

**Enrolled Memorandum of the Meeting
Study Session/Meeting (Convened Electronically/Hybrid)
Twenty-Ninth Town Council of Highland
Monday, February 20, 2023**

The Twenty-Ninth Town Council of the Town of Highland, Lake County, Indiana met in a study session on **Monday, February 20, 2023**, at 6:30 O'clock P.M., in the regular place, the Highland Municipal Building, 3333 Ridge Road, Highland, Indiana.

*This meeting was convened as both an in person and an electronic meeting. Some persons were participating remotely on a Zoom platform that allowed for real time interaction between and among all of the Town Council and supported the public's ability to observe and record the proceedings. People were able to participate in person and remotely, allowing for all councilors to be simultaneously seen and heard. When the agenda item provided for public comment, this was supported as well. Councilor Zemen, Councilor Toya Smith, Councilor Mark Schocke, Councilor Tom Black, Councilor Roger Sheeman all participated in person.

The meeting was streamed live on the Town of Highland, Indiana Facebook page and participation was supported by the Zoom on-line communication platform.

Silent Roll Call: Councilors Bernie Zemen, Toya Smith, Mark Schocke, Tom Black, Roger Sheeman, were present in person as indicated. The Clerk-Treasurer, Mark Herak was present to memorialize the proceedings. *A quorum was attained.*

Officials Present: Ed Dabrowski, IT Director, Metropolitan Police Chief, Ralph Potesta, Assistant Metropolitan Police Chief, Pat Vassar, Theresa Badovich and Robin Carlascio of the Idea Factory were in person.

General Substance of Matters Discussed.

X. DISCUSSION/PRESENTATION: THE IDEA FACTORY

Theresa began the discussion by passing out a handout and explaining the handout. I know you're looking for ways to possibly save money. On the first page, are the costs which Roger had previously brought up. If we did just black and white, as you can see on the second listing, you'll only save \$100 bucks by doing black and white instead of 2 colors. If you went down to 2 pages, obviously you would have some savings but honestly, Robin and I have more content than we can possibly fit in a newsletter every month. Councilman Schocke you had mentioned us sending out an email for submissions. That's part of our standard operating procedure with all of our clients. We always send out a call for submissions, just to make sure we don't miss anything or if there's something that you prefer to have in the Newsletter. A good case in point is, I was talking with Maria last week and that's when we learned what Highland Main Street was doing with the Valentine cards and some of the restaurants and they're going to start doing those initiatives around the holidays. A story just came out of a basic conversation

so that might have been something we didn't know about as it wasn't submitted. Submissions is just standard operating procedure but we always have more stuff that we can possibly fit into the newsletter. The other thing is, we like to keep on everyone's radar and so that they're always thinking because some things they just take for granted because they're doing it and they don't even understand that it would be a great story that people want to know about like the snow plowing. It was an impromptu conversation with Councilman Schocke that led to the article and people were like they didn't know and they found the article interesting.

Councilor Sheeman asked if we are turning the Gazebo into a social magazine. If we're doing it for information then it's not a story. It's information. So, what was the gazebo created for? Was it for information or was it for stories? If for stories, you could find a-100 stories and make it 2, 6, or 8 pages if you wanted to. What is really pertinent that the Town people need to know. I guess that's my point. What is the purpose of the gazebo? If it's filling pages, then fine as we can surely do that as she said as they get a lot of stories. It is a story. What is the value of the information to the resident. It seems like a lot of the pages have oversized graphics and things like that and they need to fill it. That's why I gave you guys some options a couple a couple of meetings ago, if you wanted to save some money. Like I said, it's getting close to that \$50,000 budget mark.

Theresa asked where does that number come from as we never provided that number as we have never made or been paid that much.

The Clerk-Treasurer said it was the aggregate of the whole year paid to the Idea Factory. It was close to like \$43,000 or \$40,000 or something like that, so I made it \$50,000.

Theresa asked the Council to look at the second page. She wanted to bring to the Council's attention the charges for web migration which happened in 2021 and 2022. We charge for migrating all the information from the old website to the new platform and if you remember right before, you had asked us to submit a proposal for a new website. You essentially got a brand-new website and you didn't have to pay for it. We only charge \$500 a month to move the information over to a new website so we saved the Town \$9,000 just on that alone. So yes, that \$500 was more than what we normally would bill. We did that, just to get to paid for our time to migrate the information over to that new platform. So now you can see in the 2023 column, you don't have that charge anymore.

Councilor Schocke commented that there is a budgeted amount for this service and we've been seeing some overage. I think it's based on the way that the pricing is set up. I don't want to call it clip-art but certain imagery costs more money and I would like to explore other options. I would like to just get rid of all the visual stuff, the clip-art stuff and have more content.

Theresa said design and content kind of go together. That's what makes it appealing, to draw somebody's attention the article.

