

HIGHLAND MAIN STREET
REVISED Agenda for May 12, 2021 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 21-11, allowing such meetings, pursuant to IC 5-14-1.5-3.6 for the duration of the emergency, through to May 31 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/96238590753?pwd=bXBGRUhyMnFKQ0RNUmBKOHBqVjIUdz09>

Meeting ID: 962 3859 0753

Passcode: 045915

One tap mobile

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Find your local number: <https://zoom.us/u/ajLYMX59>

1. Call to Order/ Introductions
2. Election of Officers
 - A. President
 - B. Vice President
 - C. Secretary (Not required to be HMS member)
3. Approval of Dec. 3, 2021 Meeting Minutes/ Discussion of Meeting Notes—April 8, 2021
4. 2021 Planning/ Reports
 - A. Community Garden- Discussion/Action
 - B. Event Calendar
 - C. Signage Update
 - D. Downtown Restaurant Crawl- Review of Event Hours
 - E. Additional Ideas
5. Discussion
6. Adjournment

HIGHLAND MAIN STREET MEETING

Highland, Indiana 46322

December 3, 2020 MINUTES

The Highland Main Street Bureau met in an electronically conducted Public Meeting on December 3, 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 20-48 through December 12, 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 6:34 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, Mary Wells, Teri Yovkovich, Redevelopment Director Kathy DeGuilio-Fox, Town Council Liaison Roger Sheeman and Redevelopment Assistant Lance Ryskamp. Board members Marie Russo, Emily Foreit, Julie Larson, and Mary Ellis were absent. Also, present electronically was Madison Owens and Ed Dabrowski, Highland's IT Director.

Minutes:

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

Community Garden Committee

President Diamantopoulos reported that plans are being developed to hold a "Warming Tree"-type event, where gloves and hats would be placed at a specific time at the Community Garden for the public to access. Sip Coffee House 2, 2 Chicks and Hoosier Highlander have all agreed to serve as drop-off sites. Plans are for the event to take place during the week before Christmas, with the available items placed at the Community Garden in the garden beds and on the fencing.

Art:

The Redevelopment Assistant reported that he has 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. He said he was still waiting for Jessica Haug to submit her input, but input was received from the rest. He reported that he had forwarded draft scripts to the Art committee for review and mark-up.

Downtown Promotions:

A discussion ensued about the recent November Downtown Restaurant Crawl, which by all reports was very successful. President Diamantopoulos reported that there was some concern expressed by one of the restaurants that there was duplication of special items available, and it was agreed that steps should be taken to avoid that in the future. President Diamantopoulos said that she has reached out to all of the restaurants, in order to address this issue.

Teri Yovkovich said that the retail businesses would like to have their specials available all day, rather than just during the specific Restaurant Crawl hours. The consensus was that this would be ok and the businesses could market that on their own.

Town Councilman Roger Sheeman said he would like to see a bigger article about the Restaurant Crawl in the monthly Gazebo newsletter, and questioned why the event was not advertised on the Highland Main Street page of the town website. He said that page contained out of date information and that the meeting minutes were not prominently located on the page. The Redevelopment Assistant said he was aware that the website page was out of date and re-doing that should be a 2021 action item. He also noted that the website administrators, The Idea Factory, have been advertising the restaurant crawl on the town's website home page each month. Town Councilman Sheeman said to plan on having a half-page article available in the January Gazebo. He requested that the restaurants provide their January specials in time to be included in the article.

Discussion

The Board reviewed the changes made to the Indiana Main Street program, which require review and action on a Letter of Commitment with the Indiana Office of Community and Rural Affairs (OCRA). A discussion ensued about the language in the proposed agreement and what it would mean to the Highland program and President Diamantopoulos reported on an email response from OCRA that afternoon regarding some of the specific questions asked of them. At the end of the discussion, Kali Rasala made a motion, seconded by Lola McKay, to authorize signing the OCRA Letter of Commitment and the Name and Logo Agreement. The motion passed on a voice vote 5-0.

