Enrolled Memorandum of the Meeting Study Session/Meeting (Convened Electronically/Hybrid) Thirtieth Town Council of Highland Monday, April 1, 2024

The Thirtieth Town Council of the Town of Highland, Lake County, Indiana met in a study session on **Monday**, **April 1**, **2024**, at 6:30 O'clock P.M., in the regular place, the Highland Municipal Building, 3333 Ridge Road, Highland, Indiana.

*This meeting was convened as an in person meeting and lived streamed to the Town of Highland Facebook. Facebook permits the public to observe and record the proceedings but allows no interaction between and among the Town Council and members of the public. The public is able to participate in person. All councilors were simultaneously seen and heard. Councilor Georgeff, Councilor Turich, Councilor Alex Robertson, Councilor Black, Councilor Philip Scheeringa all participated in person.

Silent Roll Call: Councilors George Georgeff, Doug Turich, Alex Robertson, Tom Black, Philip Scheeringa, were present in person as indicated. The Clerk-Treasurer, Mark Herak was present to memorialize the proceedings. *A quorum was attained*.

Officials Present: Metropolitan Police Chief Ralph Potesta, IT Director Ed Dabrowski, Redevelopment Director Maria Becerra were in person.

General Substance of Matters Discussed.

Appointments:

Statutory Boards and Commissions

Executive Appointments (May be made in meeting or at another time)

1. Waterworks Board of Directors: (1) appointment to be made by Town Council President. (*Note: Formerly held by Curt Schroeder (D), term ending 1st Monday January 2025). Current composition of the board is two Republicans and two Democrats. No more than three of any one party under state law.*

Home Rule Commissions or Boards

2. Shared Ethics Advisory Commission. (1) appointment to be made by Town Council President. (Note: Fill vacancy made by resignation of Rev. Tim Huizenga.) (Made pursuant to Article 5, Subdivision (A) of the Interlocal Cooperation Agreement Establishing the Shared Ethics Entity. Qualifications are to be persons who live work or hold property in the county. Further persons appointed must be of good character and not hold any positions within the local government.)

Legislative Appointments

Home Rule Commissions

- 1. Main Street Bureau Board: (6) appointments to be made by the Town Council. Term: Two years ending 1 Jan 2025. There are currently 11 of the 17 in place and serving. Currently serving are Rhonda Bloch, Ben Reinhart, Renee Reinhart, Allan Simmons, Diane Barr-Roumbus, James Roumbus, Sandra McKnight, Teri Yovkovich, Sandy Ray, Kathy Smailis, Ben Tomera and Laura Pilewski.
- **2. Community Events Commission** *Multi-year positions***: (1)** appointment to be made by the Town Council. **Term: 4 years.** (*Note: Currently vacant*)

Single year positions: (9) appointments to be made by the Town Council. **Term: 1 year.** There are currently 5 of the 9 in place and serving. (*Note: Currently serving, Rachael Carter, Olga Briseno, Kathy Camp-Burke, Linda Carter and Jack Rowe*)

x. Discussion: The Beer Vendor proposals:

Leroy's Hot Stuff – 301 W. US Highway 20 - 50/50 split with the Town/Leroy Big Frank's Sausage – 918 Carrol Street – 50/50 split with the Town/Big Frank's Bridges' Scoreboard – 121 N. Griffith Boulevard – 55/45 split with the Town/Bridges.

The Clerk-Treasurer gave the Council what additional revenue would have been generated if the 55/45 split was in effect in 2022 and 2023.

After discussion, the Council President asked to have this item placed on the agenda for the April 8, 2024 Highland Town Council Plenary meeting agenda.

Town of Highland Beer Garden Vendor Services For the 4th of July Festival 2024 Bid Form

- I. 50 % of gross revenue of said alcohol sales to be paid to the Town of Highland.
- II. Prior Beer Garden Vendor Experience (past 5 years, newest to oldest):

	Event	Year
1	KIEL BASS A FEST	2018
2	KIELBASA FEST	2019
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
15		

BIGFRANKIS SAUSAGE LLC
(Vendor/Business Name)
Le Cola
(Signature of Authorized Representative)
OUNER
(Title of Authorized Representative)
918 CARROLST.
(Business Address)
3/12/D'4

BEER GARDEN VENDOR PROPOSAL

Highland Council of Community Events is looking for a Beer Garden Vendor for the period of July 3, 2024 through 1. July 7, 2024, to operate the beer garden tent at the Town of Highland July 4th Festival, at Main Square Park, located at 3001 Ridge Road, Highland, Indiana 46322.