Councilor Schocke said but that's my point. It seems as though there's a budget and we continue to exceed or the budget continues to grow and there's gotta be a reason for it. Is it because of those photographs?

Councilor Sheeman asked if he could interrupt for a second? He said the clip-art is at their discretion. There's no direction from the Council that says 2 clip-art per issue. They may have 4. They may have 5 and so that's where it adds up over their basic cost. I guess that's kind of our fault as we haven't defined and told them what the limits are.

Councilor Schocke said I'm just trying to make sure we fit in budget. As long as we fit in budget, I'm fine with it. Thumbs up as I don't really have any huge discrepancies with the actual gazebo.

Councilor Sheeman said I believe they spent \$44,000 or maybe \$46,000 last year as I don't have the last sheets but their proposal was for only \$30,000 or something like that but when you start adding all that in, that's how their budget got so large. That's why we need to define to them what the parameters are, how much clipart they can use or how many pages. That's why, even in my proposal, even though they ask for all of the departments to submit stories, we need to prioritize which stories are good and those that aren't really. Maybe we can eliminate 2 pages. I don't know. I mean you guys want to leave it like it is which is fine with me. I just bringing up all these little options and let you know that it is getting pricing. My thoughts are, I think we can reduce it. I think we can reduce to 2 pages and still get the necessary information out.

Councilor Black commented that the Town's web page looks like a newspaper. There is not a lot of color image like you find when you look at other town's websites. I looked at Whiting and Griffith's and other towns like that and you get a nice well put together website. With ours, you basically have what looks like a kid's newspaper on the front of it, more for a classroom. I feel it could be brighter. I would say that probably use more brighter colors and stuff like that, you know yellow and oranges, making it more eye appealing. Our's has a dull look to it and it is really difficult to navigate. It's difficult to navigate because of the size of the font, and some of the links are still broken. I mean those are the things I'd like to see addressed.

Theresa said these are the things that need to be communicated to us. Again, we just migrated the platform over to the site and we didn't charge you for a new website or re-design or any of that. We don't charge the Town for stock images. As a matter of fact, we just created a sustainability page for the group and we donated our time. There are things where there's going to be charges. We charge for the leaf collection insert or for the recycling insert. We worked with Mr. Tweedle on the consent decree article. We put in an extensive amount of time creating the insert and will charge for our services. My point is that there are some things that weren't budgeted as we didn't know we would be doing the work and we charged which increased the budgeted amount.

Councilor Sheeman asked who authorized the page for Sustainability or the consent decree. I'm not saying sustainability shouldn't have one but I want to know the process because as I said before the budget continues to increase.

Theresa said they donated their time for sustainability. We had gone to the meeting and got to meet some of the members and figured since it was a new group with a lot of things going on, there was a lot of content to write the story and create the page. There's a lot of things that we don't charge for. I can vouch that Robin and I are on the Town's website every single day, sometimes multiple times a day. It's hard to find places to cut when there's so much that we donated. Some areas you might want to consider is providing to us information and pictures regarding the restaurant crawl. If you could have someone like Susan Hale to provide the pictures and information regarding the menus, we can simply upload it onto the website versus having to write the content and find pictures as we have to talk with the restaurants to find out their specials and then find photos. Another is web security. The last Council had wanted web security. Does the Council still want it?

Councilor Sheeman asked IT Director Ed Dabrowski to respond.

Ed said I think that we want to keep it because it's worked against us if we don't have it and we don't know, if it is the Town's problem, it acts like web security and its not on the Town but on them.

Theresa continued that you could put a limit on the number of pages or stock images. It would be great if you can have people submit photos as opposed to us having to take the pictures. For example, photos of the new chief of police were provided to us and will be used in the next newsletter. This reduces the cost to the Town. When we went to the sustainability meeting, we actually took the picture ourselves. We would welcome more images from the Town. I know what Councilor Black is talking about where we could place a slider at the top with images in it. Either we are compensated for our time to go and take those pictures or have the pictures submitted to us.

Councilor Sheeman said we have to come to some conclusion tonight. There are ways to cut back. We need to give direction to them on what you want them to do. I mean, that's why we're having a discussion.

Councilor Schocke said why can't we just stay within a budget? Their budget is bigger. It was increased to \$50,000 so we won't have to appropriate additional money. I think it would make sense to define what we want and ask them to produce within that amount of money. I would hate to say at this point, here's a user-free license. Let me ask some fundamental questions, I should probably already know but I'm going to ask then anyway. When you make changes to the website, who does that get run past, if anyone?

Theresa responded that it is the person asking for the web update. For example, on the police chief switch out or when the Town was no longer hiring for the new positions, we worked with John Banasiak to make the changes. We don't get much feedback from other

than the people that are requesting the updates. We had over 600 requests by the end of last year.

