

HIGHLAND MAIN STREET MEETING
Highland Town Hall- Highland, Indiana 46322
November 16th, 2022

The Highland Main Street Bureau met on November 16th, 2022, at Highland Town Hall, 3333 Ridge Road, Highland Indiana. *Redevelopment Commission secretary Renee Reinhart took minutes.*

Call to Order

At 6:40 PM, the Highland Main Street (HMS) meeting was called to order by Liz Popovich.

Roll Call:

The following members were present: Liz Popovich, Alex Robertson, Renee Reinhart, Jim Roubos, Diane Roubos, Ben Reinhart, Director of Redevelopment Marie Becerra, also present was Nan Mason.

Minutes:

The minutes of the October 12th, 2022, Highland Main Street meeting were presented and reviewed by the members. Alex Robertson made a motion, seconded by Ben Reinhart, to approve the minutes. The motion passed unanimously.

Community Garden:

Renee Reinhart confirmed no new updates. Maria Becerra provided the budget updates for the Community Garden in the amount of \$1993.68. The expense of water to the Fire Station is not withdrawn from this account.

Farmers Market:

Rhonda Bloch was absent for the meeting but sent in an update that she is working on draft for starting a market at the municipal parking lot located at Highway and Kennedy Avenues.

Restaurant Crawl:

Alex Robertson reported business participation has been slow, restaurants slow to respond with specials. Suggestion to tie in other community engagement i.e., food or coat drive. Plans to continue monthly with a re-brand.

Makers Market 2022

Marie Becerra confirmed Mr. Over has been compensated for his work on musical performance. Nan asked about calendar dates for next year.

New Business, Ideas and Discussions:

Redevelopment Director, Marie Becerra, provided an update to the Wayfinding signs. Raised up the appropriation needs to the Council approval.

Budget: Maria Becerra provided copies to the group of the Main Street Budget. Diane asked if the funds roll over and Maria confirmed.

Drone Videos– also pending Town Council approval

Alex Robertson made a recommendation for a centralized event calendar on the Town Website including community events. Nan recalled a Town Planner, but it was never up to date.

Alex also shared that Indiana has a Main Street program that provides grant money. Main Street America is a second organization that provides workshops and tools to help with event organization and advertising efforts. Membership non-accredited for \$375.00, accredited an additional \$100.00. Minimum program guideline requirements include a set plan with goals.

2023 Event Ideas Presented by Alex Robertson, discussed and plan by the committee:

- February: week of the 13th- Valentine Hunt – smaller children to make a valentine, business participate and posts in the local business. Families hunt. Action item: Alex to reach Pat Krull with the School Board. Each business to have Valentines in the window.
- March: Essay contest. Jim Roumbos to take lead.
- April:
 - Easter Egg Hunt,
 - Sidewalk Sale – Nan Mason to coordinate
- May:
 - Bikes in Bloom - bike decoration and judging, displayed in downtown.
 - Garden Planting Saturday May 15th, Madison, Ben & Renee Reinhart to lead.
- June
 - Bike Rodeo, Bike Tours, Bike Safety workshops. Tune ups, Bike blessing.
 - Spring Patio Picnic – create outdoor area in front of businesses. Encourage bring your own or carryout.
 - Story walk – organization has materials you purchase, library involvement and utilization of bike path. Read the book throughout downtown posted in local businesses. Laminated & blown up.
- July: TBD
- August: TBD
- September: TBD
- October
 - Makers Market: Terri Yovkovich
 - Sidewalk Sale
 - Halloween theme – nightmare on Main Street, costumes, pumpkin judging, smashing pumpkins. Coordination with Trunk or Treat.
 - Restaurant Crawl – street shut down.
- December: Christmas cookie stroll – Jeffersonville Indiana does charge, offers 350 tickets, each ticket = \$12.00. Participation with Cakes by Karen?

Adjournment

The group decided the next meeting will be held on Wednesday January 11th, 2023. With no further business before the members, Ben Reinhart made a motion, seconded by Alex Robertson, to adjourn. The motion passed unanimously, and the meeting adjourned at 8:25 PM.