REQUIREMENTS

- Beer Garden Vendor shall supply all required alcoholic beverages to be consumed at the festival. However, alcoholic beverages other than beer, wine, seltzer, malt beverages, and cider may NOT be sold.
- Ъ. Beer Garden Vendor shall provide all necessary licensed servers.
- Town shall provide all necessary security so as to ensure proper ID is acquired before any alcoholic c. beverage purchases are made and provide volunteers to sell tickets for the beer garden.
- Beer Garden Vendor shall provide all necessary general liability insurance with limits of \$1,000,000 per d. person and \$3,000,000 per occurrence/aggregate coverage. In addition, Beer Garden Vendor shall provide insurance for off-premise alcohol consumption, including "dram shop" and/or "liquor liability" insurance coverage with limits of \$1,000,000 per person and \$3,000,000 per occurrence/aggregate coverage. All policies stated above shall name the Town of Highland as an additional insured.
- Beer Garden Vendor shall provide all equipment necessary to serve said beverages including, but not limited e. to cold storage truck(s), table set-up, cups, and all other items customary to outdoor beer gardens.
- Beer Garden Vendor shall set up prior to the start of the festival and takedown all equipment at the f. conclusion of the festival. The grounds occupied by the beer tent shall be cleaned prior to 10:00pm on July 8, 2024.
- Beer Garden Vendor shall post in a conspicuous manner at the front of the beer tent on the opening day a sign showing the full price of all articles to be sold at the beer tent. The size of the sign and place of posting shall be approved by the Town of Highland.
- Beer Garden Vendor agrees that all proceeds from ticket sales shall be placed in the care of the Town of Highland, and that the Town of Highland shall pay a percentage of all gross revenue of said alcohol sales from the July 4th Festival. (July 3, 2024, through July 7, 2024) to the Beer Garden Vendor at the conclusion of said July 4th Festival and keep the remaining percentage for itself.
- Beer Garden Vendor shall provide a list of previous experiences operating i. a beer garden tent.
- Deadline for Beer Garden Vendor Proposals for the July 4th Festival: 2.

Submit sealed proposal to Highland Public Works, 8001 Kennedy Avenue, Highland, IN by 4:00 pm, (local time) on March 22, 2024. Said proposal requires consent to all terms herein stated, and a statement clearly indicating the percentage of gross revenue that the Beer Garden vendor shall pay to the Town of Highland. Percentage of Gross Revenue to the Town of Highland ____%

Decision of said Beer Garden Vendor will be made by the Highland Town Council at its regular public meeting on March 25, 2024 at 6:30 (local time).

Date Silver Date 3/12/24

BIGFRALLIS SALSAGELIC



To the Highland Council of Community Events,

Bridges' Scoreboard would like to continue our partnership with the Town of Highland. After a very successful 2023 Town of Highland July 4th Festival Bridges' Scoreboard would like to be your be your Beer Vendor once again in 2024. We would like to propose the following gross revenue split for the 2024 event.

All revenue to be split in the following manner: 55% to Town of Highland 45% to Bridges' Scoreboard

Bridges' Scoreboard will be responsible for obtaining and providing necessary permits, insurance, varied beer selection, wine, canned cocktails, bartenders and all necessary equipment to dispense the beverages.

The Town of Highland and the HCCE will continue to handle responsibilities of all other aspects of the event, including but not limited to, security, entertainment, ticketing, ID checking, wristbands and fencing. Bridges' Scoreboard will be promoted with their logo as a sponsor in event marketing.

We are happy to answer any questions you may have and look forward to working with you again. Thank you for your time and consideration.

