

HIGHLAND MAIN STREET MEETING
Highland Town Hall- Highland, Indiana 46322
April 5, 2018 MINUTES

Call to Order

At 6:32 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, Mary Wells, Julie Larson, Doug Van Ramshorst, Marie Russo and Redevelopment Assistant Lance Ryskamp. Board Members Mario DeGeorge and Darlene Barron were absent. Also present was Nan Mason, owner of YaYa Sisters Resale Boutique, and Ira Van Ramshorst.

Minutes:

Doug Van Ramshorst made a motion, seconded by Lola McKay, to approve minutes from the February 1, 2018, and the Meeting Memorandum from March 1, 2018. The motion passed on a voice vote 6-0.

Festival of the Trail

Dawn reported that Indiana Sales Tax would have been collected for booth fees obtained. Lance said that this was what he was advised by the Office of the Highland Clerk-Treasurer and so the Redevelopment Commission would have to pass another booth fee resolution at the Commission's April 16th meeting. After some discussion, the Board recommended that the new resolution leave the total fee at \$25 and \$35, with the amount of sales tax rolled into that fee. Lance said he would prepare a draft resolution to that effect.

Highland Rookery

No report.

Pop-Up Gallery

No report.

Coupon Program

No report.

Car Cruise

Lance said the contract with Thunder Road was approved by the Redevelopment Commission and provided the Board with the sponsorships committed for the event to date.

Façade Improvement Grant

Lance reported that there will be two façade projects that will be before the Redevelopment Commission in April: a proposal from Highland Office Building at 2646 Highway Avenue and further review of the proposal from Focused Pain Relief at 2621 Highway Avenue.

Cash Mobs

Dawn and Lance reported on the first 2018 cash mob with The Annex and YaYa Sisters stores on Highway and 4th. A discussion ensued with Board members and Nan Mason as to how to present and publicize future events, and whether such events would follow the “cash mob” concept or would instead more like “welcoming” events to introduce the featured stores to the public or a “shop local” type of theme. Lola suggested that perhaps Board members should personally invite their friends to participate and not rely solely on social media promotion. Nan Mason said she believes that the social media reach of her business has increased, due to the publicity on Facebook for the event.

Nan Mason also suggested that perhaps events like “Christmas in July” could be held downtown, or sidewalk sales on Wednesdays to tie in with the Park Department’s “Midweek Markets” during the summer. She said she is beginning to work with other merchants to help promote Downtown Highland.

Municipal Parking Lot

No report.

Discussion of Possible New 2018 Event

Lance reviewed updated communications with the Park and Recreation Department and Comfort Catering about a new event, featuring food, music and a beer garden in Main Square. He said that there three dates in August open, August 11th, 18th and 25th. He said he had received information that at least six Highland restaurants expressed interest in participating after his first outreach.

A discussion ensued and the consensus was for an event on Saturday, August 11th, from 1pm to 6pm, using Comfort Catering/ 95ATE5 Brew Pub to operate the beer garden, and featuring local bands who play original music. Further, the event would look to use either a beer trailer, provided by the vendor, or a 30 x 30 tent from the Park Department. There was also consensus that sponsorships should be sought, rather than booth fees, to help defray the costs of the event.

Based on this discussion and consensus, Marie made a motion, seconded by Doug, for Main Street to recommend holding a summer event on August 11th and proceed with moving forward in the approval process, as required by the Park Board and Town Council. The motion passed on a voice vote, 6-0. As the approvals are sought, the Board will continue to flesh the details of the event, such as the name of the event, manpower available for the event and other equipment and services needed from the Parks Department.

Lola McKay had to then leave the meeting, due to a previously scheduled family event.

Poet Laureate

Lance reported that the application deadline had been extended to April 20th, and to date, there has been one application submitted.

Julie Larson said she was going to try to organize another sidewalk poetry application in downtown during April, which is National Poetry Month.

Sculpture and Art Tour of Highland

Dawn reported that Dyer Art Visionaries is interested and ready to make a donation to the town for a new downtown sculpture. Lance said that a location for a new sculpture would have to be found. It was suggested that possibly Jewett Street near the library could be a possible site. Lance reported that the Highland Community Foundation would be taking up Main Street's application for \$500 to purchase the existing sculpture on Highway Avenue from Randy Simko.

Indiana Main Street- Review of "Catalyst Strategies"

No report.

Discussion

Dawn reported that the Town of Highland was featured in a documentary, *My Indiana Muse*. Lance said he had reached out to the studio which produced the movie and there has been contact made about a possible Highland showing of the film. Dawn said she would contact Matt Domasica from Highland High School to see whether such an event could possibly be held at Monbeck Auditorium. Lance said if a showing could be made in town, he would ask Lakeshore PBS if they would publicize the event.

Adjournment

With no further business, Julie made a motion, seconded by Marie to adjourn. It passed on a voice vote 5-0. The meeting was adjourned at 7:44 PM.