Councilor Schocke said I'm looking at the homepage right now and I see, like the top thing on the top is the NWI fishing and outdoor expo, which is March third through fifth. It seems like a cool event. I think this is maybe like the third or fourth year we've done it at the Lincoln Center. We also note that the Highland Parks and Recreation actually has their own website. This is at the top and as I scroll down toward the bottom there is mention of VIPS looking for volunteers but nothing about the hiring or the need for police officers.

He was advised that there was information on the hiring of police officers, the same as on the police website and the press release but was removed this morning as the application closed last Friday. Councilor Schocke continued by asking did someone from the Parks ask you to publish the information regarding the NWI fishing and outdoor expo?

He was advised that Dave Byers had requested it be posted and supplied the information.

Theresa continued that if you want people to continue to come back and read your website, you need to mix it up or people won't be interested in reading it. The standing content is on the left and we have the buttons on the right but we try to update in the middle with events and things that are current. We added a real calendar under Community Events and that's something that we're gonna start working with the various groups. It's web based. They can log in to put all their things. If Main Street, for example, wants to promote all their events, they can add them in that calendar instead of having us do all that work. We're trying to feed it out to the groups. I guess we can bring submissions to the entire Council for approval or we can follow up with the Council President at the time and say: You know, we have this request to put it on the website, like the consent decree, this is what it is going to cost, do you want us to proceed. This is a requirement of the Government that we have to put up. This is what it's gonna cost. Do you want us to proceed?

Councilor Schocke using the example of the consent decree, should we not start budgeting a portion of the website to the various departments? Its weird because its like we compartmentalize certain things within the Town and not others.

Councilor Black re-emphasized that he would like to see a little brighter website, with a little bit more of lighter colors?

Robin asked the Council about the archiving of information or how long should it remained archived before it can be removed. She said we have at least 10 years of data archived. There's 8 to 10 years of archived material, some longer. We've got reports, annual reports and that kind of thing. I'm totally good with that but I just didn't know if the Council wanted to start to dispose of. For example, how many years do we have to keep minutes as she directed her question to Attorney Reed. He wasn't sure but he

advised that the minutes don't have to be put on the website as the Clerk-Treasurer places the minutes in a binder that is kept in the safe.

Attorney Reed said he has used the minute books to go back as far as 1970 and even farther to research to see if it was a special exception or conditional use. The same applies to building permits. The originals should be kept forever.

Robin said no decision was needed tonight but since the Council was talking about websites, she wanted to bring it up.

Theresa returned to the exhibits and pointed out to the Council that web hosting didn't exist in 2017. That was something that was passed along to us. All the website was contained with one group which made sense. And then the previous Council wanted to do the web security. There're things that have changed over the course of the year. We would like the Council to consider an annual contract as it's very hard for us to be efficient and do our jobs when the contract is month to month. If you would please consider through the end of the year that would help us.

Councilor Sheeman asked the Council everybody's opinion. You want to leave it four pages? You want to restrict it to just black and white? You want to make an exception for Fourth of July for the festival to color? You want to limit the number of images to 2, black and white with an occasional picture if it's important?

Councilor Black said I think we need to reduce the pages and I think we to limit the number of pictures. I think that's a good place to start. If a department feels a need for a picture, that department should provide the picture.

Councilor Sheeman said there are options to look at. One of the reasons we hired Susan was to update the website. He didn't think updating the website is that difficult especially if it just a single picture and not a layout. We'll let Susan do all the research and simply send the information to the Idea Factory. The question he had would be possible to reduce the number of pages from 4 pages to 2 pages?

Councilor Schocke asked by going from 4 pages to 2 pages what aren't we going to put in the gazebo? Are you gonna tell parks and recreation that they can't have anything in the newsletter anymore? But the other question I would ask again, do we want the submitter of the article to go directly to the Idea Factory or should they go through the Council to make the decision what should or should not be included in the Gazebo. I think that that might actually be worthwhile to have one person on the Council make a call and that person be the President. I think maybe just run it by to make sure it looks good and a thumbs up or its thumbs down. So, if we're down to 2 pages which means we can't have twelve articles so maybe the Council President should be the arbitrator of what he thinks is important and goes into the gazebo this month or delay it one month or dropped all together. Somebody's gonna have to get kicked out and it probably going to fall to the Council President, so he's the one that's got to approve the final lay out and everything.

That's all I'm saying. He continued that by looking at the exhibits, he didn't think the number of pages was really the cost driver but actually the creation of the pages. How is creation billed? Is the creation or the writing of the content the heavy cost part? Or is that a set amount? What's a per page amount? Because that's actually important to know if we're going to make that decision. Because right now, you know, I mean, the printing cost is the minimum right, like if it's just about printing costs for me, I think it makes sense just to keep the 4 pages. But if the content creation cost is the driver, then I need to know that information.