Jeff & Scott Bridges Co-owners Bridges' Scoreboard Restaurant & Sports Bar

Beer Garden Vendor Proposal

1. Introduction

Leroy's "Hot Stuff" is excited to submit a proposal to be the Beer Garden Vendor for the Town of Highland July 4th Festival, from July 3rd, 2024, through July 7th, 2024, at Main Square Park.

2. Experience

Leroy's "Hot Stuff" has extensive experience in operating and managing a successful beer garden. We have over 30 years of experience catering events and hosting beer gardens at various locations, including the Great Lakes Grand Prix which drew 100k people, and the Southpoint Cruise-in weekly car show that would draw 1000s of cars. Our team is adept at handling large crowds and ensuring a safe and enjoyable environment for all attendees.

3. Proposal

We agree to comply with all the requirements outlined in the proposal document, including:

- Suppling a diverse selection of alcoholic beverages including beer, wine, seltzer, malt beverages, cider, and ready-to-drink cocktails in a can. Beer selection is varied as well and includes local favorites such as Fuzzyline.
- Providing sufficient licensed servers to ensure prompt service and all permits required by the ATC.
- Obtaining the necessary general liability and dram shop insurance, meeting the specified coverage limits, and naming the Town of Highland as an additional insured.
- Furnishing all equipment necessary for the beer garden operation, including cold storage trucks, tables, cups, and other relevant items.
- Setting up the beer garden before the festival starts on July 3rd and ensure proper breakdown and cleaning of the occupied area by July 8th, 10:00 PM.
- Display a clear and visible sign with the complete price list of all beverages sold at the beer garden.
- Pay a percentage of the gross revenue from alcohol sales during the festival period (July 3rd - July 7th) to the Town of Highland as agreed upon.

 If desired by the Town of Highland, provide square credit card hardware and software to facilitate the use of credit cards at the event. Credit card sales will be split net of fees.

4. Percentage of Gross Revenue

Leroy's "Hot Stuff" proposes a revenue-sharing agreement of 50% of the gross sales (net sales taxes) from the beer garden during the festival. We are confident in our ability to attract customers and generate significant revenue for the event.

5. Previous Experience

Accelerated Cycle Concepts Anniversary Parties

Babapaloosa (5-Year Run)

Burns Harbor - Cruise Night, Fall Fest, Food Truck Square, Truck n Treat

Chesterton Feed and Garden - Pet Rescue Appreciation Day

Chesterton Street Dance

Duneland 4th of July Festival - Dogwood (10+ Year Run)

Duneland Family 4th Fest - Hawthorne (10+ Year Run)

Dunes Summer Theater Series

Dyngus Day

Extra Mile - 1 Mile Challenge

Footloose - 5K Walk/Run

Front Porch Music Festival (4-Year Run)

Great Lakes Grand Prix with 4 Simultaneous Bars Including a VIP Bar (2-Year Run)

Harley-Davidson of Valparaiso - Customer and Employee Appreciations, Anniversaries, Oktoberfest

Highland Backyard BBQ

Highland Park Department 75th Anniversary Party

Humane Society Fundraiser

Liberty Township Volunteer FD 60th Anniversary Party

Livin It Up - Special Olympics Fundraiser

MDA Ride Laporte

Region Games

Ribbon Cuttings - ERA Consults, Smith Legal

Six String Festival (5-Year Run)

South Shore Roller Derby Series

Southpoint Cruise In at Harley-Davidson of Valparaiso (10+ Year Run)

Spring Breakout - LaPorte County Abate

Spring Out to Sunset

Summer Madness - Lake County Abate

Summer Sunset Bash - Ogden Dunes

Sunset Hill Farms - Prairie Magic Music Festival

Talltree Music Series

Taste of Duneland

Town of Beverly Shores Stairs Dedication

Town of Highland July 4th Festival (First 2 Beer Gardens)

US Steel Employee Appreciation Softball Tournament

Waterhole Wednesday Series in Burns Harbor

Women of the Blues

Miscellaneous Events:

Catered Bars (20+ Yearly) - Weddings, Class Reunions, Showers, Celebration of Life, etc.

