

HIGHLAND MAIN STREET

Agenda for October 1, 2020

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 20-44, allowing such meetings, pursuant to IC 5-14-1.5-3.6 for the duration of the emergency, through to November 1.

People may observe the meeting by joining the meeting on the Zoom platform

<https://zoom.us/j/95063080571?pwd=SIVtSU9jTS8xQ09ZOUdlY3J4UHMzZz09>

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 6308 0571

Passcode: 859068

One tap mobile

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Meeting ID: 950 6308 0571

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Find your local number: <https://zoom.us/u/aMPK3BBpz>

1. Call to Order
2. Approval of the Minutes—August 6, 2020
3. Committee Reports
 - A. Community Garden
 1. Garden Update/ Produce Distribution
 - B. Events- Discussion- 2021 Events Dates
 - C. Art
 1. Heron Mural Repair- Mural Alcove- Update
 2. Discussion/ Action on Purchase or Reimbursement for Mural Seal Varnish
 3. Art Mural Walk
 - D. Downtown Promotions
 1. Restaurant Crawl
 2. Feedback from Downtown Businesses- Teri Yovkovich
 - E. Design/ Aesthetics & Historic Preservation- No Report
4. Discussion
5. Adjournment

HIGHLAND MAIN STREET MEETING
Highland, Indiana 46322
August 6, 2020 MINUTES

The Highland Main Street Bureau met in an electronically conducted Public Meeting on August 6, 2020.

This meeting will be convened as an electronic meeting, pursuant to Governor Holcomb's Executive Orders 20-04, 20-09 and 20-25 and now extended by Executive Order 20-38 through 2 September 2020 allowing such meetings, pursuant to IC 5-14-1.5-3.6 for the duration of the emergency. All persons were meeting remotely using the Zoom platform that allowed for real time interaction, and supported the public's ability to observe and record the proceedings.

Call to Order

At 6:32 PM, the Highland Main Street (HMS) meeting was called to order by President Dawn Diamantopoulos.

Roll Call:

The following were present electronically, via the Zoom platform: Board Members Dawn Diamantopoulos, Lola McKay, Teri Yovkovich, Kali Rasala, Marie Russo, Mary Wells, Redevelopment Director Kathy DeGuilio-Fox, and Redevelopment Assistant Lance Ryskamp. Board Member Julie Larson and Town Council liaison Roger Sheeman joined the meeting after the call to order. Board members Emily Foreit and Mary Ellis were absent. Also, present electronically was Jacqui Herrera of the Council of Community Events and Ed Dabrowski, Highland's IT Director. NOTE: Board member Aubrey Velasquez submitted her resignation, via email, from the Board on August 6, 2020.

Minutes:

Teri Yovkovich made a motion, seconded by Lola McKay, to approve minutes from the July 2, 2020 meeting. The motion passed on a voice vote 6-0.

Community Garden Committee

President Diamantopoulos reported that contact has been made with the coordinator of the St. James Food Pantry, and they are willing to take and distribute all of the produce we can give to them. St. James distributes food to Highland families in need weekly. She said Julie Larson has agreed to coordinate with St. James as produce is harvested, with produce to be picked on Thursday and delivered to St. James on Thursday night each week. President Diamantopoulos said further discussion on this would take place later in the meeting when Julie Larson joined the call.

There was a discussion about the need for weeding to be done and President Diamantopoulos and Mary Wells said they would coordinate when they could both work in the garden over the weekend.

Events Committee:

Makers' Market

President Diamantopoulos reported that due to growing concerns of increased cases of COVID-19, as well as the decision by the School Town of Highland to begin the school year with eLearning rather than in-person classes, the Board should consider whether or not to cancel the event.

Teri Yovkovich said that she thought the event could be held safely with precautions taken for social distancing. She said that at some point there needs to be an opportunity for people to do something normal, with precautions taken.

