

**HIGHLAND MAIN STREET MEETING**  
**Highland Town Hall- Highland, Indiana 46322**  
**June 7, 2018 MINUTES**

**Call to Order**

At 6:35 PM, the Highland Main Street (HMS) meeting was called to order by President Dawn Diamantopoulos at Highland Town Hall, 3333 Ridge Road in Highland, Indiana.

**Roll Call:**

The following were present: Board Members Dawn Diamantopoulos, Lola McKay, Julie Larson, Mary Wells, Doug Van Ramshorst, Marie Russo and Redevelopment Assistant Lance Ryskamp. Board Members Mario DeGeorge and Darlene Barron were absent. Also present was Joris Neffs, Nan Mason, and Ira Van Ramshorst.

**Minutes:**

Lola McKay made a motion, seconded by Marie Russo, to approve minutes from the May 3, 2018. The motion passed on a voice vote 6-0.

**Festival of the Trail**

Dawn reported that applications for artists had resumed. Lance reported that the State was launching a "Downtown Development Week" promotion, which encompasses the week of the Festival of the Trail. He said that there were not a lot of details available yet, but that there might be some added publicity to the Festival through being involved. After a brief discussion, it was decided to work with the downtown businesses and see if other activities could be put together the week before the festival to incorporate into the state promotion.

**Highland Rookery**

No report.

**Pop-Up Gallery**

No report.

**Coupon Program**

No report.

**Car Cruise**

Lance reported that the Car Cruise was a success and that Thunder Road estimated that there was close to 200 cars involved. He praised the effort of the Highland Police department and especially the Highland VIPS (Volunteers In Police Services) who assisted with traffic control at the event. He also provided the Board with the final sponsorships and expenses report for the event, and the event finished with a net income of \$1286.75. A discussion took place as to how to approach handling the event in the future.

**Façade Improvement Grant**

No Report.

### **Cash Mobs**

No report.

### **Municipal Parking Lot**

Lance reported that as ongoing discussions are taking place on the future development of downtown Highland, the possibility of providing some landscaping improvement to the NIPSCO owned municipal parking lot on Kennedy and Highway has been suggested. Such improvements could possible include a butterfly garden, such as it has been discussed for the Rookery. He said no final decisions have been made and NIPSCO would have to agree to allow any improvement of the site.

### **Poet Laureate**

Julie reported that Alaina Polen, the new Poet Laureate, was working on some dates for possible events. Lance said he would reach out to the Council of Community Events to see if they wanted the Poet Laureate to participate in their 4<sup>th</sup> of July and Veteran's Day events.

### **Sculpture and Art Tour of Highland**

Lance reported that he contacted Randy Simko about the sculpture purchase and received an invoice to process. Lance reported that the Redevelopment Director had applied for a state OCRA grant to help fund up to three possible new downtown murals. He reported that pending the decision on that, the Director was forming a mural committee to begin preparations for the first mural on Highway Avenue in conjunction with the South Shore CVA. Dawn reported that Dyer Art Visionaries is ready to make a donation to the town for a new downtown sculpture and asked if it had been yet determined who controls the area on Jewett Street near the library, which could be a possible site. Lance said he would follow-up on that question.

### **Last Call For Summer- August 11th**

Lance provided the Board with an income/ expense report to date, including projected costs for insurance and security. A discussion ensued about possible musical acts and equipment that would be needed. Doug agreed to head the music committee and suggestions were made on other groups and possible sources of equipment. Dawn reported that Fragile Soul had agreed to perform.

Lance provided a draft of the sponsorship letter and food vendor application and asked for the Board to review the drafts for possible corrections or changes. Marie agreed to help coordinate food vendor applications received and Julie volunteered to approach businesses after the sponsorship letters were sent out.

### **Sidewalk Sales Program**

Lance advised the Board that a few things still needed to be done on the summer sidewalk sales promotion. A discussion ensued between Board members and Nan Mason and it was suggested that only two sidewalk sales be promoted: one on July 25<sup>th</sup> for "Celebrate Christmas in July"; and, the other on October 10th to be part of the pre-Festival of the Trail "Downtown Development Week" events. Lance said he would advise the Building Commissioner. A discussion ensued about other possible promotional items such as discount cards that could be part of the activities.

### **Adjournment**

With no further business, Doug made a motion, seconded by Lola to adjourn. It passed on a voice vote 6-0. The meeting was adjourned at 7:50 PM.