Created the Porter's Perfect Pint - Raised over \$200,000 in 10 years

Duneland Chamber of Commerce Corkscrew and Brews (Founding Member)

Sandpiper's Preschool Fundraiser - Beer, Wine, and Liquor Tasting Event

6. Contact Information

Name: Leroy Flores

Title: President

Company: Leroy's "Hot Stuff"
Phone Number: 219-406-2697

Email Address: leroyshotstuff@gmail.com

7. Conclusion

Leroy's "Hot Stuff" is committed to providing a professional and well-managed beer garden experience that contributes to the success of the Highland 4^{th} of July Festival. We are confident that our experience, responsible service practices, and dedication to customer satisfaction make us the ideal candidate for this opportunity.

x. Discussion: Agreement between The Idea Factory and the Town of Highland to perform Professional Communications and Media Design and Development services for the Municipality for the year 2024. (this is a reminder that the contract with the Idea Factory was only extended two (2) months.)

Proposal A

Proposal B

Proposal C

Prior to the meeting, Robin Carlascio, a principle in the Idea Factory had asked that the Idea Factory not talk about their proposal for a new Town website as it is proprietary and since other companies are bidding on the website and since the meeting is broadcast onto Facebook, their competition would have an advantage seeing what the Idea Factory was proposing.

Councilor Scheeringa said he didn't think there were any other proposals. He felt there may have been a misunderstanding as the Council asked for the Idea Factory to give the Council their proposal on updating the Town's website.

Robin said they have been working on some proposals as a lot of things have changed in Highland and they want to incorporate those changes into a new website. For example, that Highland has the 6th fastest growing housing market in the country. She said there are new audiences to the Town's website and they want to address them as well. There are different ways of getting people to access it and they wanted to get input from the Council. She proposed being put on the first study session in May.

The Council President asked if that was fine with the other Council members and they were, he the advised to have the item placed on the Town Council's study session of May 6, 2024. He was advised by the Clerk-Treasurer that the contract extension ends on April 30. He asked that a one month extension be added to the Town Council's plenary meeting of April 8, 2024.



ONE COURTHOUSE SQUARE **SUITE 207**

THERESA BADOVICH theresa@theideafactory.us.com 219.669.8312 ROBIN CARLASCIO robin@theideafactory.us.com

Highland Clerk-Treasurer Mark Herak Highland IT Director Ed Dabrowski Highland Town Council

From: The Idea Factory

Subject: 2024 Contract - Proposal A

Proposal A requests a 3 percent increase in our services for 2024.

The charges under our *current* agreement for the services:

Gazebo Express newsletter: Stock images:

\$1,969.46 per issue, or \$492.36 per page \$52 per image or illustration

Custom graphics/photography: \$104 per image or illustration

Web hosting:

Website maintenance/updates: \$140.78 per week \$25.99 a month \$130 a month

The charges for our services with a 3 percent increase:

Gazebo Express newsletter: Stock images:

\$2,028.54 per issue, or \$507.13 per page \$53.56 per image or illustration

Custom graphics/photography: \$107.12 per image or illustration

Website maintenance/updates: \$145.00 per week \$26,77 a month \$133.90 a month

Web hosting: Web security:

Please note: If additional work is required, it will be carried out with mutually agreeable terms and conditions.



ONE COURTHOUSE SQUARE SUITE 207 CROWN POINT, IN 46307 THERESA BADOVICH theresa@theideafactory.us.com 219.669.8312 ROBIN CARLASCIO robin@theideafactory.us.com 219.831.0634

To:

Highland Clerk-Treasurer Mark Herak Highland IT Director Ed Dabrowski Highland Town Council

From: The Idea Factory

Subject: 2024 Contract - Proposal B

Proposal B requests no increase in our current services and adds a Facebook page.

The charges under our current agreement for the services:

Gazebo Express newsletter:

\$1,969.46 per issue, or \$492.36 per page

Stock images:

\$52 per image or illustration

Custom graphics/photography:

\$104 per image or illustration

Website maintenance/updates:

\$140.78 per week \$25.99 a month

Web hosting: Web security:

\$130 a month

The addition of a Gazebo Express Facebook page:

Gazebo Facebook page:

\$500 per month

Please note: If additional work is required, it will be carried out with mutually agreeable terms and conditions.



