

**HIGHLAND MAIN STREET**  
**Agenda for December 3, 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 20-48, allowing such meetings, pursuant to IC 5-14-1.5-3.6 for the duration of the emergency, through to December 12.

People may observe the meeting by joining the meeting on the Zoom platform  
<https://zoom.us/j/94635114842?pwd=SFBnWlNFanNHY2ZLRU9UM05sdzg4UT09>

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: Meeting ID: 946 3511 4842

Passcode: 595554

One tap mobile

+13126266799,,94635114842#,,,,,0#,,595554# US (Chicago)

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Find your local number: <https://zoom.us/u/ad1SC0oStK>

1. Call to Order
2. Approval of the Minutes—November 5, 2020
3. Committee Reports
  - A. Community Garden
    - 1." Warm Up In The Garden"
  - B. Events- No Report
  - C. Art
    1. Art Mural Walk
  - D. Downtown Promotions
    1. Restaurant Crawl
  - E. Design/ Aesthetics & Historic Preservation- No Report
4. Discussion
  1. Changes at Indiana Main Street- Review/Action on Letter of Commitment with OCRA
  2. 2021 Events & Projects
5. Adjournment

**HIGHLAND MAIN STREET MEETING**  
**Highland, Indiana 46322**  
**November 5, 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 6:30 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, Teri Yovkovich and Town Council Liaison Roger Sheeman. Board members Mary Wells, Emily Foreit, Julie Larson, and Mary Ellis were absent. Also, present electronically was Jacqui Herrera of the Council of Community Events and Ed Dabrowski, Highland's IT Director.

**Minutes:**

Teri Yovkovich made a motion, seconded by Lola McKay, to approve minutes from the October 1, 2020 meeting. The motion passed on a voice vote 5-0.

**Art:**

Teri Yovkovich asked if the repairs to the Heron mural would be completed soon during the ongoing nice weather we have been experiencing. The Redevelopment Assistant had reported in his staff report that he had been in contact with Jessica Haug and she said the repairs would be completed in early November.

**Downtown Promotions:**

A discussion ensued about the recent October Downtown Restaurant Crawl, which by all reports was very successful. Teri Yovkovich said business at her retail shop had been good during the event, but died off after 8 pm. She said heard that one of the participating restaurants was not permitting carry out, which President Diamantopoulos had understood they would allow. Town Councilmen Roger Sheeman said he could understand the restaurants preferring dine-in, owing to his understanding of the thin profit margins on the Restaurant Crawl specials. The consensus was that it was important to know what the restaurants are planning so it could be promoted accurately.

A question was asked as to whether or not the Restaurant Crawl could be advertised on the Main Square Parks and Recreation marquee sign. Teri Yovkovich suggested that a generic sign be created for the Restaurant Crawl that businesses, like hers, could post and advertise the event on an ongoing basis. President Diamantopoulos indicated that she would create that flyer.

**Discussion**

Town Councilmen Roger Sheeman said that he would like to see additional artwork in downtown next summer, citing past "duck" and "owl" projects. President Diamantopoulos asked about possible additional murals. Councilman Sheeman indicated that if the Board voted to approve another mural, it could be done. He liked the idea of people coming to downtown to see the artwork. He asked about the status of the proposed downtown art walk, and President Diamantopoulos updated him on the project.

**Adjournment**

With no further business, Lola McKay made a motion, seconded by Teri Yovkovich, to adjourn. The motion passed on a voice vote 5-0. The meeting was adjourned at 6:52 PM.

DRAFT

## Highland Main Street Staff Report- December 3rd Meeting

**1. Community Garden-** Discussion is ongoing about creating a "Warming Tree"-like event at the Community Garden. The working name is "Warm Up In The Garden". Plans are being developed to create drop-off locations for coats, gloves, and hats, which would then be placed at a specific time at the Community Garden for the public to access. More details to follow, including drop-off site locations and a day to place the items at the garden.

**2. Art- Art Walk-** 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 still waiting for Jessica Haug to get me her input, but I have received input from the rest. I will forward draft scripts that are available to the Art committee for review and mark-up. Once script notes from the committee are added and the scripts are finished, they will then have to be downloaded onto the "Your Audio Tour" platform with pictures of each of the sites, in order to complete the project.

As for the free downtown app through the Distrx platform, I have updated some of the attractions and other data associated with the app. The vendor recommends that businesses update their own information, rather than have me do it. If and how that process will proceed is still a work in progress. Once the art walk aspect of the project is finalized, issues related to the app will be addressed and finalized.

**3. Downtown Promotions-** The November Restaurant Crawl will take place this Tuesday (Nov. 24<sup>th</sup>), 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, and Hoosier Highlander. A reminder that the December restaurant crawl will be on Tuesday, December 29<sup>th</sup>.

**4. Indiana Main Street Program Changes-** The Indiana Office of Rural and Community Affairs (OCRA), who oversees the Indiana Main Street program, this month announced changes in the state-wide program. I have added details of these changes, and what it means to HMS, in a separate attachment. We will need to review these and consider/approve a Letter of Commitment with OCRA at our meeting.

