

**HIGHLAND MAIN STREET**  
**Agenda for July 13, 2022 Meeting**  
**Town Hall 3333 Ridge Road- Town Council Chambers**  
**6:30 PM**

1. Call to Order/ Introductions- President Teri Yovkovich
2. Nomination and Election of HMS Secretary
3. Approval of the Meeting Minutes of April 13, 2022 & Meeting Memorandum of May 18, 2022
4. Car Show- Consideration to Purchase 2 Event Banners from AC Graphix House- \$210.00
5. Review/Approval of Changes for Future Restaurant Crawls
6. Reports
  1. Pet Blessing
  2. Car Shows
  3. Community Garden & Yoga in the Garden
  4. July 30<sup>th</sup> – Small Business Saturday & Sidewalk Sales
  5. Makers' Market
  6. Monthly Downtown Small Business Saturdays
7. Discussion
8. Adjournment

**HIGHLAND MAIN STREET MEETING**  
**Highland Town Hall- Highland, Indiana 46322**  
**April 13, 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 April 13, 2022.

**Call to Order**

At 6:33 PM, the Highland Main Street (HMS) meeting was called to order by President Teri Yovkovich.

**Roll Call:**

The following members were present: Teri Yovkovich, Jim Roumbos, Diane Roumbos, Mary Ellis, Sandy McKnight, Alex Robertson, Madison Owens, and Liz Popovich. Also, present were Nan Mason, Keenan Yancey, Desi Biro and Redevelopment Commission Assistant Lance Ryskamp. Members Renee Reinhart, Ben Reinhart, Rhonda Bloch, Renee Rosignol, Evi Lovin, and Elijah Aurand were absent. Minutes were taken by Redevelopment Commission Assistant Lance Ryskamp.

**Minutes:**

The minutes of the March 9, 2022 Highland Main Street meeting were presented and reviewed by the members. Alex Robertson made a motion, seconded by Liz Popovich, to approve the meeting minutes of March 9, 2022. The motion passed unanimously on a voice vote, 8-0.

**Downtown Small Business Saturday:**

The members reviewed the March Small Business Saturday event, held on March 26th. President Yovkovich and Jim Roumbos both reported steady foot traffic on that Saturday, with some customers mentioning the event. Nan Mason mentioned that she had some additional foot traffic on that day.

The members were reminded that the April event would be on Saturday, April 30<sup>th</sup>. Redevelopment Commission Assistant Ryskamp said that if any members have special promotions that day to forward that information to him.

**Community Garden:**

Madison Owens said that she did not have a report on the Community Garden activities.

Redevelopment Commission Assistant Ryskamp reported that he and Adam Kern, from Leep's Supply, had stopped by the Central Fire Station to look at conditions for the possible installation of a new water spigot on the garden-side, outside wall of the station. He also said that they confirmed that the existing water source was overhead, along the ceiling, about midway in the garage area. He said Adam Kern estimated that over 100' of copper pipe would likely be needed and in their opinions, running a line would not be feasible.

He also reported that the Fire Department Chief had found the roof of the garden shed that had come off in bad weather. Redevelopment Commission Assistant Ryskamp advised Ben Reinhart of this and Ben said that he would repair the existing shed and put the roof back on.

Redevelopment Commission Assistant Ryskamp said that in lieu of a new spigot, Madison Owens had found a collapsible water hose online and Ben Reinhart was researching to determine if the hose could be purchased locally. It had been suggested by Fire department personnel the advantage of using 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.

Also, the possibility of using rain barrels was discussed, though no conclusion was reached on its feasibility.

**Bike Shows:**

President Yovkovich reported on the proposed Bike Show at the town parking lot on Saturday, May 21<sup>st</sup>. She said that Adam Kern forwarded to her a list of local motorcycle clubs for her to contact. She asked Redevelopment Commission Assistant Ryskamp to work on a flyer that can be sent out to the clubs.

A discussion ensued as to whether there was space where vendors could participate, as well as the feasibility of having food trucks and musical entertainment onsite.

**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.

Reviewing the action item to increase membership, Jim Roubos said the Board should consider what can be done with current Board members who do not regularly attend meetings. Redevelopment Commission Assistant Ryskamp said Board members serve two-year terms, which are up at the end of the year. He said that can be addressed at the time where reappointments are discussed.

A discussion ensued on the Pet Blessing event, scheduled for Saturday, June 25<sup>th</sup>. Desi Biro, owner of One Dog at a Time, would like to host the event, but has a schedule conflict on June 25<sup>th</sup>. She suggested changing the date to June 18<sup>th</sup>. Liz Popovich said she would need to speak to the individual doing the blessing, to see if changing to June 18<sup>th</sup> would be a problem. Alex Robertson said that if June 18<sup>th</sup> was not workable, Fuzzyline Brewing could host the event on June 25<sup>th</sup> if need be. Liz Popovich said she would inquiry about June 18<sup>th</sup> and get back to the Board.