President Diamantopoulos said that she had reached out to numerous potential vendors and she was told by many that they are not interested in events during this period of COVID-19 uncertainty. She said they either did not want to take the risk themselves or face the possible backlash of participating. She said she believed that if the Board went forward with the event that it would be smaller than the 2019 event.

When asked how many vendors were interested, the Redevelopment Assistant said that there were only three vendors committed to date. He then gave a brief overview of the status of planning and advised that there have been no contracts signed or commitments made that would be impacted by a decision to cancel. He said that he heard from a couple of possible vendors that events scheduled for October and beyond were already being cancelled.

Mary Wells said that she did not believe that sufficient vendors could be found. She said that shows she has participated in have cancelled events into December. Redevelopment Director DeGuilio-Fox said it would not be fair to the vendors to drag out a decision whether to cancel or not, as they would have to invest money in making product to sell at the event. Mary Wells said that it would be a financial burden on vendors in terms of costs for the booth space and materials.

Marie Russo and Kali Rasala both expressed the opinion that the event should be cancelled. Lola McKay said that there would be health risks to the Board members and volunteers for them to work the event. Teri Yovkovich said that based on the information and feedback from vendors discussed that the Board would need to be practical and she supported cancellation.

During this report, Board member Julie Larson joined the call. President Diamantopoulos recapped the discussion held before she joined the call and Julie Larson said it would make sense to cancel the event.

Julie Larson then revisited the discussion on the community garden. She said that she had been approached to do composting at the garden, but the consensus was that it was too late in the season to look to that. She said she will personally deliver the first produce presented to St. James. She also said an ID and proof of residency (ex; utility bill) will be needed for residents to pick up food at St. James' Friday food distribution.

Returning to the issue of Makers' Market, at the end of discussion, Lola McKay made a motion to cancel the 2020 Makers' Market. The motion was seconded by Mary Wells, and the motion passed unanimously on a voice vote 7-0.

Art:

The Redevelopment Assistant reported that he had been in contact, via email, with Jessica Haug concerning repair of her mural in the Jewett Street Mural Alcove. He said that he had received no response and to date, the repairs had not been completed. He said he would continue to follow-up.

Downtown Promotions:

Teri Yovkovich reported that she did not receive any additional feedback from downtown businesses about possible promotional ideas. She said she would compile the input from the five businesses on Jewett Street who had responded previously.

The Redevelopment Assistant reported to the Board that a revised draft of the letter to downtown restaurants proposing a restaurant crawl was part of the meeting packets. He said that the draft should include an email address for feedback to be sent to. President Diamantopoulos said that her email address could be added. A discussion ensued about also adding that

businesses could change their featured menu item from month to month for the sake of variety. At the end of the discussion, the Redevelopment Assistant said he would make the necessary changes and send the letter out to the restaurants.

Other Business:

Redevelopment Director DeGuilio-Fox reviewed the proposed Redevelopment Department 2021 Budget. She reported that departments were required to make a 10% reduction from their 2020 budget, due to tax caps, an increase in insurance and the impact of COVID-19 on tax collections. She reported that through larger cuts in other line items that only 1% was cut from both the Main Street supplies and professional services line items, which resulted in an approximate reduction of \$120 total. President Diamantopoulos thanked Director DeGuilio-Fox for her hard work to preserve as much Main Street funding as possible.

President Diamantopoulos raised the topic of the future status of the Poet Laureate program, noting that no successor to former Poet Laureate Alaina Polen had been made. The Redevelopment Assistant reported that he had been contacted by Ms. Polen several weeks before and said this was a topic which could be discussed by the Board now, or could wait until 2021 planning at the end of the year. President Dawn Diamantopoulos said that it could wait, but indicated that a new chairman to oversee that committee would need to be identified if the project was to go forward in 2021. Lola McKay said that it would be better to wait, so the Board could assess conditions heading into the new year.

