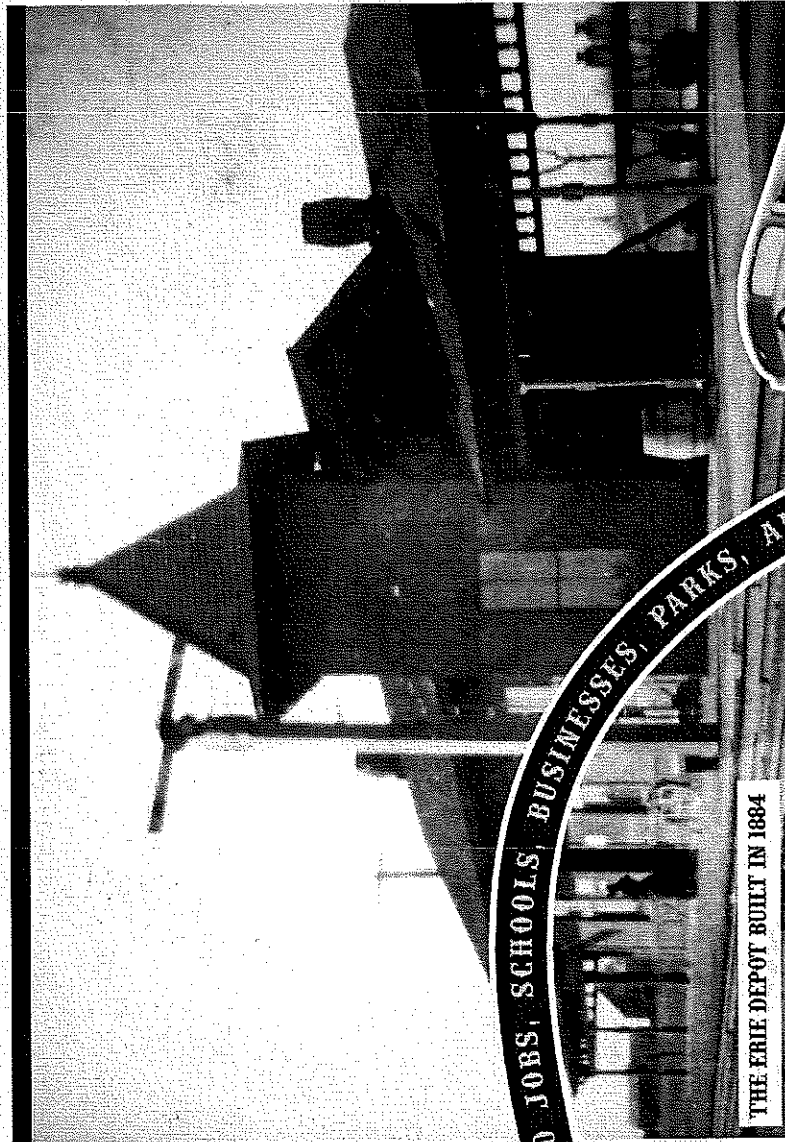


YESTERDAY'S RAIL LINE IS TODAY'S ERIE LACKAWANNA TRAIL

Trains used to cross this site bringing people and supplies from all across our nation. On October 17, 1960, Erie Railroad merged with Delaware, Lackawanna & Western Railroad to form the Erie Lackawanna Railroad. As competition from airlines, bus lines, automobiles and trucking increased, train transportation decreased, leaving this corridor unused.

Thanks to a federal program in 1983, a golden age of trail development commenced and has yet to slow down. Today, we enjoy these recreational trails to help improve our health and well-being.