Theresa responded that if the Council goes back to the second page of the exhibit, if you look at the first line where is say's gazebo that for 4 pages, if you divide that number by 4, you pay under \$500 a page, which by the way, you are all paying less than all of our other customers. We have been really good about and conscientious about asking for increases slowly and there's times when, like last year, we didn't even ask for an increase. There are many years like that.

Councilor Black said in an attempt to limit content, all submissions should go to the Council president and he'll decide what articles will go into the Gazebo and forward it to the Idea Factory.

Councilor Schocke said if you really want to cut an article or department out, it might be a department with their own website, like the Park Department who not only has their own website but also a mailer that goes to residents 3 times a year. The Park Department website or link could be highlighted in the Gazebo. I am very pro park and I'm obviously a huge fan of all their programs and I'm a huge user of all of them with my children. I like having content but at the same time they have quite a bit of PR already. I guess I should ask the Park Board and see how they feel about it before we make any actual decisions.

Theresa said the Gazebo does drive a lot of traffic to those events because as you know, like the brochure that comes out quarterly, the exposure helps. Dave Byer sends us a list of his wish list and we try to fit in as much of it as we can. She said she would suggest that the Council drops their photos and contact information. She said we could cut out stuff from churches or civil organizations who are always sending me stuff regarding their activities and ask me to put it in the Gazebo. Do you want me to turn them away? If you turn one away, you need to turn them all away. I feel that information brings vibrancy to the community that otherwise wouldn't exist. We've built a relationship with the community over the past 13 years, so we kind of know what to expect when things are coming in and we've done a really nice job of balancing of keeping everything equally shared.

Councilor Zemen said he thought the Idea Factory has done a wonderful job on the Gazebo. I was on the Council when the Gazebo came into existence. When I had my radio show for over 12 years, there wasn't a single show that at least 1 listener called in to say how much they appreciated the Gazebo. There's 9,000 homes or whatever number there is. There's always something in there for somebody. I mean some of the stuff is

boring to some people or as this article is very interesting to some. For example, when you came to the sustainability meeting that night, you were there for maybe 2 hours. I mean you didn't have to sit there but I think people enjoyed reading your story and everything and appreciate the time you spent with us. My question is this, putting it into one sentence. Why are we spending 45 minutes trying to change it? By cutting the Gazebo by 2 pages, will I notice a reduction in my next tax bill.

Robin gave an example about the neighborhood crime watch. At their monthly meetings they were getting maybe 4 to 6 people in attendance. We put an article in gazebo on the top of page 2 right above the Council members pictures. At the next meeting more than 60 people showed up to attend the meeting. They came to the crime watch because they read the article in the Gazebo.

Councilor Sheeman said our push is to have more people pay their bills online. I noticed that we're down to 8500 mailings. It varies every month but we are down by about 1,000 mailings which means 1,000 less people will receive the Gazebo in the mail but will have to go on-line to view it. I would say, if you have community events and you get something from these other groups, you might reference a brief description and a link where the reader goes to inquire further.

Theresa responded that it doesn't cost a whole lot to put links there. It's not like you are creating a page or doing graphics but if you were going to be doing that online and we were going to increase the amount of events that we were going to publicize, then there's going to be a charge as there is a lot of extra work.

Robin said that early on there was discussion about allowing people to advertise to defray costs. The problem with that is that the gazebo is mailed with the utility bill. If there is commercial advertising in the Gazebo, it could no longer be mailed with the utility bill so the postage savings each month by combining would no longer exist and the Town would have to mail the Gazebo separately at a cost of \$5,000 or \$60,000 a year

Councilor Sheeman suggested that there is some consensus to reduce the number of pages from 4 to 2 and no more than 2 black and white stock images. We can start there and always change.

Councilor Smith said she opposed the idea as she felt there were more than enough good ideas to fill all 4 pages.

Councilor Black suggested we try to vary the colors.

Theresa said they are already working on March, which will be 4-pages. They can produce in one color but one color is black.

Councilor Schocke said I'm kind of with Bernie at this point like I don't know why we're spending as much time on this. We really believe the 4-pages give the right information to residents.

Councilor Zemen said, you keep bringing up the website. I'll be the 1st to admit that I have never visited the website. I rely on the monthly Gazebo and the quarterly brochure from the Park Department for my information. We keep on our table and I'm fully informed with both.

Councilor Schocke said I go to the website because my utility bill is automatically deducted through my checking account, so I no longer get a water bill and I actually, to be honest with you, I barely ever read the Gazebo. I don't mean that in any negative way. It's just that I don't read it because it's not in front of it. It doesn't mean that much to me. I don't care that much but if the public really likes it, let's keep. You know what I'm saying, and if they want it at 4 pages great.

Attorney Reed said his only issue with the website it is really hard for him to locate the Municipal Code. I've got to search. It is not intuitive.