Discussion

President Diamantopoulos asked Director DeGuilio-Fox for an update on the Redevelopment Commission's Depot project at the southwest corner of Highway and Kennedy. Director DeGuilio-Fox reported that the project was underway, beginning with tree removal from the site. She said that a ground breaking had taken place onsite that week. She further reported that the planned retaining wall for the project no longer needs to be constructed, owing to the surface being more level than expected after trees were removed. She said that she had hand-delivered letters to the surrounding businesses to advise them of the project and the temporary restriction on parking at the site and there was a lot of enthusiasm for the project by business owners downtown.

President Diamantopoulos asked about a completion date. Director DeGuilio-Fox indicated that the plan called for completion to be in late October or early November, at which time there will be a ribbon-cutting ceremony at the site. She further reported that the project would involve repaving the site, new lighting, two rain gardens, a realignment of the bike path to be marked by stamped asphalt, benches, infrastructure for electric vehicle charging stations and the Depot facility. Kali Rasala asked about the type of drinking fountains to be installed and Director DeGuilio-Fox said she would need to find out. She also advised the Board that the Redevelopment Commission would be discussing possible options for the gas station located directly on the southwest corner of Kennedy and Highway at their next study session

Adjournment

With no further business, Lola McKay made a motion, seconded by Marie Russo, to adjourn. The motion passed on a voice vote 7-0. The meeting was adjourned at 7:14 PM.

Highland Main Street Staff Report- October 1st Meeting

1. Community Garden- Produce is being delivered to St. James for their weekly food pantry distribution to Highland families in need.

The committee is going to communicate prior to our October 1st meeting to discuss the upcoming end of the growing season and what type of items/expenses that will be needed to prepare the garden for winter. Madison Owens, who has been a volunteer at the garden throughout the season, has some suggestions about growing from seed in 2021. She wanted to discuss this idea with the Board at our meeting.

2. Art- Mural Repair/ Art Walk- At the end of August, I reached out to Jessica Haug for an update on her work repairing her mural at the Mural Alcove on Jewett and she has indicated that attempts to simply paint over the damaged areas have not worked and that she is going to have to do much more extensive repairs than she thought. She was also going to order and use a mural varnish at an approximate cost of \$400 to seal and preserve the mural.

The Board will be asked to consider reimbursing Jessica for these supplies and possibly look to purchase additional varnish to seal other murals. I received the vendor information on the manufacturer, which is a company called Mural Shield (<https://muralshield.com/>). My rough estimate of what would be required, based on the Mural Shield website, to cover 5 of the 7 murals (the Popa & The Counter murals excluded) would be approximately \$1,782.

As for an update on the downtown Art Walk project, drafts of the signage for the Depot have been completed and black & white versions of them are in the packet. I have been doing research on possible technology platforms to use for the art walk and I have been reviewing information on a vendor, "Your Audio Tour" (<https://www.youraudiotour.com/>). The vendor has a free option that I believe would be workable for our project, if the Board is interested. An example of their work is the Art Walk in Yountville, California that can be viewed online at <https://youraudiotour.com/tours/72/>. I emailed a rep from Yountville, and she said they are very pleased with their working relationship.

I have had email communications with a rep from Your Audio Tour about their product. Because our tour has less than 15 stops, we would qualify for the free package. Visitors who wish to use the self-guided tour can access the tour via a website link or QR codes. We can have personalized audio from the artists themselves if we wish. The tour would generate free QR codes that, as I understand it, could be placed on the murals to allow someone with a QR code app to access the tour audio that way as well. I think this can be very workable for our purposes, especially starting out. Because the free option allows 15 stops, we would have room to grow within that package.

One of the other vendors I looked at for the art walk was Distrx (<https://distrx.com/>), which provides free downtown apps for Main Street organizations. While I using this app for the art walk would be expensive, if we were to consider the free Distrx app for downtown itself, the "Your Audio Tour" link for the art walk could be put on the downtown app for free, under the ATTRACTIONS tab. The free app would populate very basic data from local businesses that the businesses could enhance, free of charge. I think a combination of these two free options, plus having hard copies of the art walk map being used on the Depot available downtown, could be used to set up a nice experience for this project.

