

HIGHLAND MAIN STREET MEETING
Highland Town Hall- Highland, Indiana 46322
January 9, 2020 MINUTES

Call to Order

At 6:30 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, Teri Yovkovich, Doug Van Ramshorst, Mary Wells, Kali Rasala, Redevelopment Director Kathy DeGuilio-Fox and Redevelopment Assistant Lance Ryskamp. Board Members Emily Foreit, Marie Russo, Aubrey Velasquez, Renee Reinhart, Mary Ellis and Kellie Shelton were absent. Also present was Nan Mason, Jacqui Herrera and Michael Blejeski.

Minutes:

Julie Larson made a motion, seconded by Doug Van Ramshorst, to approve minutes from December 5, 2019 meeting. The motion passed on a voice vote 7-0.

Election of 2020 Officers:

A motion was made by Lola McKay, seconded by Kali Rasala, to nominate Dawn Diamantopoulos as the 2020 President and to nominate Doug Van Ramshorst as the 2020 Vice President. No additional nominations were made. The motion passed on a voice vote 7-0. Doug Van Ramshorst, in accepting the position noted that due to schedule conflicts with schooling, would likely miss some meetings in the winter and spring, but would continue to assist for events and remain involved.

2020 Action Plan

The Redevelopment Assistant provided the Board a draft action plan, featuring updated action items on some 2019 goals and asked the Board to review the draft to decide if there were any changes, additions or deletions.

A discussion ensued concerning Board members meeting attendance and work on Main Street events. There was consensus that better attendance be emphasized and that each Board member be willing to commit working at least one event, either during the planning and promotion stages or on the day of the event. The Redevelopment Assistant was asked to prepare a 2019 attendance report for the Board President and the Redevelopment Director.

During the discussion the Action Plan, Town Councilman Roger Sheeman, who is the new Town Council liaison to the Redevelopment Commission and Main Street, was asked to address the Board. He asked the Board to couple action with the words of the plan, and encouraged the Board to “think outside the box” to look at new ideas.

Discussion on the draft plan resumed with a discussion on working with the Council of Community Events on decorating downtown windows during the 4th of July festival and the Christmas parade. Further discussion ensued concerning additional lighting in downtown. Nan Mason said she would like to see lights in all of the trees in downtown. Councilman Sheeman commented that would be a good addition for the downtown.

Councilman Sheeman excused himself and left to attend another meeting.

Creating a new restaurant event was discussed, such as a restaurant crawl or creation of a downtown restaurant “passport”. The consensus of the Board was to include it in the Action Plan and put together an event later in the year, perhaps once a month on a weekday, rather than a busy weekend.

Other ideas such as a downtown scavenger hunt were discussed. A discussion ensued and the consensus of the Board was to add to the Action Plan creating a “Selfie” contest using the downtown murals.

At the end of discussion, Julie Larson made a motion, seconded by Mary Wells, to approve the draft Action Plan as presented, including the addition of the “Selfie” contest. The motion was approved 7-0 on a voice vote.

Community Garden Committee

A discussion ensued as to dates in 2020 to begin work on the garden, beginning on April 4th. The Redevelopment Assistant reviewed the remaining unspent donations from 2019 and indicated that an additional appropriation would be needed to access those funds for 2020. A motion was made by Julie Larson, seconded by Doug Van Ramshorst, to name Michael Blejeski as Chair of the Community Garden Committee. The motion passed on a voice vote 7-0. Michael Blejeski said that he would like to have the committee meet in January to discuss 2020 plans with the garden. The Board thanked him for all of his volunteer hours working on the garden during the past year.

Events Committee

Car Cruise

The Redevelopment Assistant reported that both Thunder Road and the Highland VIPS confirmed their availability for the proposed event date of Saturday, June 6, 2020, with a rain date of Sunday, June 7, 2020.

Last Call For Summer

The Redevelopment Assistant asked the Board if this year’s Last Call For Summer on August 22nd would use the same 3pm to 8pm time frame. The consensus of the Board was to use the same start and end time.

Festival of the Trail

Dawn Diamantopoulos said she would like to begin as soon as possible work on rebranding the Festival of the Trail so that applications could be put together. Other ideas discussed included possibly having a sign contest, with the winner receiving free booth space for the event. The Redevelopment Assistant said he would hold off on posting a Facebook Event Page until further details were cleared up, but that he would begin sending out vendor emails asking them to save the date for October 3rd.

Art Committee

As part of the 2020 Action Plan, work will begin on creating a Downtown Art Walk. Director DeGuilio-Fox said she would provide some information she had researched in February. Lola McKay asked if there would any provisions for people who did not have smart phones and who could not use any of the technology that the proposed walk would utilize. A discussion ensued as to what other options could be used. A question was asked about whether the downtown murals had been touched up in 2019, where needed. A discussion ensued about the need to make some repairs to the murals and use sealant to better preserve the artwork.

Downtown Promotions Committee

There was an update about the Redevelopment Department’s ongoing downtown banner program. It was reported that the banners were in production and that forty-nine businesses purchased individualized banners with their business logos on them.

Design/ Aesthetics & Historic Preservation Committee

No report.

Budget Data

The Redevelopment Assistant provided the Board with an overview of Main Street expenditures for 2019. It was noted that the 2020 budgets had not been finalized by the State.

Discussion

There was a discussion concerning marketing and the possible use of short, humorous videos highlighting Main Street, its members and its events. Kali Rasala said that she and Bill Moran would produce the videos free of charge. Director DeGuilio-Fox said she would talk to the Redevelopment Department's marketing consultant who was working on various promotional items and then consider the proposal.

Adjournment

With no further business, Doug Van Ramshorst made a motion, seconded by Lola McKay, to adjourn. It passed on a voice vote. The meeting was adjourned at 7:45 PM.