Theresa said they can easily add a button but again these are the things we would have discussed had you hired us to do a new website. We would have gotten all your feedback.

Councilor Sheeman said he brought in another designer whose product contained the things that are being talked about now. You guys saw him but said it was too expensive so we didn't do it.

Theresa said the Town's website has had almost 2 million hits which is huge. We're like up in traffic like almost a half to a 1 million from like 2020. The traffic's increase significantly.

Councilor Schocke said I'm looking over your stats and I'll be the be the first one to admit that I'm not educated enough in this field to tell you what it says. But you know, I see the United States is obviously the large one but is that all robots/spider visitors.

Theresa said if you look at the asterisk at the bottom, that robots shown here are not viewed by visitors, so they're not included in those other charts. It's showing you that the website had 1,935,241 hits which is pretty awesome.

Councilor Black said not to forget Highland is a pretty common name. I mean when I type in Highland, I get Highland Park, Illinois or Highland, Michigan. There are a lot of town in the United States with the name of Highland.

Councilor Sheeman said it is apparent we have no consensus. Someone is certainly free to make a motion, if they want to. If somebody wants to make a motion for the Gazebo to become 2 pages. If there are 3 votes, it wins and if not, it doesn't. I think we should extend their contract for the rest of the year in all fairness to them instead of this month to month thing but I would also suggest putting parameters in place.

Councilor Schocke said I still think, if you cut it down to 2 pages, you're robbing the residence of a lot of good reading material, a lot of information. So, why don't we put that question as a survey on the website.


Councilor Black reminded everyone that we can't make-a-decision tonight however we seemed in consensus of removing the Town Council ribbon.

Theresa said the July Fourth Festival spread is the number 1 thing that is downloaded off the website. It makes a big impact and making it color has an even bigger impact.

Councilor Black asked if the Idea Factory could make the next Gazebo 4 pages. Making it lighter, with a couple of stock images to see what it looks like.

Theresa said that March is already in production but she can take one already done and just convert it to black and white so Councilor Black can see what it looks like.

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|---|---|--|
|  | ONE COURTHOUSE SQUARE SUITE 207 CROWN POINT, IN 46307 | THERESA BADOVICH theresa@theideafactory.us.com 219.669.8312 |
| | | ROBIN CARLASCIO robin@theideafactory.us.com 219.831.0634 |

To:
Highland Clerk-Treasurer Mark Herak
Highland IT Director Ed Dabrowski
Highland Town Council

From: The Idea Factory

Subject: Litho costs

4 pages, 2 colors (current)

Gazebo Express printing: \$1,075 for 10,000
Mailing and Insertion: \$100.26

4 pages, 1 color

Gazebo Express printing: \$975 for 10,000
Mailing and Insertion: \$100.26


2 pages, 2 colors

Gazebo Express printing: \$711 for 10,000
Mailing and Insertion: \$100.26

4 pages, 4 colors (July 4th Festival or special issue)

Gazebo Express printing: \$1,300 for 10,500
Mailing and Insertion: \$101.92

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|  | | THERESA BADOVICH theresa@theideafactory.us.com 219.669.8312 |
| | ONE COURTHOUSE SQUARE SUITE 207 CROWN POINT, IN 46307 | ROBIN CARLASCIO robin@theideafactory.us.com 219.831.0634 |

To:
Highland Clerk-Treasurer Mark Herak
Highland IT Director Ed Dabrowski
Highland Town Council

From: The Idea Factory

Subject: Website analytics

Interesting highland.in.gov website facts

Since migrating to the new website platform, the number of hits, unique visitors and pages visited are up significantly:

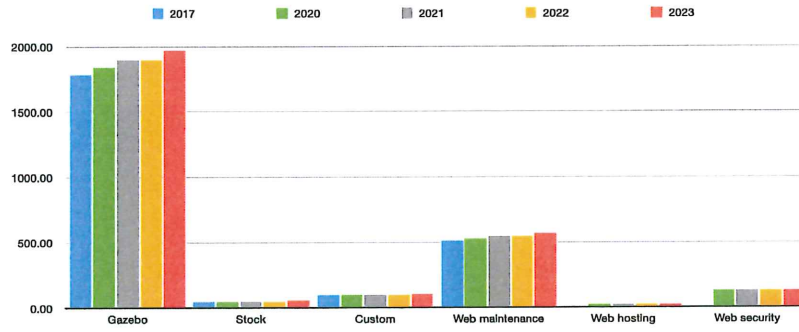
- 1,935,241** Number of hits on highland.in.gov – up 444,205 since 2020
- 108,136** Number of unique visitors – up 34,175 since 2020
- 720,492** Number of pages visited – up 558,443 since 2020


| Summary | | | | | |
|------------------------|--|-----------------------|--------------------|--------------------|--------------------|
| Reported period | Year 2022 | | | | |
| First visit | 01 Jan 2022 - 00:03 | | | | |
| Last visit | 31 Dec 2022 - 23:43 | | | | |
| | Unique visitors | Number of visits | Pages | Hits | Bandwidth |
| | <= 108,136 | 150,505 | 720,492 | 1,935,241 | 548.09 GB |
| Viewed traffic * | Exact value not available in "Year" view | (1.39 visits/visitor) | (4.78 Pages/Visit) | (12.65 Hits/Visit) | (3818.57 KB/Visit) |