ONE COURTHOUSE SQUARE SUITE 207 CROWN POINT, IN 46307 THERESA BADOVICH
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219.831.0634

To:

Highland Clerk-Treasurer Mark Herak Highland IT Director Ed Dabrowski Highland Town Council

From: The Idea Factory

Subject: 2024 Contract - Proposal C

Proposal C offers the council additional printing options for the Gazebo Express, special inserts and buck slips.

2-color Gazebo Express:	4 pages	2 colors	60# offset	\$1,102
Full-color Gazebo Express:	4 pages	4 colors	gloss	\$1,364
2-page insert:	2 pages	4 colors	gloss	\$1,102
2-page insert:	2 pages	4 colors	60# offset	\$982
2-page insert:	2 pages	2 colors	gloss	\$900
2-page insert:	2 pages	2 colors	60# offset	\$852
Buck slip:	2 sides	1 black	astrobright	\$378
Buck slip:	1 side	1 black	astrobright	\$301

Custom content and design of the Gazebo Express is \$507.13 per page under Proposal A, \$492.36 per page under Proposal B. Buck slips are \$300 per side.

x. **Discussion:** Highland Neighbors for Sustainability . (Resolution 2022-31 sunset on 12/31/2023)

Councilor Scheeringa turned it over to Town Attorney Reed who said he reviewed the resolution from last year and made some minor changes. A lot of little grammatical errors that he corrected, that makes the resolution read easier. He emphasized the point that the Highland Neighbors for Sustainability needed to get approval from the Council before applying for grants. He said this is to prevent a

duplication of effort, whereby two (2) entities from Highland are applying for the same grant.

After discussion, the Council President asked to have this item placed on the agenda for the April 8, 2024 Highland Town Council Plenary meeting agenda.

x. **Discussion:** 2024 Highland Fireworks:

site location date/cancellation fireworks or drone display

Councilor Robertson began by passing out a power point on Highland Fireworks Location Options to the Council and then explaining it.





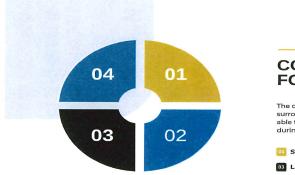
THE NEED FOR A NEW LOCATION

HOMESTEAD PARK





The new location must be adequate for hosting a fireworks display for 2 or more years due to the sewer project.



CONSIDERATIONS FOR THE NEW SITE

The display area should be safe for spectators and surrounding property, have adequate parking, be able to host the show for 2 years, and available during the 4th of July weekend.



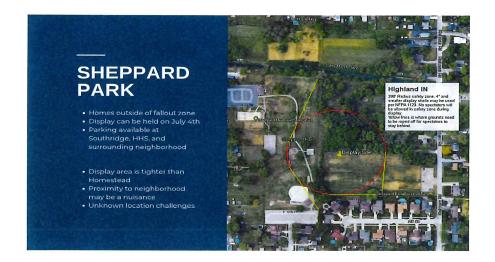




















Councilor Black said after hearing Councilor Robertson's presentation, his preference was Shepard Park. He said it seems like a place we could keep going back to if we need to. He said he was initially in support of the multiple shows but something that struck him while he was just sitting here listening that if the show is in the neighborhoods, they'll be competing against amateur of the neighborhood who will go to Johnny Rockets to compete against the Town's.

Councilor Georgeff said it sounds like if you do it at Shepard Park, you're probably gonna have to use South Ridge School for parking, so you probably want to check with them to make sure it's okay. You could use the lawn for overflow parking as for one evening, it shouldn't hurt. We would use the lawn at Johnston School to handle the overflow crowd attending the fireworks at Homestead. If the school says no, it will be very tough on parking.

Councilor Scheeringa said he thinks that parking would definitely be tough around Shepard. He said he runs soccer every Saturday morning and those lots are packed. He said parking will be a struggle. He went on to say his personal concern with Shepard is just how close it is to the houses. If you look at the PDF, the fall-out zone comes very close to the neighbor's houses. The fall-out zone is almost in their backyards but at least the buildings are out of it. So obviously.