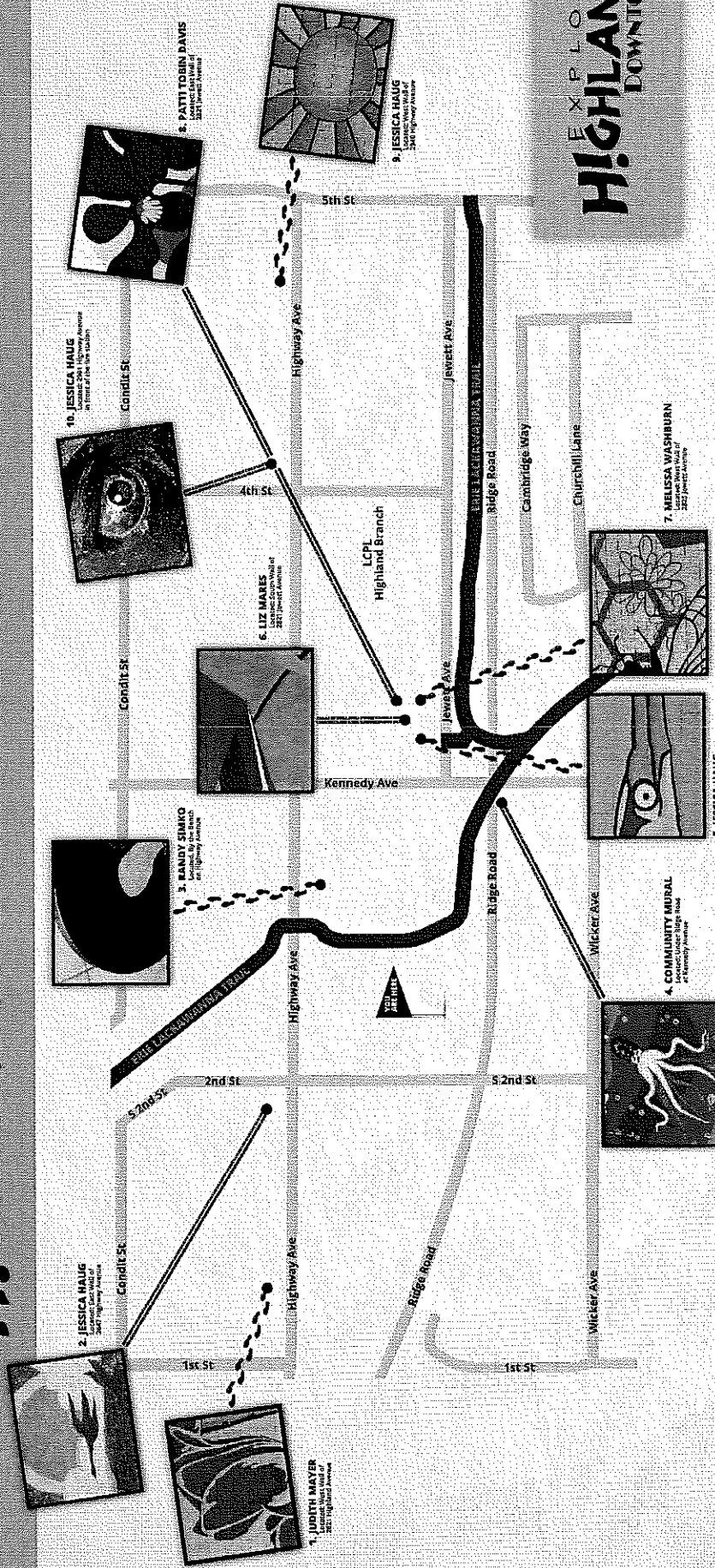
3. Downtown Promotions- Everything is in place for the first Highland Main Street Restaurant Crawl this Tuesday, September 29th, from 5pm to 9pm. There are 9 restaurants participating: Dan's Pierogies, Jose's, Langel's, The Counter, Sip, Maria's, Growler's, Tradition's, and Sakura Bowl.

