

HIGHLAND MAIN STREET
Agenda for February 9, 2022 Meeting
Town Hall 3333 Ridge Road- Town Council Chambers
6:30 PM

1. Call to Order/ Introductions- President Teri Yovkovich
2. Approval of the Meeting Minutes of January 12, 2022
3. 2022 Planning/ Updates
 - A. Event Calendar
 1. 2022 Makers' Market- October 1st
 2. Car Shows- Proposed Tentative Dates
 3. Downtown Small Business Saturday- February 26th
 4. Discussion- Other possible events
 - B. Community Garden- Report
4. Discussion
5. Adjournment- Next Meeting- Wednesday, March 9th- 6:30 pm

HIGHLAND MAIN STREET MEETING
Highland Town Hall- Highland, Indiana 46322
January 12, 2022 MINUTES

The Highland Main Street Bureau met in a Public Meeting held in person in the Town Council Chambers at Highland Town Hall on January 12, 2022.

Call to Order

At 6:36 PM, the Highland Main Street (HMS) meeting was called to order by President Teri Yovkovich. Redevelopment Commission Assistant Lance Ryskamp introduced Town Councilman Tom Black, who is the new Town Council liaison for Highland Main Street. All present introduced themselves and their business affiliations, to Councilman Black.

Roll Call:

The following members were present: Teri Yovkovich, Renee Reinhart, Jim Roubos, Diane Roubos, Alex Robertson, Ben Reinhart, Mary Ellis, Liz Popovich, and Sandy McKnight. Also, present were Nan Higgins, Jacqui Herrera, Desi Biro, Town Council Liaison Tom Black and Redevelopment Commission Assistant Lance Ryskamp. Members Renee Rosignol, Rhonda Bloch, Evi Lovin, Madison Owens and Elijah Aurand were absent. Minutes were taken by Redevelopment Commission Assistant Lance Ryskamp.

Election of Officers:

President Yovkovich opened the floor for nominations for President of Highland Main Street for 2022. Liz Popovich nominated Teri Yovkovich to serve as President. No other nominations were presented. Teri Yovkovich was elected as President for 2022 unanimously by voice vote, 9-0.

President Yovkovich asked for nominations for Vice President for 2022. Renee Reinhart nominated Liz Popovich. No other nominations were presented. Liz Popovich was elected as Vice President for 2022 unanimously by voice vote, 9-0.

President Yovkovich asked for nominations for Secretary for 2022. Jim Roubos nominated Redevelopment Commission Assistant Lance Ryskamp. It was noted that per town ordinance, the HMS Secretary can be a non-Board member. No other nominations were presented. Redevelopment Commission Assistant Lance Ryskamp was elected as Secretary for 2022 unanimously by voice vote, 9-0.

Minutes:

The minutes of the November 10, 2021 Highland Main Street meeting were presented and reviewed by the members. Jim Roubos made a motion, seconded by Liz Popovich, to approve the meeting minutes of November 10, 2021. The motion passed unanimously on a voice vote, 9-0.

Essay Contest:

Jim Roubos reported that there was a total of 50 essays submitted for the Downtown Essay Contest. He said the essays, broken down into four different age groups, were graded by the Highland Branch Head Librarian and a Highland English teacher, with first, second and third place prizes awarded in each category. He also reported that there will be a follow-up article in the February Gazebo Express newsletter.

Redevelopment Commission Assistant Ryskamp said that he would be sending The Idea Factory a list of the winners, their essays, and a list of the downtown businesses who donated prizes. Jim Roubos suggested a picture be taken to be provided for the article as well.

A discussion ensued as to whether the contest would be held again in 2022. Jim Roubos said that they should wait and see if the attention that the contest received translates into more foot traffic and sales in the downtown. He said perhaps some type of survey could be sent out to get feedback on the downtown.

2022 Event Calendar:

The members first reviewed the monthly Restaurant Crawl, and a discussion ensued about how the event could be made to be more beneficial for the retail and service businesses downtown. The consensus was to create a new, separate monthly event, Small Business Saturday, focused on the retail/service sector. The event will be held on the last Saturday of the month, beginning on February 26th, and downtown merchants would be encouraged to have special sales.

Redevelopment Commission Assistant Ryskamp said that downtown businesses would need to take a role in promoting not only their own sales, but the event itself. He stated that there have been times when some of the restaurants did not promote their own Restaurant Crawl specials, and if the members wanted to begin a larger monthly event for the other businesses there would need to be more promotion done by the retail businesses.