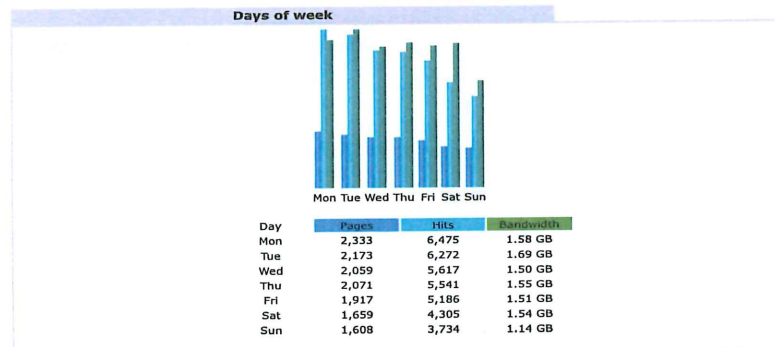
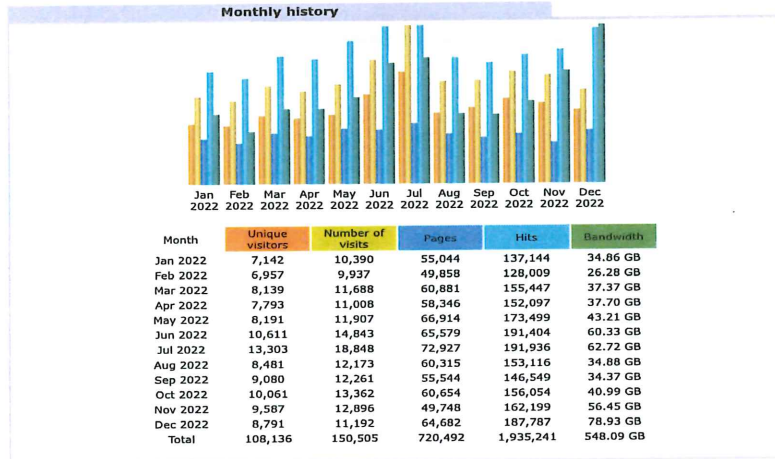
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The Idea Factory


| | 2017 | 2020 | 2021 | 2022 | 2023 |
|-------------------|---------|---------|---------|---------|---------|
| Gazebo | 1785.00 | 1838.55 | 1893.71 | 1893.71 | 1969.46 |
| Stock | 50.00 | 50.00 | 50.00 | 50.00 | 52.00 |
| Custom | 100.00 | 100.00 | 100.00 | 100.00 | 104.00 |
| Web maintenance | 510.00 | 525.32 | 541.48 | 541.48 | 563.12 |
| Web hosting | 0.00 | 24.99 | 24.99 | 24.99 | 25.99 |
| Web security | 0.00 | 125.00 | 125.00 | 125.00 | 130 |
| Web migration | | | 500.00 | 500.00 | |
| Property Listings | | | 25.00 | 25.00 | 25.00 |
| Restaurant Crawl | | | 100.00 | 100.00 | 100.00 |



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|---|---|--|
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|---|--|---|
|  <p>THE IDEA FACTORY YOUR SOURCE FOR MULTIMEDIA SOLUTIONS</p> | <p>ONE COURTHOUSE SQUARE SUITE 207 CROWN POINT, IN 46307</p> | <p>THERESA BADOVICH theresa@theideafactory.us.com 219.669.8312</p> |
| | | <p>ROBIN CARLASCIO robin@theideafactory.us.com 219.831.0634</p> |