Attached is the initial flyer Dawn put together with all of the participating restaurants. In addition, a Facebook event page has been set up at <https://www.facebook.com/events/613882742614134/>. I would encourage everyone to help spread the word on this event, and if you are social media-inclined, share this event information online.

Teri had not received any further feedback from her outreach to downtown businesses and is put together the input from the businesses on Jewett who had responded to her previously. That report is part of the meeting packet.

HIGHLAND ART AND SCULPTURE DISTRICT

EXPLORE
HIGHLAND
DOWNTOWN

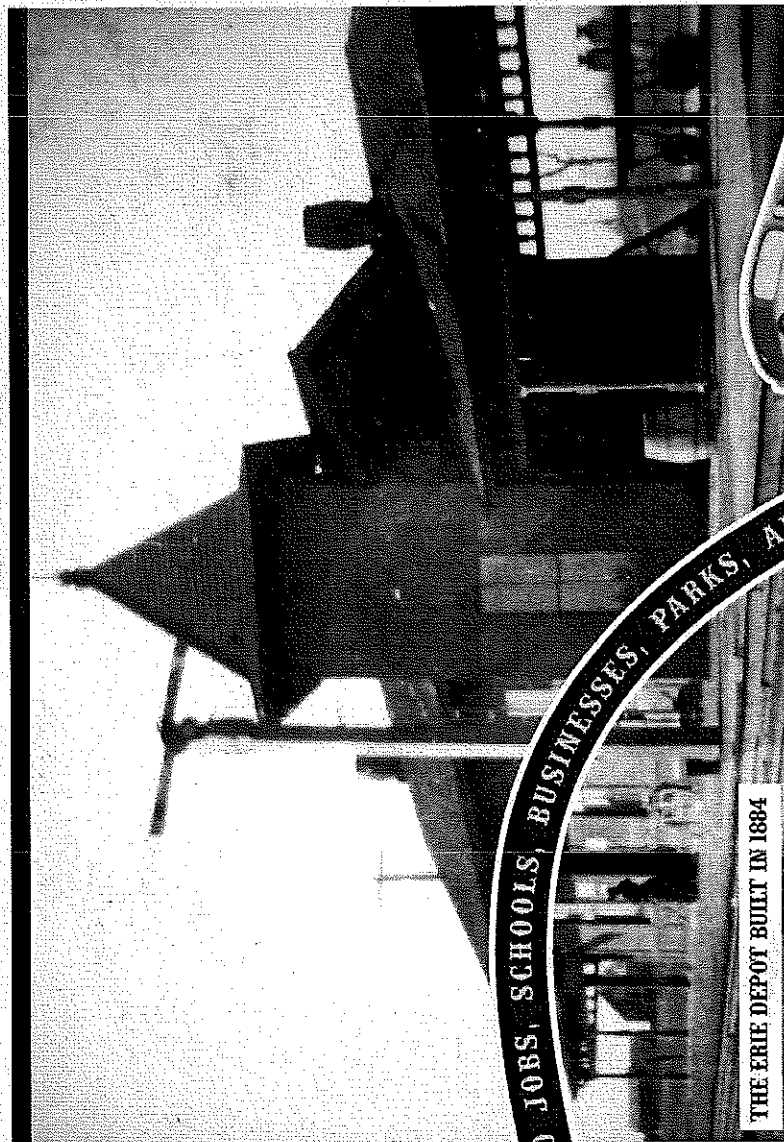


YESTERDAY'S RAIL LINE IS TODAY'S ERIE LACKAWANNA TRAIL

Trains used to cross this site bringing people and supplies from all across our nation. On October 17, 1960, Erie Railroad merged with Delaware, Lackawanna & Western Railroad to form the Erie Lackawanna Railroad. As competition from airlines, bus lines, automobiles and trucking increased, train transportation decreased, leaving this corridor unused.

Thanks to a federal program in 1983, a golden age of trail development commenced and has yet to slow down. Today, we enjoy these recreational trails to help improve our health and well-being.