During review of the suggested events at the Community Garden, Madison Owens was asked to coordinate a cooking demonstration by a downtown restaurant for the garden site sometime during the summer months.

Jim Roubos was asked about holding a second Downtown Essay Contest in the Fall. He suggested that Redevelopment Commission Assistant Ryskamp speak to Highland School Board member Pat Krull to see if there was a way to have the contest be permitted in the Highland schools.

A discussion ensued as to the number and type of events that could be coordinated and cross-promoted with the Council of Community Events. Redevelopment Commission Assistant Ryskamp said that at the March meeting CCE President Jacqui Herrera had suggested Highland Main Street involvement in the July 2<sup>nd</sup> Kiddie Parade, as well as the Santa parade in November. Sandy McKnight mentioned that CCE was going to hold a "Bands & Bags" event in September at Main Square.

At the close of discussions about the draft plan, Liz Popovich made a motion, seconded by Mary Ellis to approve the 2022 Work Plan as presented. The motion passed unanimously on a voice vote of 8-0.

Nan Mason asked why the banners that the businesses purchased in 2019/2020 could not be hung in downtown, citing a number of empty banner poles currently available. Redevelopment Commission Assistant Ryskamp responded that the Redevelopment Department does not control the town's banner program, and currently banners are reserved for town holiday banners, as well as banners for HHS athletes and Hometown Heroes veterans. A discussion ensued on a variety of topics including banners, downtown brochures and signage, lights in the downtown, and the absence of the HMS liaison from recent meetings. Redevelopment Commission Assistant Ryskamp was asked to reach out to Town Council Liaison Black to invite him to attend the May meeting.

**Heron Mural Repair:**

Redevelopment Commission Assistant Ryskamp reviewed action by the members last Fall, when they considered a proposal to have mural artist Megan Jefferson come up from Indianapolis to make an in-person assessment of the heron mural, to determine whether the mural could be repaired. He said that ultimately, the Board needs to determine whether we should proceed with having Ms. Jefferson take a look at the mural for a stipend, or not. If the members choose not to do so, there must be a determination what to do with the mural in its current condition. A discussion ensued and it was the consensus of the members that they wait until more is known about Zorn Brew Works' plans for the parking lot adjacent to the mural, to see if it worthwhile to have a mural there at all.

**Discussion:**

Jim Roumbos asked Keenan Yancey about First Financial Bank's latest promotion. Keenan Yancy reported to the members what First Financial is currently offering for new business accounts

Redevelopment Commission Assistant Ryskamp advised the members that he will be on vacation on the day of Highland Main Street's regularly scheduled June 8<sup>th</sup> meeting.

**Adjournment**

President Yovkovich announced that the next meeting of Highland Main Street will be on Wednesday, May 11th at 6:30 pm. With no further business before the members, Diane Roumbos made a motion, seconded by Liz Popovich, to adjourn. The motion passed unanimously on a voice vote, 8-0. The meeting adjourned at 8:00 PM.

**HIGHLAND MAIN STREET MEETING**  
**Highland Town Hall- Highland, Indiana 46322**  
**May 18, 2022 MEETING MEMORANDUM**

**Call to Order**

At 6:38 PM, the Highland Main Street (HMS) meeting was called to order by President Teri Yovkovich.

**Roll Call:**

The following were present: Board Members Teri Yovkovich, Alex Robertson, Jim Roumbos, Diane Roumbos, Rhonda Bloch, Liz Popovich, Sandy McKnight. Also present were Desi Biro (One Dog at a Time Grooming Salon) and Redevelopment Assistant Lance Ryskamp. Board members Renee Reinhart, Ben Reinhart, Evi Lovin, Madison Owens, Renee Rosignol, Mary Ellis, and Elijah Aurand were absent.

With a determination that there was the absence of a quorum, the meeting ended with no official action having taken place.

DRAFT

## Highland Main Street Staff Report- July 13th Meeting

- **Car Show-** I have picked up the donated flyers and posters from AC Graphix House to be distributed. I have placed some at Town Hall, and have dropped off a poster at Lincoln Center, and flyers to Highland Public Works, Highland Fire Department and the Highland Police Department. I will also post one at the HighlandGriffith Chamber office as well.

A Facebook Event page has been set up covering all three car shows (<https://fb.me/e/1huUMWhnT>), and I made Teri Co-Host of the page.

These flyers will need to be distributed. A flyer or poster (their choice) needs to be provided to the sponsors: Circle Buick, Thomas Dodge, Langel's and Rauer Plumbing. I would strongly suggest bring some to Blue Top, and America's Antique Mall. The Antique Mall is having a car show on Saturday July 16<sup>th</sup>, and Wicker Park will have a cruise night on July 27<sup>th</sup>. Along with the regular car shows that I understand they hold in Crown Point, someone should really try to stop by these events to pass out some flyers.

