

HIGHLAND MAIN STREET
Agenda for November 5, 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 20-46, allowing such meetings, pursuant to IC 5-14-1.5-3.6 for the duration of the emergency, through to November 14.

People may observe the meeting by joining the meeting on the Zoom platform
<https://zoom.us/j/93539861653?pwd=cWlXWlFVSHlzMkZjR5OEFLNzhSZz09>

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: 935 3986 1653

Passcode: 928442

One tap mobile

+16465588656,,93539861653#,,,,,0#,,928442# US (New York)

Dial by your location

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

1. Call to Order
2. Approval of the Minutes—October 1, 2020
3. Committee Reports
 - A. Community Garden
 1. Garden Closing
 - B. Events- No Report
 - C. Art
 1. Heron Mural Repair- Mural Alcove- Update
 2. Art Mural Walk
 - D. Downtown Promotions
 1. Restaurant Crawl
 - E. Design/ Aesthetics & Historic Preservation- No Report
4. Discussion
5. Adjournment

HIGHLAND MAIN STREET MEETING
Highland, Indiana 46322
October 1, 2020 MINUTES

The Highland Main Street Bureau met in an electronically conducted Public Meeting on October 1, 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 20-44 through 1 November 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, Kali Rasala, Marie Russo, Julie Larson, Redevelopment Director Kathy DeGuilio-Fox, and Redevelopment Assistant Lance Ryskamp. Board member Mary Wells joined the meeting during the discussion of the Community Garden Committee. Board members Emily Foreit, Teri Yovkovich, and Mary Ellis were absent. Also, present electronically was Madison Owens, Jacqui Herrera of the Council of Community Events and Ed Dabrowski, Highland's IT Director.

Minutes:

Lola McKay made a motion, seconded by Kali Rasala, to approve minutes from the August 6 2020 meeting. The motion passed on a voice vote 5-0.

Community Garden Committee

President Diamantopoulos reported that she and Community Garden volunteer Madison Owens have discussed the possibility of Madison taking over as Chair of the Community Garden committee in 2021. She also said that the committee will be setting a date in the near future to close up the garden for the season. Julie Larson reported that closing the garden on a weekend would be best and she would recruit members of Highland Key Club to assist when a date is established. The consensus of the committee was that except for some tomatoes and collard greens, usable produce is mostly complete for the season.

Events Committee

A discussion ensued as to whether the Board wished to establish dates for the HMS 2021 events.

President Diamantopoulos reported that Thunder Road, the long-time vendor used for the Car Cruise, has notified the Town that they are ceasing operations. The Redevelopment Assistant noted that while pre-event preparations, such as lining up sponsors and brochures, will remain the same, the biggest impact of Thunder Road's departure will be the increased manpower needed onsite the day of the event and organization of any prizes to be awarded. He also stated that without a replacement vendor to Thunder Road, the Board will need to decide whether to hold a stripped version of a Car Cruise with assistance of Highland VIPs, or something more elaborate involving awards and such.

President Diamantopoulos suggested that research of other possible vendors, as well as contact with past HMS Car Cruise volunteers Mario DeGeorge and Lee Kruse being contacted to possibly assist in a 2021 event. The Redevelopment Assistant

said he would reach out to Mario and Lee, as well as former Car Cruise Chair Michael Vanes to see if they would be interested in being part of the committee. The Board decided to postpone action on setting a date, until further information can be gathered.

Art:

The Redevelopment Assistant reported that the repairs had not been completed by Jessica Haug concerning repair of her mural in the Jewett Street Mural Alcove. He said he would continue to follow-up as to a timetable for the work to be completed. President Diamantopoulos raised the issue to the Board as to whether they would be willing to reimburse Jessica Haug for the expenses incurred to purchase a sealant to protect the mural. Jessica Haug had estimated in previous email communications that the cost would be around \$400. After discussion by Board members, Marie Russo made a motion, seconded by Lola McKay to reimburse Jessica Haug for the cost for purchasing the Mural Shield sealant for her heron mural. The motion was approved in a voice vote, 6-0.

The Redevelopment Assistant reported using the online tool provided on the Mural Shield website and calculating the approximate size and number of gallons of sealant required for five of the seven downtown murals, the approximate cost was \$1,782. A discussion ensued as to the merits of purchasing sealant for the murals, particularly in light of the Board's desire to highlight the murals as part of an Art Walk. At the close of discussion, Kali Rasala made a motion, seconded by Lola McKay to purchase the necessary amount of sealant to protect all of the seven murals currently in downtown. The motion was approved in a voice vote, 6-0. Redevelopment Director DeGuilio-Fox indicated that 2020 funds could be encumbered and used to place an order for the product prior to the end of this year, even if it could not be applied until Spring. A question was raised as to when to store the sealant, and the consensus was that space at one of a few possible locations could be found.