Jim Roubos asked if Highland Main Street had designated funding in the town budget. Redevelopment Commission Assistant Ryskamp said that there was funding, and he said he would get that information to the members for the February meeting. Jim Roubos suggested that HMS advertise by using Facebook ads. Redevelopment Commission Assistant Ryskamp said that use of Facebook ads, which are generally pre-paid using a credit card, would be problematic under the financing system the town has to use by law. He said that Redevelopment/ Highland Main Street does not have a town credit card. Jim Roubos asked Councilman Black to ask Highland Clerk-Treasurer Michael Griffin if there were financing options that could be used for this. Alex Robertson said that perhaps businesses, like his, would consider funding some event Facebook ads.

Renee Reinhart asked if there are methods that Highland Main Street could consider to try and boost their social media content to positively influence Facebook's algorithms. Jacqui Herrera, of the Highland Council of Community Events, said that it is difficult to influence those algorithms. She suggested that CCE and Highland Main Street consider pooling their resources toward creation of an Events Page on the town website.

The members then discussed possible 2022 car show events. Redevelopment Commission Assistant Ryskamp said through use of the downtown parking lot that there could be multiple shows during the summer months. The members supported coordinating dates for the car shows around the dates for the Small Business Saturday or the Restaurant Crawl events. Renee Reinhart and Nan Mason supported the idea of once again having the car shows in the street along Highway Avenue. Redevelopment Commission Assistant Ryskamp discussed the various logistical issues involved with closing Highway Avenue versus having the events in the downtown parking lot, as well as using the parking lot location as an attraction connecting point bridging Highway Avenue, both east and west of Kennedy. The consensus was to defer a decision on car shows to a future meeting.

Redevelopment Commission Assistant Ryskamp was asked about the property, formerly owned by the Highland Redevelopment Commission, located at 2821 Jewett. He replied that the property was purchased by Zorn Brew Works to be used as a tasting room.

Jim Roumbos asked Redevelopment Commission Assistant Ryskamp if he could contact the North Township Trustee's office to see if one of their senior citizen buses could be used during a Small Business Saturday to stop up and down Highway Avenue. Redevelopment Commission Assistant Ryskamp stated that he would need to check with the Police Department about the traffic and pedestrian safety aspect of having a bus stop along parts of Highway Avenue.

The members next discussed the Makers' Market event, and establishing a date for the 2022 event. Redevelopment Commission Assistant Ryskamp said that the first Saturday in October, was October 1st. He further stated that Fire Prevention Week this year was from October 9th through the 15th, which meant that the annual Fire Department Open House would likely not be on October 1st. It was noted by the members that last year's event was successful even though the Open House did not occur that weekend.

Redevelopment Commission Assistant Ryskamp said that Google searches of other possible Northwest Indiana events found that no event dates had been set as far in advance as October 1st. After further discussion, the members approved setting October 1st as the date for the 2022 Highland Makers' Market. Redevelopment Commission Assistant Ryskamp said he would establish a Facebook Event page and begin notifying 2021 vendors to save the date.

Community Garden:

Renee Reinhart said she would contact Madison Owens and the two of them would coordinate planning for this year's garden. The consensus of the members was to once again donate the garden's produce to the St. James Food Pantry. Renee Reinhart said that for continued donation to the church, the plantings should be kept simple and not include such things as kale, or low yielding items such as corn.

A discussion ensued as to possible uses of the garden to assist some local restaurants and its possible use as a venue for cooking/recipe demonstrations with downtown restaurants. Ben Reinhart said that Adam Kern, from Leep's Supply, approached him after the November meeting, and offered to donate supplies and installation of a new water spigot on the garden-side, outside wall of the Fire Station. He said he would send information on this to both Director Kathy DeGuilio-Fox and Redevelopment Commission Assistant Ryskamp, for follow-up with Mr. Kern and the Fire Department.

Discussion:

Jim Roumbos said that there should be a regular Farmer's Market downtown in the downtown parking lot. Alex Robertson said there is a need for a larger scale market, perhaps once a month. A discussion ensued concerning possibly competing against established area markets, such as Zandstra's, and the fact that the Park Department will be having monthly markets on Sundays at Main Square.

Other possible events discussed included: a water balloon toss; a "Bike and Brew", or scavenger hunt event along the bike trail; and, pet blessing events. President Yovkovich suggested that Renee Reinhart and Alex Robertson discuss some of these ideas in greater detail and bring them back at the next meeting.

Councilman Black said that in addition to event ideas discussed at this meeting, other ideas such as possible "mid-week mixer" events, are also being considered for 2022.