Locales (Top 25) - Full list

| Locales | Files | Hits | Size (MB) |
|--------------------|------------|-----------|-----------|
| United States | us 627,897 | 1,664,145 | 494.89 GB |
| Unknown | jp 48,058 | 191,681 | 21.28 GB |
| Russian Federation | ru 7,537 | 8,816 | 754.19 MB |
| Japan | jp 6,225 | 9,752 | 5.92 GB |
| Great Britain | gb 3,380 | 5,387 | 899.32 MB |
| Canada | ca 3,132 | 8,982 | 1.04 GB |
| India | in 2,799 | 6,093 | 628.57 MB |
| Ukraine | ua 2,504 | 3,055 | 367.77 MB |
| China | cn 1,919 | 3,080 | 474.74 MB |
| Netherlands | nl 1,609 | 1,978 | 323.00 MB |
| France | fr 1,456 | 3,219 | 338.95 MB |
| Germany | de 1,187 | 3,063 | 2.23 GB |
| Sweden | se 1,119 | 1,239 | 185.60 MB |
| Poland | pl 1,039 | 1,094 | 27.46 MB |
| South Korea | kr 689 | 1,702 | 353.78 MB |
| Italy | it 601 | 866 | 68.54 MB |
| Philippines | ph 555 | 2,110 | 207.14 MB |
| Bulgaria | bg 529 | 624 | 47.56 MB |
| Romania | ro 519 | 861 | 125.69 MB |
| Seychelles | sc 482 | 525 | 23.48 MB |
| Chile | cl 466 | 969 | 124.29 MB |
| Australia | au 462 | 695 | 42.23 MB |
| Latvia | lv 364 | 369 | 26.85 MB |
| Slovenia | sl 339 | 2,135 | 2.14 GB |
| Iran | ir 335 | 612 | 213.88 MB |
| Others | 5290 | 12189 | 15.48 GB |

Downloads (Top 10) - Full list

| Downloads: 2832 | Hits | 206 Hits | Size (MB) | Size (KB) |
|--|-------|----------|-----------|-----------|
| /mt-content/uploads/2022/06/july4festival_2022.pdf | 4,032 | 3,247 | 45.70 GB | 6.43 MB |
| /mt-content/uploads/2021/01/2021_recycling_schedule.pdf | 3,697 | 105 | 2.95 GB | 812.50 KB |
| /mt-content/uploads/2021/10/2021_leaf_insert.pdf | 3,123 | 48 | 1.35 GB | 446.00 KB |
| /mt-content/uploads/2021/01/hbcapplication123119.pdf | 2,587 | 13 | 775.51 MB | 305.43 KB |
| /mt-content/uploads/2022/10/2022_leaf_insert.pdf | 2,182 | 37 | 989.29 MB | 456.53 KB |
| /mt-content/uploads/2022/01/Highland_recycling_2022.pdf | 1,725 | 171 | 1.47 GB | 813.97 KB |
| /mt-content/uploads/2021/02/town-of-highland-zoning-map-2017.pdf | 1,429 | 195 | 819.53 MB | 516.75 KB |
| /mt-content/uploads/2022/03/031422_htc_meetingagenda.pdf | 1,335 | 63 | 6.41 GB | 4.70 MB |
| /mt-content/uploads/2021/01/2020_contractor_application.pdf | 1,299 | 143 | 264.93 MB | 188.13 KB |
| /mt-content/uploads/2021/01/building_permit.pdf | 1,273 | 66 | 107.63 MB | 82.31 KB |

Memorandum of Meeting
 Monday, February 20, 2023



**THE IDEA
FACTORY**
YOUR SOURCE FOR MULTIMEDIA SOLUTIONS

ONE COURTHOUSE SQUARE
 SUITE 207
 CROWN POINT, IN 46307


THERESA BADOVICH
theresa@theideafactory.us.com
 219.669.8312

ROBIN CARLASCIO
robin@theideafactory.us.com
 219.831.0634

| Pages-URL (Top 25) - Full list - Entry - Exit | | | | |
|---|---------|--------------|--------|--------|
| 403 different pages-url | Viewed | Average size | Entry | Exit |
| / | 130,159 | 25.99 KB | 95,373 | 44,786 |
| /mt- includes/fonts/fontawesome- webfont.woff2 | 113,203 | 72.40 KB | 4,138 | 70,295 |
| /mt-admin/apl.php | 17,870 | 37.15 KB | 46 | 133 |
| /highland-police- department/ | 14,575 | 15.91 KB | 4,632 | 1,860 |
| /boards- commissions/community- events/ | 13,423 | 19.49 KB | 5,487 | 1,996 |
| /building-inspection/ | 12,458 | 16.87 KB | 3,911 | 2,954 |
| /boards-commissions/board- of-zoning-appeals/ | 12,222 | 22.97 KB | 1,062 | 575 |
| /boards- commissions/economic- development-commission-2/ | 11,490 | 22.16 KB | 730 | 370 |
| /boards- commissions/redevelopment- commission/ | 11,157 | 22.34 KB | 417 | 443 |
| /solid-waste/ | 10,300 | 16.53 KB | 3,643 | 2,560 |
| /highland-town-council/ | 9,988 | 16.46 KB | 1,175 | 787 |
| /boards-commissions/ | 9,374 | 12.98 KB | 1,268 | 532 |
| /cgi-sys/suspendedpage.cgi | 9,372 | 502 Bytes | 3,492 | 3,583 |
| /highland-public-works/ | 9,194 | 14.42 KB | 2,759 | 950 |
| /highland-town-council- minutes-memos/ | 9,159 | 19.71 KB | 1,065 | 812 |
| /waterworks/ | 8,874 | 16.18 KB | 2,035 | 1,151 |
| /highland-fire-department/ | 8,613 | 12.29 KB | 1,020 | 435 |
| /boards- commissions/community- events-commission/ | 7,907 | 20.97 KB | 459 | 323 |
| /boards-commissions/tree- board/ | 7,378 | 16.62 KB | 930 | 534 |
| /boards-commissions/police- commission/ | 7,370 | 18.58 KB | 938 | 557 |
| /boards- commissions/sanitary-board/ | 7,326 | 18.47 KB | 886 | 459 |
| /boards- commissions/waterworks- board/ | 7,309 | 17.57 KB | 874 | 487 |
| /boards- commissions/economic- development-commission/ | 7,126 | 22.64 KB | 39 | 189 |
| /boards- commissions/highland-main- street/highland-main-street- mi... | 7,077 | 20.52 KB | 271 | 146 |
| /boards-commissions/traffic- safety-commission/ | 6,974 | 17.02 KB | 314 | 89 |
| Others | 250,594 | 26.67 KB | 13,541 | 13,499 |