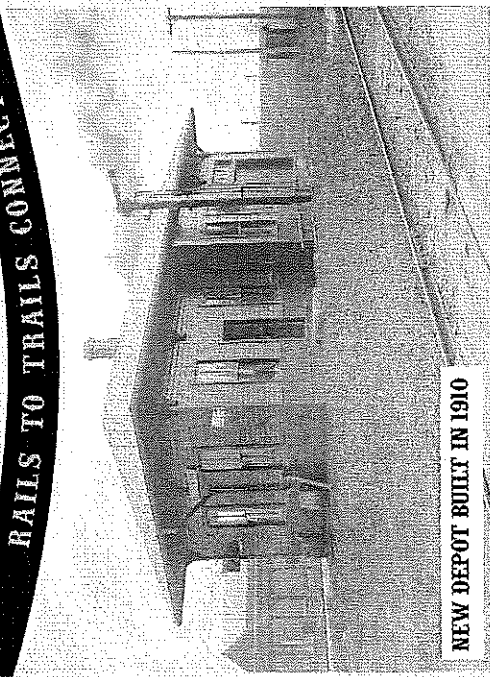
This Erie Lackawanna Trail section and 21 other parks are maintained by Highland Parks & Recreation.



THE ERIE DEPOT BUILT IN 1884

THE OLD HIGHLAND TRAIN DEPOT

The Erie Depot was Highland's first rail station. After it burned in 1907, the Erie Railroad used a boxcar until a new train depot was built in 1910. The new depot was south of the Ridge Road overpass and right between the tracks of the Erie & Lackawanna and Chesapeake & Ohio Railways. Freight cars carrying many loads of steel and passenger trains ran through downtown Highland until the 1970s.



NEW DEPOT BUILT IN 1910

RAILS TO TRAILS CONNECT US TO JOBS, SCHOOLS, BUSINESSES, PARKS, AND CULTURAL OPPORTUNITIES



ERIE & LACKAWANNA



CHESAPEAKE & OHIO



ERIE

Your Audio Tour Pricing

*

Free

\$0 / month

Totally Free

- ✓ 1 Tour
- ✓ 15 Stops
- ✓ Charge Visitors a Fee
- ✓ Maps for Each Stop
- ✓ Custom Audio Uploads
- ✓ QR Code Integration

Sign Up! (/signup?plan_id=1)

Basic

\$29 / month

Get Started

- ✓ 5 Tours
- ✓ 100 Stops across tours
- ✓ Free Features
- ✓ Custom Branding
- ✓ Available Offline
- ✓ Email Support
- ✓ Sell Tours Independently

Sign Up! (/signup?plan_id=2)

Premium

\$49 / month

Most Popular

- ✓ 25 Tours
- ✓ 500 Stops across tours
- ✓ Basic Features
- ✓ Custom Domain Name
- ✓ Dial-in Phone Tours
- ✓ Phone Support
- ✓ Basic Analytics

Sign Up! (/signup?plan_id=3)

Unlimited

\$249+ / month

Extra Support

- ✓ Unlimited Tours
- ✓ Unlimited Stops
- ✓ Premium Features
- ✓ Personalized Tour Design
- ✓ Audio Acquisition Help
- ✓ Unlimited Support
- ✓ User Analytics

Sign Up! (/signup?plan_id=4)

Lance Ryskamp

From: Samantha Holland <sholland@yville.com>
Sent: Tuesday, August 25, 2020 10:41 AM
To: Lance Ryskamp
Subject: RE: Art Tour- Your Audio Tour

Follow Up Flag: Follow up
Flag Status: Completed

Good morning Lance,
I apologize. For some reason I must have overlooked your previous email.

We have been using Your Audio Tour for about two years and have no complaints. The service is simple to use and for what is provided with the fee based service, very reasonably priced. We shopped around and many providers fees were just way beyond what we could budget for.

It is simple to change which was important to us as our art walk sculptures rotate in and out all the time. The company will also provide you user statistics upon request which is great for tracking its use.

I would highly recommend the service.

Please reach out should you have any other questions.

Thank you,
Samantha

From: Lance Ryskamp <lryskamp@highland.in.gov>
Sent: Tuesday, August 25, 2020 7:54 AM
To: Samantha Holland <sholland@yville.com>
Subject: [EXTERNAL] FW: Art Tour- Your Audio Tour

Good morning, Ms. Holland. I had sent the email below on Friday, in reference to your community's experience using the "Your Audio Tour" platform for Yountville's Art Walk. I noticed your specific email address as a contact point on your website today, and wanted to forward my previous email in the hope that you can give me some input on Your Audio Tour before I reach out to them to discuss our community's proposed Art Walk.

Any assistance or direction you can provide me with would be greatly appreciated.

Lance Ryskamp
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