The members also discussed the need to recruit new Highland Main Street members. Redevelopment Commission Assistant Ryskamp noted that the current members are serving the second year of two-year terms, but there still additional appointments available. He stated that there are a couple of current members that have not been regularly attending

meetings that should be contacted as to their continued interest in serving. He also said that he was made aware that an active member of the Highland Griffith Chamber of Commerce, who recently moved to Highland, has applied for appointment to Highland Main Street.

Jacqui Herrera reported that the Highland Council of Community Events was meeting on January 13th, and she would keep Highland Main Street informed as to CCE's 2022 activities.

Adjournment

President Yovkovich announced that the next meeting of Highland Main Street will be on Wednesday, February 9th at 6:30 pm. With no further business before the members, Diane Roubos made a motion, seconded by Ben Reinhart, to adjourn. The motion passed unanimously on a voice vote, 9-0. The meeting adjourned at 7:59 PM.

DRAFT

Highland Main Street Staff Report- February 9th Meeting

- **Makers' Market-** Since the January meeting, "Save The Date" emails have been sent out to last year's vendors, as well as all of those who were invited, but could not attend. I have attached a draft application, which includes some additional language that covers some areas of feedback that we received from last year's vendors. Once this is approved, I will begin sending it out to all interested parties. In addition, a Facebook event page and an event item in the Town Planner have already been set up.
- **Car Shows-** After last month's discussion about possibly doing multiple car shows later this year and tying them to Small Business Saturdays and/or Restaurant Crawls, I have a proposal for the Board's consideration: Three shows, one in July, August and September. The July and August events can be on the last Saturdays of the month (July 30th & August 27th), with the September event on the 2nd Restaurant Crawl anniversary (September 27th). A single flyer can be developed advertising the three shows. My recommendation would be to have the events in the downtown parking lot. Perhaps the July date could also include a "Christmas in July" celebration with downtown sidewalk sales.
- **Downtown Small Business Saturday-** Emails have been sent to all downtown businesses, as well a follow-up email to downtown retailers about the February 26th event. In addition, a Facebook event page has been created, and a listing placed on the Highland Town Planner. The event hours have tentatively been scheduled for 10 am to 5 pm. Once we get passed this winter weather adventure, I will reach out to Public Works to see if and how their electronic signs can be used.
- **Community Garden-** Ongoing discussions are underway to consider the cost and feasibility of installing a spigot on the east wall of the Central Fire Station. I followed up with Adam Kerns, from Leeps, and he/Leeps is willing to donate or discount the spigot hardware and assist with installation, which would need to be done by a licensed plumber. I have been informed by the Building Department that commercial spigot hardware, rather than residential, would need to be used. Also, as of today (Feb. 4th), I am waiting for input from the Fire Department on this issue. I hope to have more information on this by Wednesday night's meeting.
- **Essay Contest Follow-up Gazebo Article-** I have put in the meeting packet the final proof of the Essay Contest article for the February Gazebo Express newsletter. The Idea Factory will also be creating a page on the website, that will allow the public access to read all of the winning essays, along with more detail on the contest.
- **Highland Main Street Funding-** In response to a question at last month's meeting, Highland Main Street has two line-items within the 2022 Redevelopment Commission/Department budget. These line-items, and their respective appropriations, are as follows: #094-0000-20004- **Main Street Supplies-** \$3,960.00; and #094-0000-39030- **Main Street Professional Services-** \$5,940.00.

**HIGHLAND MAIN STREET'S
HIGHLAND MAKERS' MARKET**

**OCTOBER 1, 2022- JEWETT STREET | DOWNTOWN HIGHLAND
BOOTH APPLICATION**

NAME OF BUSINESS/VENDOR: _____ *

CONTACT PERSON: _____ *

ADDRESS: _____ *

PHONE: _____ * EMAIL: _____ *

FACEBOOK: _____ INSTAGRAM: _____

IN DEPT OF REVENUE SALES TAX NUMBER: _____ *

***Required Information**

REGULATIONS OF THE FESTIVAL:

