

HIGHLAND MAIN STREET
Agenda for April 8, 2021 Re-Organization Meeting
Town Hall 3333 Ridge Road- Town Council Chambers & Via Zoom
6:30 PM

This meeting will be convened as an electronic meeting pursuant to Governor Holcomb's Executive Order 20-04 and 20-09, and 20-25 and extended by Executive Order 21-08, allowing such meetings, pursuant to IC 5-14-1.5-3.6 for the duration of the emergency, through to April 30 AND at the Town Council Chambers at Highland Town Hall, 3333 Ridge Road. Social Distancing and the Use of a Mask is required.

People may observe the meeting by joining the meeting on the Zoom platform
<https://zoom.us/j/95082656679?pwd=ZURJYjdhbKVmOWI4elhud2gwYk1EZz09>

Further, persons wishing to offer comment in the meeting may access the electronic meeting by using the preceding and adding the password for Meeting ID: 950 8265 6679

Passcode: 890146
One tap mobile
+13126266799,,95082656679#,,,,*890146# US (Chicago)

Dial by your location
+1 312 626 6799 US (Chicago)

Meeting ID: 950 8265 6679
Passcode: 890146
Find your local number: <https://zoom.us/u/acTWhw8XH5>

1. **Call to Order- Teri Yovkovich- Highland Main Street Bureau**
2. **Introductions**
3. **Highland Main Street Bureau Overview**
4. **Input from Downtown Business Operators- Possible HMSB 2021 Events & Promotions**
5. **Recognition of Interested Prospective Board Members**
6. **Next Meeting Date**
7. **Adjournment**

April 1, 2021

TO: Highland Downtown Business Operators
FROM: Lance Ryskamp- Highland Redevelopment Commission Assistant
RE: Brief Overview of the Highland Main Street Bureau

The Highland Main Street Bureau (HMS) is a volunteer organization, created in 2011, within the Redevelopment Department of the Town of Highland. The Redevelopment Department provides oversight and funding for HMS activities, as well as staff support to the HMS Board.

HMS has, from the start, participated in the Indiana Main Street program, administered by the Indiana Office of Rural and Community Affairs (OCRA). As of November 2020, Highland Main Street's status in the State program is designated as a member of "OCRA's Downtown Affiliate Network", though continued participation in the state program will be determined by the appointed Board in 2021.

The HMS mission statement is as follows: "The mission of the Highland Main Street (HMS) is to support and promote Downtown Highland, and serve as a catalyst to make the downtown district stronger and more vibrant for residents, visitors and business owners in the area."

Funding for HMS is through appropriations from two line items found in the General Fund of the Redevelopment budget. Highland Main Street's expenses are paid through those line items upon review and approval in the normal state-mandated process by the Highland Redevelopment Commission. In addition, in the case of certain events, funds have been raised through business sponsorships or booth fees.

The Board of Directors is comprised of up to 17 Highland residents, Highland business owners or operators, who are appointed by the Highland Town Council for a two-year term. HMS currently meets monthly, on the first Thursday of each month, to oversee the organization's business. The new Board can determine whether to maintain that monthly meeting date and time.

Over the years, HMS has promoted the downtown through various activities, including the following:

- Downtown Restaurant Crawl (monthly- last Tuesday of each month)
- Downtown-wide sidewalk sales
- Car Cruise
- Cash mobs
- Downtown Murals/ Art (plans are underway to create a self-guided Art Walk Tour)
- Pop-up Galleries
- Festival of the Trail/ Maker's Market
- Last Call For Summer
- Community Garden (new Board to determine whether to continue this project)

While the intent is to continue the successful Restaurant Crawl and finish the Art Walk Tour, the new HMS Board will begin with a clean slate as to what types of activities the Board wishes to pursue. Currently, with the exception of the monthly restaurant crawl, no 2021 events have been scheduled, pending the formation and appointment of a new Board.