

HIGHLAND MAIN STREET MEETING
Highland Town Hall- Highland, Indiana 46322
March 9, 2022 DRAFT MINUTES

The Highland Main Street Bureau met in a Public Meeting held in person in the Town Council Chambers at Highland Town Hall on March 9, 2022.

Call to Order

At 6:30 PM, the Highland Main Street (HMS) meeting was called to order by President Teri Yovkovich.

Roll Call:

The following members were present: Teri Yovkovich, Renee Reinhart, Jim Roumbos, Diane Roumbos, Alex Robertson, Ben Reinhart, Madison Owens, Liz Popovich, and Rhonda Bloch. Also, present were Jacqui Herrera of the Council of Community Events and Redevelopment Commission Assistant Lance Ryskamp. Representatives of the Highway Avenue Branch of First Financial Bank, Keenan Yancey, Lisa Frick, Anthony Manuel and Johnathan Nieves were also in attendance. Members Renee Rosignol, Evi Lovin, Mary Ellis, Sandy McKnight and Elijah Aurand were absent. Minutes were taken by Redevelopment Commission Assistant Lance Ryskamp.

Minutes:

The minutes of the February 9, 2022 Highland Main Street meeting were presented and reviewed by the members. Liz Popovich made a motion, seconded by Renee Reinhart, to approve the meeting minutes of February 9, 2022. The motion passed unanimously on a voice vote, 9-0.

President Yovkovich recognized Keenan Yancey, Lisa Frick, Anthony Manuel and Johnathan Nieves, from First Financial Bank, who introduced themselves and briefly advised the members of some of the banking products the bank has available for businesses. Mr. Yancey also indicated that the bank was interested in working with the members on HMS events and projects. All present introduced themselves and their business affiliations, to the First Financial representatives.

2022 Planning/ Updates

2022 Event Calendar:

Downtown Small Business Saturday:

The members reviewed the first Small Business Saturday event, held on February 26th. President Yovkovich and Jim Roumbos both reported steady foot traffic on that Saturday, with some customers mentioning the event. Liz Popovich mentioned that she had some new customers at The Green Witch Café on that day.

Redevelopment Commission Assistant Ryskamp mentioned that by his count, thirteen businesses held sales that day, and a couple of other businesses told him they would participate in March. He said for the first event, he was pleased with the level of participation and was hopeful that as events continue, more retail and services businesses would take part. He asked for clarification as to whether to continue to advertise the event as "Downtown Small Business Saturday", or whether the members wish to call the event "Small Business Crawl". The consensus was to keep it as "Downtown Small Business Saturday".

Keenan Yancey said that the bank would like to help HMS in whatever capacity the members would like with future Downtown Small Business Saturdays and said they could help in answering financial questions that businesses might have. A discussion ensued about ways the bank could participate, including holding promotions in the bank's lobby and having information available to help open personal or business accounts.

Johnathan Nieves asked what the goal was for the Small Business Saturday events. President Yovkovich said that the members were hoping that the event could be a retail-version of the Restaurant Crawl, by offering shoppers a variety of sales and promotions throughout the downtown.

Keenan Yancey asked the members what other ways could the bank assist HMS, not only for this event, but generally. Redevelopment Commission Assistant Ryskamp said that while this event did not require it, at times HMS seeks out sponsorships to assist with some of its events. Renee Reinhart said that the work at the Community Garden, on occasion, needs volunteers. Keenan Yancey said that First Financial Bank pays its employees through its "Here First" program to be able to volunteer in their communities.

Community Garden:

Diane Roubos suggested that Renee Reinhart give some background history about the garden to the First Financial representatives. A discussion ensued about the history of the garden since its creation in 2019.

Redevelopment Commission Assistant Ryskamp reported that Adam Kern, from Leep's Supply, had not yet been able to stop by the Central Fire Station to look at conditions for possible installation of a new water spigot on the garden-side, outside wall of the station. He also said that he had been informed by both the Fire Chief and the Building Commissioner that there was not an existing water line inside the station along the east wall, as hoped. He said he was told that the existing source was overhead, along the ceiling, about midway in the garage area. He said he was still waiting for input from Adam Kern to find out the feasibility and cost of the proposed idea. He said that one of the Fire Department personnel had suggested the use of multiple smaller hoses attached together, rather using the existing hose, which has been found to be too heavy and difficult for some volunteers to move.

The issue of the garden shed, which recently lost its roof during the recent bad weather, was then discussed.