**5. End of Year Matters-** I would like to start the discussions of possible HMS events and activities for 2021 at our December 3<sup>rd</sup> meeting. I have attached a list of items/events from our 2020 Action Plan to review. At our January 7th meeting I would like to have review and approval of our 2021 Action Plan be the primary focus the meeting. Based on input in December, I will reach out to the Board members with information in advance of the January meeting.

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.

TO: Highland Main Street Bureau Board Members  
Director Kathy DeGuilio-Fox  
FROM: Lance Ryskamp- Highland Redevelopment Commission Assistant  
RE: Changes in Indiana Main Street Program

For the last year, Indiana Main Street has been reviewing its program criteria for city and town Main Street programs in the State. In part this was in response to the review and future upgrading of program standards by Main Street America.

On Monday, November 9<sup>th</sup>, the changes in programming were announced (<https://www.in.gov/ocra/2491.htm>) and that was followed up by a video briefing that following Thursday by IMS/ Office of Rural & Community Affairs (OCRA- the state agency that oversees Indiana Main Street) personnel.

Going forward, Indiana Main Street will consist of 3 levels, each with their own criteria for participating and unique logo. There are as follows, quoting verbatim from the OCRA site:

- **Nationally Accredited Main Street:** *Organizations interested in applying to enter the Indiana Main Street program who are currently meeting all of the Accreditation Standards set forth by the National Main Street Center.*
- **Indiana Accredited Main Street:** *Organizations interested in applying to enter the Indiana Main Street program, who are working the National Main Street Four Point Approach™ but could lack a paid staff person and/or paid membership to the National Main Street Center.*
- **OCRA's Downtown Affiliate Network:** *Organizations interested in applying to enter the Indiana Main Street program whose organizations may lack the capacity and/or resources necessary to work the National Main Street 4 Point Approach™ holistically. They may be organizations that prefer to specialize in event-related activities only or lack the physical and/or historical capacity required to qualify as a Main Street organization.*

A more detailed description of the program levels can be found at [https://www.in.gov/ocra/files/IMS\\_Community\\_Levels\\_FINAL.pdf](https://www.in.gov/ocra/files/IMS_Community_Levels_FINAL.pdf). Each level has its own requirements and benefits, as well as defined benchmarks needed in order to move, if the individual program wishes to, up to the next level.

The major emphasis featured in this change is a focus and requirement for both Indiana and Nationally Accredited Main Street levels to have a "Historic Preservation Ethic", which is defined as follows: "A commercial district whose majority of architecture is at least 50 years old, maintains historic integrity and historic fabric (evidenced by the survival of physical characteristics that existed during the property's historic period) and is significant in American history and/or architecture at the national, state, or local level, OR a commercial district that includes cultural history as part of their preservation ethic and emphasizes authentic stories of place, OR a combination of the two definitions." HMS has not really had much in the way of historic preservation emphasis, because for the most part our older downtown property stock has either been modified or altered into a more modern state, or demolished.

All existing local Main Street programs are grandfathered into this new program version, without a requirement of having to re-apply. However, all of the existing programs are not entered in at the same

level. What level an individual program is placed into is based upon a review of each program's annual reports by a representative of Main Street America. This review and these placements have already been decided for each individual program.

We were notified, via email, Tuesday (Nov. 17<sup>th</sup>) that HMS has been categorized as an **OCRA's Downtown Affiliate Network member**. As part of the email to us Tuesday with Highland's assigned level, we also received a Letter of Commitment and a Logo and Brand Agreement that must be reviewed by HMS and signed off on by January 4<sup>th</sup>.

Within 90 days, arrangements will be made for our OCRA District Liaison to meet with us to go over where our program is at. We will be provided individualized feedback to our program, prepared by the Main Street America rep who reviewed Highland Main Street's status. Based on what I have read and heard about these changes so far, my guess as to why HMS was assigned as an OCRA Downtown Affiliate would be that I do not believe we have sufficient basis or history to meet the "Historic Preservation Ethic" requirement, as well as likely having insufficient numbers, in terms of volunteers and budget, to be assigned as an Indiana Accredited Main Street program.

The OCRA documents are being reviewed by Kathy, Dawn and myself and we have some questions that we will likely reach out to OCRA about, prior to December 3<sup>rd</sup> meeting. Copies of the documents will be forwarded to the Board prior to the meeting after our review is complete.

## **2020 WORK PLAN EVENTS/ 2021 CONSIDERATION**

1. Car Cruise
2. Last Call For Summer
3. Makers' Market
4. Community Garden
5. Restaurant Crawl
6. Cash Mobs/ D-T Business Spotlights
7. Sidewalk Sales
8. Poet Laureate
9. Selfie Contest at the murals
10. Events involving lights (ex: 4<sup>th</sup> of July & Santa parades)