Councilor Turich asked if he thought the residents would be upset with the parking and debris from the exploding fireworks. He also asked if anyone had gone the neighbors to ask their opinion. He was advised no.

Councilor Scheeringa said he dealt with some neighbors over a soccer ball going into their yard, so yes.

Councilor Robertson said he had not approached the neighbors and we are going to be experiencing unknowns. There's gonna be unknowns with all this, since it's all brand new.

Councilor Georgeff asked Randy McCasland, the representative from the Mad Bomber, if the Town decided to forego the fireworks this year, still keeping New Year's Eve, can we carry the funds over till next year.

Randy said he would get back to Councilor Robertson tomorrow but usually there is a 40% cancellation fee because insurance and everything's already bought usually by the 5^{th} of February. Once the contracts are received, we block out that time for the customer.

Councilor Scheeringa asked Randy which of the locations proposed is the safest? Does he even feel any are safe? I am a fireman and you know how I feel for fireworks.

Randy said he went through every site. Initially, Shepherd Park has never even considered. He said he was the one who found Shepherd Park. As for the safest spot to do the fireworks, that would have been Wicker Park. Wick Park has all the room with that golf course. They've got everything but if the Trustee says no, its no. He said Shepard is tight but viable. He said he would have to angle the fireworks a little bit so the fireworks go over the trees and further away from the houses. He reminded the Council that fall-out zones were made for one reason. People call them fall-out zones but they are not really a fall-out zone or safety zone. When a firework goes 300 feet into the air and explodes, the paper product will go everywhere. With any type of wind, it will carry the product outside the safety zone. The fall-out zone is meant to protect the by-standers from the shell that goes 20 feet into the air and comes down. The fall-out zone is to make sure the shell doesn't reach them. He said at Homestead they use 5" shells. At Shepard, they would use 4" shells. He said even with the 4" shells, the neighbors will be paper in their backyards. With this being summer and a south wind, most of the paper will end up in the woods. In his mind, Shepard is safe but the Council has to deal with the parking issues and the residents. They just shoot fireworks.

Councilor Robertson asked Randy to talk a little about the drone show. .

Randy said drones are really cool. They're neat, they're new but they don't have the impact. It's nice. It's neat, but there's no sound. There's no impact. There's no feeling but drones at this time are more expensive than fireworks. As he told Councilor Robertson, we would honor the contract. They can't do the drone show on the on the Fourth of July but we could do them on the seventh. The drone show would normally be in the range

of \$50,000 but we have a lot of history in Highland and we've been here a long time. I grew up here. Now, there is a difference in that fireworks shows last about 20 to 25 min but drone show is gonna be about 12 minutes and that's because batteries only last so long. There are other concerns as people are used to fireworks. He said could sell advertising with the drones. You can spell out a sponsor's name with drones. Think about a sponsor's name or emblem 300 feet across the sky. You could sell sponsorships but remember it costs extra to do all that computer work and it draws from the battery.

x. Discussion: By-laws for the HCCE

Councilor Scheeringa turned it over to Town Attorney Reed who said he had finished reviewing the By-Laws for the HCCE but just this evening he received and e-mail from Councilor Robertson with some additional changes. He hoped to incorporate those changes and distribute later in the week. He has made made some minor changes. He said the HCCE wanted to change the wording of the staggered terms but that needs to stay that way so that you can track it back and what terms going forward. He said other than that, the other changes seemed fine.

x. Discussion: Animal Ordinance

Attorney Reed said he hadn't completed it yet. He said he has a paralegal working on it. He said he hoped to have it done by the end of the week and then distributed to the Council, early next week. Attorney Reed said the State Legislature recently enacted legislation prohibiting from placing restrictions on dog breeders.

Councilor Scheeringa said it is something that needs to be addressed, as it is long overdue. The last Council had addressed it after a couple of dog attacks.

Councilor Black said with summer coming which means more dogs will be out and this is liable to happen again and without any ordinance in place, it will be difficult to fine the dog' owner.

Councilor Scheeringa asked if there were any additional agenda items. Hearing none, he adjourned the meeting at 7:15 p.m.