This is important, because I have made numerous attempts by email and phone, to the head of the CultureShock car club to confirm their attendance at the shows, without success. Hopefully, they intend to participate, but I not sure at this point.

I have also placed on the agenda a quote from AC Graphix House for two generic banners for the parking lot entrances. If the Board would like to get these, it will have to be approved on July 13<sup>th</sup>.

Finally, as I have mentioned to Teri, **HMS personnel or volunteers will need to be onsite for the event to assist with traffic flow.** Public Works and Highland PD will have been provided the particulars of how the barricades are to be laid out in the parking lot, but as in the past, they will look to a representative of Main Street to be onsite to coordinate the traffic flow. I was almost always that person, but HMS needs to work from the premise that my job will not be filled by July 30<sup>th</sup>, and perhaps not for August 27<sup>th</sup> either.

- **Community Garden-** I reached out to my contact at St. James, and they are ready to take "anything and everything" the garden can donate to the food pantry. My contact's name is Ed Rosinski and his cell # is 219-781-9053. The Community Garden committee needs to reach out to him to coordinate when and how produce gets to the church. He is willing to pick it up, or have it delivered, whichever is more convenient.

Danielle O'Leary has begun the garden yoga classes again, and has two more currently scheduled: July 13<sup>th</sup> and July 27<sup>th</sup>. An existing Facebook event page is in place at <https://fb.me/e/2AkExu9r3>, and I have left the setting on it that people can post to it. These classes need to be promoted. I will try, time permitting, to pre-schedule some posts for these, but help will be needed.

Any other Community Garden events, promotion-wise, will have to be set up from scratch, until my position is replaced.

- **Restaurant Crawl-** As I understand it, the restaurants, or at least the ones who participated in the discussions, will have suggested changes to the format, beginning in August. It is my understanding that the changes will include increasing the \$5 price point (to \$8?), and possible re-branding of the event. This will be discussed in more detail at the July 13<sup>th</sup> meeting. Ideally, these changes should be approved by the HMS Board, before going into effect. I have established a July Restaurant Crawl Facebook event page (<https://fb.me/e/4RwQyomn0>), and

made Teri and the restaurants as Co-Hosts, which will allow posts to be made to it by the restaurants with the individual specials. I have asked the publishers of the Gazebo town newsletter to reserve some space to include any format changes for August. Beyond that, for the short-term, the restaurants may have to consider advertising the event collectively amongst themselves.

- **Downtown Small Business Saturday-** I created a generic FB event page (<https://fb.me/e/2yjeKxvQ3>) for the July 30<sup>th</sup> event as well, with Teri as the Co-Host. It references the car show that day, and possibly sidewalk sales if businesses want to do them. Frankly, this event seems to have generated very little traction over the last few months, so you might want consider how and if you want to continue the event in the future.
- **Makers' Market-** I have attached in the packet the list of vendors who have currently signed up to date. I have also attached a list of the 2021 vendors for comparison. The street closing, barricades, and traffic plan will be submitted to Highland PD and Public Works. A FB event page (<https://fb.me/e/7F5aAuAdG>) is already in place, with Teri as the Co-Host.

What is needed is more intensified recruitment of vendors and design of a flyer for the event. I sent out Thursday one last email to vendors I have been in contact with that will include having Teri as the temporary point of contact. However, the booth fees will have to be sent through Town Hall for processing. Applications and checks must be either mailed to Town Hall, or physically dropped off there. The Clerk-Treasurer staff knows how to receipt this money in. I will try and figure out through the Clerk-Treasurer's office a means to get the applications to Main Street.

A flyer is needed as well. In the survey of vendors last year, there were some who didn't care for the event flyer I generated, so I had not reached the point of trying to develop a new one, or reached out for someone else (maybe one of the vendors?) to take that on.

- While my last day is Tuesday, July 5<sup>th</sup>, it is my intention to attend the July 13<sup>th</sup> meeting, to provide any additional input I can to help you. I will also have a report on recent action by the Redevelopment Commission, relative to signage.



2647 Highway Avenue | Highland, Indiana 46322 | office 219.595.0895

# Estimate

No: 51184

Date	6/1/22
Customer PO	
Terms	Due Net 15

**Client**

Highland Redevelopment Commission  
 3333 Ridge Road  
 Highland, IN 46322  
 Lance Ryskamp

Quantity	Description	Amount
2	Cruise Extravaganza Banner - 3ft by 6ft - 13oz Vinyl - Reinforced Edges - Grommets	\$ 210.00
		SUBTOTAL \$ 210.00
		TAX \$ 0.00
		SHIPPING \$ 0.00
		DEPOSITS \$ 0.00
		TOTAL \$ 210.00
		<b>AMOUNT DUE \$ 210.00</b>

Amounts past due are subject to 1% per month late fee, as well as any additional costs associated with collection.