

HIGHLAND MAIN STREET
Agenda for April 13, 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 March 9, 2022
3. 2022 Planning/ Updates
 - A. Event Calendar
 1. Approval of Draft HMS 2022 Work Plan
 2. Bike Show
 - B. Community Garden- Report
4. Heron Mural Repair
5. Discussion
6. Adjournment- Next Meeting- Wednesday, May 11th- 6:30 pm

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.

DRAFT

Highland Main Street Staff Report- April 13th Meeting

- **Draft HMS 2022 Work Plan-** I made the revisions to the draft plan, based on feedback last month at the March meeting. Unless anyone has any additional changes, I would ask that the members approve the plan.
- **Bike Show-** Due to time constraints at work, Adam Kern said he would be willing to help with this event, but he could not take the lead on organizing it. Teri and Liz were going to take the lead on this, and I will look to them for an event update. I have a draft Facebook event page put together, if we are ready to proceed with this event, as scheduled on May 21st.
- **Community Garden-** Adam Kern and I stopped by the Highland Fire Station to take a look at the station's current internal water lines, regarding a possible water spigot. The existing water source is located about midway on the north side of the Fire Station, near the ceiling. Considering the distance and the various ceiling mechanicals a new copper line would have to travel to and over to reach the garden side, Adam said it would take probably require over 100 feet of product. Adam looked at another possible option that would have taken about 60' off how far the hose would have to come on the north side, but that would have to work around electrical panels and would come out right by an overhead door, where no hose and reel could stay without being an obstruction to vehicles exiting out that door.

At this point, this does not look like it is a project that is feasible from a mechanical or financial perspective. Perhaps, we can look at the use of multiple smaller hoses hooked together, to shorten and lighten the existing effort required to move the current hose. I am open to ideas, as I am not sure how to solve this problem, except that this solution does not seem workable. We can discuss the matter more on Wednesday night.

As for the shed, during our visit to the Fire Station, I found out that Chief Timmer found and kept the roof that had blown off. Ben said that the roof can be re-assembled onto the structure and prolong the shed's use.

- **Heron Mural Repair-** Last Fall, HMS considered a proposal for Megan Jefferson to come up from Indianapolis to make an in-person assessment of the heron mural, to determine whether the mural could be repaired. In the meeting packet, I have included the excerpt from the October minutes related to this issue.

Ultimately, the Board needs to determine whether we should proceed with having Ms. Jefferson take a look at the mural or not. If so, the Board will need to determine a stipend to offer in order to cover her time and travel. If not, then we will need to determine what to do with the mural, in its current condition.

The 2022 Highland Main Street Plan of Work

Statements of Purpose for the Highland Main Street Program

- **MISSION STATEMENT:** The mission of the Highland Main Street (HMS) is to support and promote Downtown Highland, and serve as a catalyst to make the downtown district stronger and more vibrant for residents, visitors and business owners in the area.
- **VISION STATEMENT:** Highland Main Street's vision is to draw residents, visitors and businesses alike to Downtown Highland with a diverse mix of business and retail opportunities; year-round activity, entertainment and events; public art; and, affordable living and dining options.

Program Goals.

- **Foot Traffic:** Increase foot traffic in Downtown Highland
- **Purpose & Membership:** Review/ update Statements of Purpose and increase membership in Highland Main Street
- **Downtown Events:** Create and participate in events to benefit Downtown Highland as whole, as well as business promotion
- **Aesthetics & Public Art:** Promote and sponsor aesthetic improvements in the Downtown, including the use of public art
- **Downtown Business:** Assist in business retention and recruitment for Downtown Highland

2022 HMS PLAN OF WORK

ACTION ITEM	TIMELINE	MEASURE OF SUCCESS
Increase HMS Membership	Ongoing throughout year	Increase Board to 17 members
Review Mission Statement/Vision Statement/By-Laws	Completion in April/May	Completion of tasks
Downtown Restaurant Crawl	Ongoing throughout year (Last Tuesday of the month)	Hold 12 events during 2022
Downtown Small Business Saturday	Ongoing throughout year (Last Saturday of the month)	Hold at least 11 events during 2022