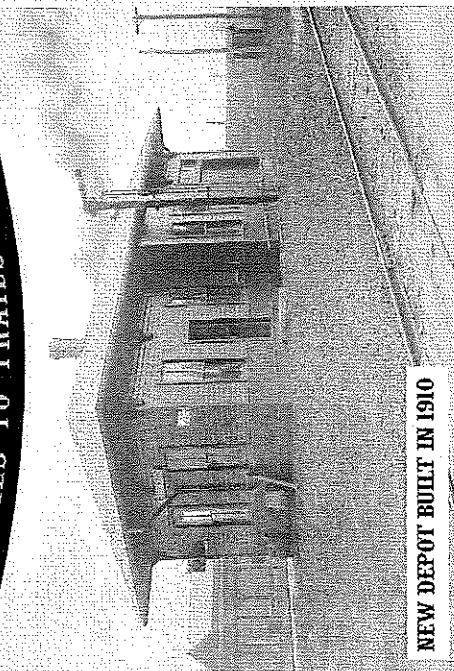
This Erie Lackawanna Trail section and 21 other parks are maintained by Highland Parks & Recreation.



THE ERIE DEPOT BUILT IN 1884

THE OLD HIGHLAND TRAIN DEPOT

The Erie Depot was Highland's first rail station. After it burned in 1907, the Erie Railroad used a boxcar until a new train depot was built in 1910. The new depot was south of the Ridge Road overpass and right between the tracks of the Erie & Lackawanna and Chesapeake & Ohio Railways. Freight cars carrying many loads of steel and passenger trains ran through downtown Highland until the 1970s.



NEW DEPOT BUILT IN 1910

RAILS TO TRAILS CONNECT US TO JOBS, SCHOOLS, BUSINESSES, PARKS, AND CULTURAL OPPORTUNITIES



ERIE & LACKAWANNA



CHESAPEAKE & OHIO



ERIE

SEPTEMBER

*restaurant
crawl*

The Counter

Dan's Pierogies

Growlers

Jose's Family Restaurant

Langel's Pizza

Maria's Buena Cocina

Sip Coffee House 2

Traditions

Sakura Bowl

Tuesday, September 29, 5-9 pm

In June, 2020, I hand delivered a letter to the business owners/managers asking for their ideas/suggestions on what the Main Street Committee can do to promote the downtown businesses. I went to 17 different businesses and received the following opinions and/or suggestions/ideas.

- Have downtown events on a monthly basis.
- The farmer's market should be located in downtown as opposed to Main Square Park.
- A shop and share program of downtown merchants could be used to finance a monthly ad promoting downtown Highland (Times newspaper). *I can explain further if interested as the business owner explained it to me.*
- Poles and banners at the corners of the different streets promoting the different businesses.
- Hay rides on the weekends done by local farmers during the warmer months
- Proper signage at the gateways of downtown (near the expressway, Indianapolis Blvd, Ridge Road, 45th street).
- There should be an aggressive campaign to promote the existing businesses as opposed to constantly focusing on a wish list of attracting new businesses. Retention of businesses is as important as attracting new businesses to the downtown.
- Festivals, or activities that focus around Renaissance Era, or old time dress up.
- Food vendors and activities focused around people bring out old or nice cars for "hangouts".
- Arts & Crafts vendors, fun art activities or painting canvas activities
- Blessing of the pets along with photo shoots
- Bring your receipt from neighboring businesses to receive discount.
- Bring back Car Cruise – was scheduled June 6th but pretty sure it got cancelled.
- Event/offer scheduled on the first day of summer – safer time for people to go out, plus they're looking forward to summer since the start of quarantine.
- Fathers Day specials/discounts
- June 30th – National Social Media Day, June 21st – National Selfie Day – Take a picture and tag the business to receive a special offer or a feature on the business profile.
- 4th of July "parade" where kids can go to each business for candy, parade favors, etc.
- Thursday July 16th is "Get to know your customer Day"
- Advertise any event/off with Bill and Kali

Teri Yovkovich

August 2020