The Redevelopment Assistant provided a list of potential events and programs from the Board's 2020 Action Plan and asked if the Board wanted to discuss and decide which of the events, they would like to continue in 2021. After a brief discussion, the consensus of the Board was to hold off on planning 2021 events and programs until after the first of the year.

Town Councilman Roger Sheeman thanked HighlandGriffith Chamber representative Kali Rasala for her service on the Highland Main Street Board, in response to her email indicating that she could no longer serve in 2021. A discussion ensued as to whether other Board members wished to be re-appointed in 2021. Mary Wells indicated that while she would continue to volunteer and work on the Community Garden, she did not wish to continue to serve on the Board. In addition, President Diamantopoulos and Lola McKay also indicated that they did not wish to be re-appointed to another term in 2021. All outgoing members were thanked for their service to the Town and told they would be missed.

Adjournment

With no further business, Lola McKay made a motion, seconded by Kali Rasala, to adjourn. The motion passed on a voice vote 5-0. The meeting was adjourned at 7:08 PM.

HIGHLAND MAIN STREET REORGANIZATION MEETING
Highland Town Hall/ Via Zoom- Highland, Indiana 46322
April 8, 2021 MEETING NOTES

The Highland Main Street Bureau met in a Public Meeting held electronically, via the Zoom platform, and in person in the Town Council Chambers at Highland Town Hall on April 8, 2021. This meeting was convened pursuant to Governor Holcomb's Executive Orders 20-04, 20-09 and 20-25 and now extended by Executive Order 21-08 through April 30, 2021 allowing such meetings, pursuant to IC 5-14-1.5-3.6 for the duration of the emergency. All persons were meeting in person and 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 6:36 PM, the Highland Main Street (HMS) meeting was called to order by HMS Board member Teri Yovkovich.

Roll Call:

The following were present in-person in the Town Council Chamber at Highland Town Hall: Teri Yovkovich (2 Chicks), Redevelopment Director Kathy DeGuilio-Fox, Town Council Liaison Roger Sheeman, Rhonda Bloch (Sip Coffee 2), Mary Ellis (The Primitive Peddler), Nan Higgins (YaYa Sisters), Ash Rahmany (Vyto's Pharmacy), Jim and Diane Roumbos (Miles Books), and Ed Dabrowski, Highland's IT Director. Also, the following were present electronically, via the Zoom platform: Redevelopment Commission Assistant Lance Ryskamp, Mary Beth Lubarski (Promise You Art House), Adam Kern (Leep's Supply), Alec Rosario (Edward Jones) Liz Popovich (The Green Witch) and Dave Peterson (Growlers on Highway).

Discussion:

Teri Yovkovich opened the meeting saying that the reorganization effort was a clean slate from the past Board and that everyone's suggestions and ideas will be heard. Councilman Sheeman said that his vision for Highland Main Street was to work together to promote business.

Teri Yovkovich then opened up the meeting for everyone to offer their ideas or to ask questions.

Rhonda Bloch, citing the transformation of Crown Point's downtown, said that everyone needs to work together in order to make downtown Highland a destination. She commented that Crown Point has grown over the years and that now buses drop off people into downtown Crown Point to shop and eat. Finally, she said that events bring crowds to the downtown.

Director DeGuilio-Fox suggested that new events be related to business activities and encouraging business success, such as sidewalk sales. She said that the Redevelopment Department partners with the South Shore Convention and Visitor's Authority and there are ways that more can be accomplished through the partnership with them. She also cited the soon-to-be opened Fuzzyline Brewery, as well as to the downtown parking lot and the new streetlights, which will help attract more people to the downtown and provide a safer environment.

Ash Rahmany said Highland is moving in the right direction and has good anchor businesses, such as Langel's, in downtown. He also cited having the bike trail cross through downtown as being an asset, and suggested creating a biking event or a 5K race along the trail. He also suggested that the downtown businesses hold sales during the annual 4th of July Parade. Councilman Sheeman said the Council of Community Events is currently working on this year's event and he would like to

see more business entries decorated with lights in the parade. Teri Yovkovich added that the businesses can piggy back on the parade from the business/ retail side, rather than having an event.