- 1) All applicant's work must be handmade crafts or works of art. **No Direct Sellers (ex: LuLaRoe, Scentsy, etc.)** Subject matter must be family friendly. Applicants may be asked, at the discretion of Highland Main Street (HMS), to submit, via email, pictures of their product. HMS reserves the right to evaluate whether an entry meets the event's criteria, including that of "handmade" items. To avoid excessive repetition, HMS reserves the right to limit the number of booths selling the same or similar items. Decisions by HMS are final.
- 2) Festival hours will be from 10 AM to 4 PM on Jewett Street, between Kennedy and 4th. All participants will be present for the entire duration of the festival. Set up will be from 8:30 AM to 10 AM and tear down will be from 4 PM to 5 PM.
- 3) Booth space will be approximately 10' x 10'. Participants will need to provide their own tents, tables and chairs. Tent footprint must fit inside the 10' x 10' booth size. **ELECTRICITY IS NOT AVAILABLE ONSITE.**
- 4) Booth space is \$25. The booth fee is nonrefundable, unless the event is cancelled by Highland Main Street (HMS). Applications and booth fees (Check to be payable to Town of Highland) should be submitted to Lance Ryskamp, Redevelopment Commission Assistant, Town of Highland, 3333 Ridge Road, Highland, IN 46322, lryskamp@highland.in.gov, 219-972-7598. Applications and booth fees are due, and

postmarked, by September 23, 2022. Emailed applications are permitted, **but both the application and the booth fee must be received to complete the application process.** Booth space is on a first-come, first-served basis and any applications submitted after the deadline may be accepted, at the discretion of HMS, subject to space availability. Decisions by HMS are final.

- 5) Applicants wishing to sell their work **must provide a sales tax number and must collect Indiana Sales Tax.** No sales can take place at the event without a sales tax number. An Indiana Sales Tax number can be obtained online at INBIZ <https://inbiz.in.gov/BOS/Home/Index>.
- 6) HMS has established a **2022 Highland Makers' Market** Facebook Event page at <https://www.facebook.com/events/977869702836399>. We request vendors to share event social media content on their individual social media feeds. HMS will publicize the event and share vendors' posts, but it is important that participating vendors enhance that advertising, through their own promotion of the event to their customers.

I will abide by the above regulations and if any display is deemed objectionable by HMS, it must be removed promptly upon notification.

PRINTED NAME _____

DATE _____

SIGNATURE _____

Essay Contest

CONTEST WINNERS TELL US WHAT THEY MOST LIKE ABOUT DOWNTOWN HIGHLAND ...

Ask Highland school children what they think of their downtown and they won't hesitate to say. Truth is, they had a great deal to say about how they love their downtown.

During the first-ever essay contest, sponsored by Highland Main Street and the library, dozens of children from kindergarten to 12th grade wrote about the flowers and trees that line the streets, piano lessons at HGS Music, bubble teas at Sakura Bowl, the sandwiches at Sip, ice cream at The Counter, the slides at Main Square and the reading programs at the library. That was for starters.

"We were lucky to see downtown Highland through the eyes of the children who live here," Miles Books owner Jim Roubos said.

[WHAT THEY'RE SAYING ...]

"Downtown Highland is great because I can walk there to explore all the beauty it has in store."

– Kiraina Brown, 3rd Grade, Southridge Elementary

"One of my favorite things is the summer carnival ... Every year, I go with my friends and family spending hours on the rides until the carnival closes."

– Kate Stephan, 7th Grade, Highland Middle School

"I love Downtown Highland. I love walking through the alleys, past the murals, and into Main Square Park. My friends and I walk through Downtown so often we have a whole route planned out."

– Maria Ignas, 12th Grade, Highland High School

[WINNERS]

KINDERGARTEN-3RD GRADE

Each entry will receive a bookmark and LCPL pencil.

- 1st place – Kiraina Brown (3rd grade)
- 2nd place – Emily Sipes (2nd grade)
- 3rd place – Julian Belli (age 8)

4TH - 6TH GRADE

- 1st place – Corina Ivy (4th grade)
- 2nd place – Danica VanderMeyden (5th grade)
- 3rd place – Kayla Pepelea (6th grade)

7TH - 8TH GRADE

- 1st place – Lila Holmquist (8th grade)
- 2nd place – Kate Stephan (7th grade)
- 3rd place – Lilly Lopez (8th grade)

9TH - 12TH GRADE

- 1st place – Maria Ignas (12th grade)
- 2nd place – Natalie Ziadat (10th grade)
- 3rd place – Anna Holland (9th grade)

A special shout out to Bibles for Missions, The Green Witch Café, Highland Library, Miles Books, Primitive Peddler, Sip Coffee House 2, Tradition's Restaurant, 2 Chicks Resale and YaYa Sisters for providing prizes. Please visit HIGHLAND.IN.GOV to read the winning essays and learn more about the prizes, sponsors and all who helped.