Redevelopment Commission Assistant Ryskamp said he had placed a copy of the shed's specs from 2019 as part of the meeting packets. He also asked Renee Reinhart about the status of the donation received from her employer, Farm Credit Mid-America. She said that it was a donation of \$125 that she thought could be used for the purchase of hay to be used for weed cover. A discussion ensued about the possible use of those funds, or other remaining donations, to replace the shed. Ben Reinhart said he would research about possible replacements for the existing shed.

Madison Owens presented a draft plan and layout for the garden beds. A discussion ensued on various issues related to the types of plants and vegetables to be used, and the consensus from the members was that the draft plan looked good. Madison Owens and Renee Reinhart said they would continue to work out the final details heading into the growing season.

Car/ Bike Shows:

Redevelopment Commission Assistant Ryskamp said that the three car show dates: Saturday, July 30th; Saturday, August 27th; and, Tuesday, September 27th, along with the Bike Show date of May 21st, were all cleared through the Police Department. He said that a Facebook Event page had already been set up for the car shows, with the time tentatively set for the two Saturday shows of 11am to 3pm. He said that past car shows have been four hours long, and the proposed time

frame corresponded with the majority of hours for the Small Business Saturday events also taking place on those days. The consensus of the members was to go with the 11am to 3pm time frame.

Redevelopment Commission Assistant Ryskamp asked for input from the members about the proposed Bike Show at the town parking lot on Saturday, May 21st. A discussion ensued and the consensus was that the event would be open to anything on two wheels. Liz Popovich said she has a person lined up to perform a bike blessing. It was suggested that Adam Kern, from Leep's Supply, be contacted to help organize the event, which would be held from 10am to 2 pm. Keenan Yancey said that perhaps First Financial Bank could have a grab bag in the bank lobby.

It was suggested that perhaps a food truck could be available at the event. A discussion ensued as to whether a food truck, or instead encouraging visitors to go to downtown restaurants, was the better idea. Redevelopment Commission Assistant Ryskamp spoke of his experiences when trying to get a food truck for an earlier event, and the limitations imposed in getting one. He said he could look into possibly having a food truck come to the event.

Draft HMS 2022 Work Plan:

President Yovkovich began a discussion reviewing the draft 2022 Work Plan, prepared by and presented to the members by Redevelopment Commission Assistant Ryskamp.

Liz Popovich said she had someone who could do a Pet Blessing event on Saturday, June 25th and she would speak to Desi Biro, owner of One Dog at a Time, who was interested in hosting it.

Rhonda Bloch suggested that HMS consider a future cooking contest, similar to an event held in Crown Point.

Jim Roumbos was asked about holding a second Downtown Essay Contest in the Fall. He said the idea was workable, and he suggested having the Highland Library once again help and possibly using a different essay question.

A discussion ensued as to the number and type of events that could be scheduled at the Community Garden during the year. There was a consensus to consider the following: yoga classes at the garden; hold a cooking demonstration; invite the HHS Orchestra to perform; hold a cleanup day at the end of the growing season; and, have a Planting Day on Saturday, May 14th, from 10am to 1pm.

Makers' Market Update:

Redevelopment Commission Assistant Ryskamp reported that six vendors had already signed up for the Makers' Market, with more vendors expressing interest, including one who wanted to pay for a double space. He said a clean hard copy of the application was attached as part of the meeting packets.

Discussion:

President Yovkovich asked Jacqui Herrera what events the Highland Council of Community Events were going to work on in 2022. Jacqui Herrera said that besides Memorial Day, the 4th of July and Fall Festivals and the Santa Parade, CCE was planning the following: a Community Garage Sale; a "Bags" and Battle of the Bands event in August; their annual Trunk or Treat event on October 22nd; and, possibly a chili cookoff.

She said that she hoped that Highland Main Street would collaborate with CCE on some of the events, such as the July 2nd Kiddie Parade and the Trunk or Treat event at Halloween. Redevelopment Commission Assistant Ryskamp pointed out that working with the Council of Community Events was part of the draft Work Plan previously discussed. Jacqui Herrera also

suggested that HMS and CCE work together to put together a town event page on the town website, where the two groups and the Park Department could post all of their events.

Adjournment

President Yovkovich announced that the next meeting of Highland Main Street will be on Wednesday, April 13th at 6:30 pm. With no further business before the members, Rhonda Bloch made a motion, seconded by Ben Reinhart, to adjourn. The motion passed unanimously on a voice vote, 9-0. The meeting adjourned at 8:02 PM.