

HIGHLAND MAIN STREET MEETING
Highland Town Hall- Highland, Indiana 46322
October 12th, 2022

The Highland Main Street Bureau met on October 12th, 2022, at Highland Town Hall, 3333 Ridge Road, Highland Indiana. *Minutes were taken by Redevelopment Commission Secretary Renee Reinhart.*

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, Liz Popovich, Rhonda Bloch, Ben Reinhart, Renee Reinhart, Alex Robertson, Sandy McKnight, Jim Roumbos and Diane Roumbos. *Also, present was, Desi Biro. Liaison Tom Black, Director of Redevelopment Marie Becerra.* Northwest Indiana Parkinson's Board of Directors: Donald Nagdeman, Elizabeth Woodberry, Evelyn Morrison. Highland Clerk Treasurer, Mark Herak, joined the meeting briefly.

Minutes:

The minutes of the September 14th, 2022, Highland Main Street meeting were presented and reviewed by the members. Alex Robertson made a motion, seconded by Liz Popovich., to approve the minutes. The motion passed unanimously.

Community Garden:

Renee Reinhart reported the garden is finished for the season and will work with the Munster-Highland Tri-kappa volunteers to coordinate a bed clean up date.

Restaurant Crawl:

Teri Yovkovich inquired on structure of future crawls. Rhonda Bloch shared feedback that the pricing is not advantageous for restaurant owners with the suggestion on ending current event and starting a new event. Rhonda Bloch and Alex Robertson will continue to work closely with local Restaurant owners on feedback and future event details.

Makers Market 2022

Teri Yovkovich reported that overall event went well. A few challenges were discussed around picnic benches not delivered to locations needed and advertising signage not accurate with event times. Twenty-five vendors participated. Green Witch and Sip Coffee house participated gratis. Owner of Zorn allowed use of electricity for musicians performing. Alex Robertson donated \$260.00 to Main Street towards the Makers Market event. Liz Popovich also donated \$25.00

Mike Over, coordinated musical performance with musicians and has requested re-imburement of \$250.00 for his work. Diane Roumbos made a motion to pay Mike Over in the amount of \$250.00 for his work in organizing musical performers for the event, Ben Reinhart seconded, and the motion passed unanimously. The group raised a question on how to complete the check request and Redevelopment Director, Marie Becerra, committed to identifying how to proceed with issuing a check to Mr. Over. Rhonda Block offered to pay Mr. Over immediately and work with Ms. Becerra on re-imburement

New Business, Ideas and Discussions:

- Redevelopment Director, Marie Becerra, provided a formal introduction to the group with a pursuit to gain familiarity with the Main Street groups mission as well support increased local business involvement. Ms. Becerra also provided the group updates on current projects with Redevelopment including:
 - Intentions to appoint a new assistant to Redevelopment Director that would be a coordinator for groups such as Main Street & Council of Community events.
 - Wayfaring signs. In June the Redevelopment commission approved business wayfaring signs located on Jewett Street, Highway and Kennedy Avenue as well as a large sign located in the municipal parking lot. Last minute details are content approval. The funds are available, however, as of last Mondays Redevelopment meeting budgets were unappropriated. At the next study session, they will make a new proposal to the Town Council for this project to move forward. Jim Roumbos expressed concern over the cost and encouraged multiple quotes.
 - Drone Videos– Marie Becerra and Alex Robertson discussed a possible partnership with Bein.Com drone video showcasing Town of Highland. The Town of Dyer has utilized this company and would be a good resource to review their work. The mission of this project is to attract outside business and residents to Highland Annual fee could include links to local business and restaurants. Bein manages a website that could link to our town page.

- President Teri Yovkovich raised up to Redevelopment and Liaison Tom Black, the need to identify Main Streets financials. Sharing that the groups lack of clarity on budget, funds available and access to funds and difficulty this creates planning and preparing for events. Renee Reinhart also encouraged a clear understanding around the process of accepting donations and accessing funds. Redevelopment Director, Marie Becerra, confirmed \$5,840.00 currently available under Main Street Budget. Liaison and Councilman, Tom Black, confirmed the Redevelopment requests are submitted to the Town Council for approval. With appropriation it should take approximately a month to access available funds. Ms. Becerra committed to identifying the 2023 Budget for Main Street and sharing out to the group. Member, Diane Roumbos, suggested an audit of the budget. Member, Sandy McKnight recommended that President, Teri Yovkovich, reach out to town employee Chad Kinley to request this.

- Essay Contest – Jim Roumbos recommended February or March as the next Essay event.

- Grants - Jim Roumbos, inquired on greater funding available with grant applications. Ms. Becerra encouraged us to share any awareness on available grants.

- Farmers Market - Diane Roumbos recommended a farmers' market at the new municipal parking lot located at Kennedy & Highway Avenue. Rhonda Bloch shared her participation and experience in prior years with low turnout and suggested a weeknight event incorporating food vendors. Alex Robertson mentioned a relationship with "Region Roots" a local farmer connection

to possible partner with. Mark Herak confirmed alcohol would require a permit and raised awareness on the Nipsco easement rights that can impact availability. Rhonda Bloch volunteered to take on this idea and coordinate moving forward.

- Council of Community Events – Sandy McKnight, recommended that the Highland Main Street and the Highland Council of Community Events groups merge. Sandy confirmed that there are currently 4 to 5 members of the Council of Community event and combining the two groups would gain volunteer manpower and avoid competition around events. Diane Roubos inquired as to whether the two groups have aligning missions and goals. Alex Robertson agreed with the idea and Renee Reinhart raised the suggestion that the Council of Community Events become a division of Main Street. Next Steps: Mrs. McKnight will inquire with the Council on member interest and report back at our next meeting.

- November meeting: President, Terri Yovkovich, suggested utilizing our November meeting to review financial audit and budget reports. Alex Robertson encouraged focus on new projects and event ideas as well. November’s meeting will be held November 16th, 2022, at Highland Town Hall.

- Northwest Indiana Parkinson’s organization made introductions and passed out their marketing material and upcoming event information.

Adjournment

President Yovkovich announced that the next meeting of Highland Main Street will be on Wednesday, November 16th 6:30 pm. With no further business before the members, Liz Popovich made a motion, seconded by Rhonda Bloch, to adjourn. The motion passed unanimously, and the meeting adjourned at 8:00 PM.