Ash Rahmany said that efforts should be made through new signage to get daily traffic through the downtown to turn off of Kennedy Avenue and stop into the businesses. Director DeGuilio-Fox said that the Highland Redevelopment Commission is currently working on new wayfinding signs for the downtown area, now that the downtown parking lot project was finishing up.

A discussion ensued as to how best to get the word out about businesses in downtown, including the future of the neon "Downtown Highland" sign at Highway and Ridge, possible new signage at 2nd and Ridge and 5th and Ridge, reaching out to communities in Illinois and improved social media.

Nan Mason said she was very angry that downtown business banners were only up a short period of time last year. She said that there needs to be more cohesiveness year-round in order to bring in more people, with signage on each corner and more lights to modernize and glamorize downtown.

Diane Roubos said one of the challenges for downtown businesses is doing their own individualized marketing and advertising. She suggested running ads on WJOB, online and in The Times, as well as using direct mail, Google Ads and messages on billboards on Indianapolis Blvd. She pointed out that Miles Books has to compete with Amazon. She said that events like the Car Cruise and Chamber golf outing do not do anything to improve business.

A discussion ensued about possibly getting more coverage of downtown in future issues of the Highland Gazebo Express. Councilman Sheeman said that he would try and get a future issue of the newsletter devoted entirely to downtown businesses. A question was asked as to why businesses cannot buy advertising space in the town newsletter.

Teri Yovkovich then opened up the meeting to those attendees viewing through Zoom. Mary Beth Lubarski said she would like to have Promise You Art House, located just north of Lincoln Street, included as part of downtown. She said they were willing to help give out information about downtown businesses onsite.

Liz Popovich said that events like a Farmers Market and pet and motorcycle blessings can help bring people to downtown. She also said better signage is needed, and suggested possibly a retrofit for the Downtown Highland sign.

Alec Rosario asked about the Main Street budget. Director DeGuilio-Fox said the budget for Main Street is within the Redevelopment budget and it is small, due to budget cuts. Alec Rosario suggested using Facebook and Instagram more extensively.

Mary Ellis said more signage is needed, especially directing traffic off of Kennedy and onto Jewett.

Rhonda Bloch cited the popularity and visitor appeal of Crown Point's life size statues in their downtown. Councilman Sheeman mentioned an "Eyes of Highland" project that he had mentioned last year to the previous Board that he thought would attract attention in downtown.

Adam Kern said that besides working in downtown, he and his family have lived near downtown for 15 years. He said more signage is needed, but money should be spent wisely. He applauded Nan Mason's passion about lighting and he said he would check in to lighting at Leep's Supply for cost. He said that Highland seems to be stuck in Mid-Century Modern and we

should rethink our vision of the downtown. He cited the walkability of the bike path as a big asset and said that Downtown Highland has "good bones".

Jim Roumbos suggested that residents also be recruited for Highland Main Street to work on projects such as the Community Garden.

A discussion ensued as to possible meeting dates for the group. The consensus of everyone was to have the monthly meetings on the second Wednesday of each month at 6:30 pm. It was determined that the next meeting will be on May 12th.

Jim Roumbos suggested as a possible fundraiser to have businesses initiate a "Round Up" program, where customers could round up purchases to raise money for Highland Main Street. Director DeGuilio-Fox said she would contact Clerk-Treasurer Michael Griffin to see if this type of fundraising would be permissible.

Director DeGuilio-Fox reminded everyone interested to submit an application so that it may be considered by the Town Council. Redevelopment Commission Assistant Ryskamp said he will forward to all attendees of the meeting, via email, a PDF version of the application for appointment.

Rhonda Bloch asked about the possibility of her business having a hot dog cart in the downtown parking lot. Director DeGuilio-Fox said she would have to find out if this is permissible under Town Code.

Adjournment

At the conclusion of discussion, Teri Yovkovich adjourned the meeting at 8:26 PM.