President Diamantopoulos asked the Redevelopment Assistant to report on his research concerning the creation of a Downtown Art Walk. The Redevelopment Assistant advised the Board that he researched a vendor, "Your Audio Tour" that has a free option that he believes would be workable for the Art Walk project. He said that the free option allows up to 15 stops and visitors who wish to use the self-guided tour can access the tour via a website link or QR codes. The package would include free QR codes and would permit personalized audio from the artists themselves. He advised the Board that there were links to the "Your Audio Tour" website in the staff report provided to Board members.

The Redevelopment Assistant reported that he had looked at another vendor, Distrx, which provides free downtown apps for Main Street organizations. He said that using this app for the art walk would be expensive. However, he said, if the Board 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. He reported this free downtown app would populate very basic data from local businesses that the businesses could enhance, free of charge. He recommended a combination of these two free options for the tour, plus having hard copies of the art walk map being used on the Depot available downtown.

Discussing the issue, the consensus from the Board was to proceed with the two free packages. Redevelopment Director DeGuilio-Fox stated that content of the audio scripts would be important. It was agreed that the audio should also include mention of the funding sources for each of the art pieces on the tour.

Downtown Promotions:

President Diamantopoulos reported on the first Downtown Restaurant Crawl, which was very successful. She said she had received feedback from a few of the participating restaurants, which was very positive. She said Growlers reported they had a lot of new customers that evening, and The Counter reported a 32% increase in business from the week before. She said

that Langel's Pizza would likely add an additional server and offer a carryout option for the October event. She said that Dan's Pierogies was only opened until 7:00 pm, and they reported an increase in sales of polish sausage from two sales the week before to 41 sales at the restaurant crawl. She noted that while hearing some complaints about having to wait in line, the feedback from restaurants and attendees was very positive. Redevelopment Director DeGuilio-Fox noted that she had received very positive feedback from Town Councilmen Mark Herak and Roger Sheeman about their experiences at the event.

The Redevelopment Assistant reported that Teri Yovkovich had completed her report with feedback from five Jewett Street downtown businesses about possible promotional ideas just prior to the cancelled September Board meeting. He advised the Board that the report was part of this month's meeting packet. He said that because the feedback was received in the summer, some of the more time sensitive ideas could not be considered until next year. He urged the Board to review the list prior to the 2021 planning sessions at the end of the year.

Discussion

None.

Adjournment

With no further business, Marie Russo made a motion, seconded by Lola McKay, to adjourn. The motion passed on a voice vote 6-0. The meeting was adjourned at 7:11 PM.

Highland Main Street Staff Report- November 5th Meeting

1. Community Garden- The Garden committee, along with volunteers, closed the garden for the season. One of the volunteers was a Highland Key Club member, Braelyn Washick. We thank the Key Club and their sponsor, Jodi Olah, for the Club's ongoing help this year with weeding at the Garden.

2. Art- Mural Repair/ Art Walk- Jessica Haug contacted me this week and said she would be working on the repairs to her heron mural early next week. I will provide a status report at the meeting.

As for an update on the downtown Art Walk project, I have been working with all of the artists whose work will be part of the Art Walk, on "scripts" to use for the audio portions of the route. I am waiting for Jessica Haug and Patti Davis to get me their input, but I have received input from the rest. I hope to have draft scripts completed in early November. The scripts will be reviewed by the Art committee and then have to be downloaded onto the "Your Audio Tour" platform, along with pictures of each of the sites, in order to complete the project.

As for the free downtown app through the Distrx platform, I will be updating the businesses, attractions and other data associated with the app, including the link to the art walk. Depending on how long the process takes to finalize the art walk application, I believe it will be very doable to have all of this completed within the next month.

3. Downtown Promotions- The October Restaurant Crawl took place this past Tuesday, with 8 restaurants participating: Dan's Pierogies, Jose's, Langel's, Sip, Maria's, Growler's, Tradition's, and Sakura Bowl. In addition, the following retailers extended their evening hours for the event as well: 2 Chicks, The Primitive Peddler, Miles Books, Elegance, Hoosier Highlander and Next Generation Gaming. The reviews Kathy and I have been hearing (including our personal experiences) have been very positive so far. Dawn has reached out to the restaurants who participated for their feedback.

4. End of Year Matters- At our December 3rd meeting I would like to have development of our 2021 Action Plan be the primary focus the meeting. I will reach out to the Board members with information in advance of the meeting, in order to facilitate the discussion.

I do need to once again get from all of you the approximate amount of volunteer hours you have worked on Main Street-related projects, outside of attendance at meetings. Through the meeting minutes, I can calculate that portion of the total. Obviously, COVID cancelled our events, and so with the exception of the community garden and restaurant crawl, the number of non-meeting volunteer hours will certainly be greatly reduced. However, I will need your help, especially from the garden committee and volunteers, to quantify those hours.

Finally, the current terms of the Board members will expire in January and we will need to know who wishes to be re-appointed. Also, if you know of anyone who wishes to be appointed, in the case of non-Board member volunteers and new recruits, please let us know. We will need to try and rebuild our numbers going forward into next year in order to be able to maintain our traditional (pre-COVID) level of events and activity. Ultimately, those appointments will be considered and made by the Town Council at the beginning of 2021.