Bike Show	May 21st	Completion of Event
Pet Blessing	June 25th	Completion of Event
2022 Car Shows	(3)- July 30th; August 27th; and, September 27th	Completion of Events
Sidewalk Sales	Summer/Fall	Have at least 2 events- Proposed: July 30 th & October 1 st
2022 Highland Makers' Market	October 1st	Completion of Event
Operate Community Garden	April thru October	Operation of a Community Garden w/ produce to be donated to St. James' Food Pantry
Community Garden Events	Spring/Summer/Fall	Hold at least 5 events- Proposed: Yoga, Cooking Demonstration, HHS Orchestra concert, Planting Day (May 14 th) and Fall Cleanup Day
Downtown Essay Contest	November/December	Work with the Highland Library Branch on a 2022 Essay Contest
Event/ Promotion Coordination w/ Council of Comm. Events	Ongoing throughout year	Partner or cross-promote at least 2 events with CCE

Community Foundation to take over and administer the program going forward. The motion passed unanimously on a voice vote, 10-0.

Heron Mural Repair:

Redevelopment Commission Assistant Ryskamp reported that per the action by HMS at their September meeting, he reached out to Megan Jefferson concerning the repair of the mural. He said that she suggested that she would like to either see the mural personally, or try to view it electronically, in order to assess the extent of the damage. He reported Ms. Jefferson has offered to come up to look at the mural in person and give HMS her professional opinion as to the extent of the damage and the likelihood of a successful repair. Redevelopment Commission Assistant Ryskamp said she suggested consideration of a travel stipend of \$300 to cover her travel here and her time.

A lengthy discussion took place about the proposed amount of the stipend, the timing of the possible visit, and whether the mural was sufficiently damaged that it could not be repaired. Ben Reinhart said his brother had considered answering the Call For Artist, but noted that his brother said the stipend approved for making the repairs was insufficient for the amount of work that it would likely take. Others questioned whether it would be better to paint over the mural. It was once again pointed out that the art walk sign in the town parking lot would have to be changed, at an unknown expense, if a new mural was put in place of the heron mural. Redevelopment Director DeGuilio-Fox said that the signage will have to be changed anyway, due to the recent sale of the structure at 2821 Highway, where there is currently another mural on the south elevation.

At the end of the discussion, the consensus was to take no action now, and re-assess after the winter to decide how to proceed.

Review of Draft Downtown Brochure:

Redevelopment Director DeGuilio-Fox presented a prototype of a downtown brochure that she has had The Idea Factory working on. She said that over a year ago, HMS wanted to have a brochure that listed downtown businesses. She said the prototype is a tri-fold with a map that will also include an insert card. The brochure, when completed, will be available to all downtown businesses and the South Shore Visitor's Center, as well as possibly nearby hotels. It was noted multiple times that what was being presented was a draft. The final product will also include a logo, as well as a QR Code connected to the town website.

A lengthy discussion ensued on multiple issues, including: the color scheme of the brochure; whether listings should be scaled back to only include retail and entertainment businesses; and, whether other features, such as the Rookery and festivals, should be included. The overall consensus was that the draft presented looked good, and the project was heading in the right direction. Redevelopment Director DeGuilio-Fox said that she would discuss the feedback received at the meeting with The Idea Factory

Community Garden:

President Yovkovich recognized Madison Owens for a report on the Community Garden. She reported that peppers are still being harvested, but things were winding down at the garden. She also proposed a new event at the Community Garden for Halloween. She said she would like to do a "Coloring in the Garden" event, which would invite families to come out during the fall, and do some coloring of Halloween-related pictures. She said she can supply crayons and pencils.

A discussion ensued and the idea was raised of using some of the pictures done, along with some Christmas season pictures, and distributing them to downtown businesses for display in their windows. Also, possible dates for the event