Font Awesome (the second URL listed in the above chart) is the Internet's icon library and toolkit, which ultimately increases speed for the user and less time wrestling browser rendering.

Memorandum of Meeting
Monday, February 20, 2023

| | | |
|---|---|--|
|  | ONE COURTHOUSE SQUARE SUITE 207 CROWN POINT, IN 46307 | THERESA BADOVICH theresa@theideafactory.us.com 219.669.8312 |
| | | ROBIN CARLASCIO robin@theideafactory.us.com 219.831.0634 |

| Robots/Spiders visitors (Top 25) - Full list - Last visit | | | |
|---|--------|-----------|---------------------|
| | Hits | Bandwidth | Last visit |
| 84 different robots* | | | |
| Googlebot | 60,777 | 30.49 GB | 31 Dec 2022 - 23:32 |
| bingbot | 49,644 | 13.18 GB | 31 Dec 2022 - 23:57 |
| Firefox version 10 and lower - various robots | 48,287 | 29.32 GB | 31 Dec 2022 - 21:56 |
| Unknown robot identified by bot* | 8,203 | 887.74 MB | 30 Dec 2022 - 18:45 |
| Applebot | 7,742 | 499.68 MB | 31 Dec 2022 - 23:33 |
| YandexBot | 3,865 | 3.52 GB | 04 Dec 2022 - 07:18 |
| nbot | 3,850 | 3.29 GB | 15 Oct 2022 - 04:59 |
| Java (catchall) | 3,167 | 1.79 GB | 20 Dec 2022 - 17:36 |
| facebookexternalhit | 3,150 | 1.10 GB | 31 Dec 2022 - 19:54 |
| crawl | 2,889 | 976.15 MB | 29 Dec 2022 - 07:11 |
| empty user agent string | 2,548 | 345.74 MB | 31 Dec 2022 - 15:12 |
| Googlebot-Image | 2,547 | 412.84 MB | 31 Dec 2022 - 23:47 |
| DuckDuckBot-Https | 2,361 | 158.03 MB | 28 Nov 2022 - 22:22 |
| spider | 2,304 | 760.50 MB | 12 Dec 2022 - 14:17 |
| robot | 2,065 | 448.28 MB | 14 Dec 2022 - 14:24 |
| discover | 1,877 | 154.93 MB | 31 Dec 2022 - 11:56 |
| DuckDuckGo-Favicons-Bot | 1,593 | 35.46 MB | 31 Dec 2022 - 23:42 |
| Dalvik | 1,545 | 2.33 GB | 30 Dec 2022 - 10:18 |
| Baidu (catchall) | 1,292 | 184.59 MB | 03 Dec 2022 - 21:11 |
| oBot | 1,099 | 14.86 MB | 18 May 2022 - 12:14 |
| Balduspider | 913 | 2.77 GB | 03 Dec 2022 - 23:12 |
| Unknown robot identified by *bot | 889 | 12.24 MB | 01 Dec 2022 - 08:38 |
| link | 803 | 12.30 MB | 30 Dec 2022 - 12:21 |
| Apache-HttpClient | 744 | 16.11 MB | 03 Dec 2022 - 10:20 |
| Go-http-client | 687 | 19.74 MB | 31 Dec 2022 - 20:56 |
| Others | 5,649 | 1.36 GB | |

* Robots shown here gave hits or traffic "not viewed" by visitors, so they are not included in other charts.

x. **Discussion:** Care and Use of Take-Home Vehicles. (this is the portion of the SOP the Council needs to approve in order to authorize a deduction be made from the officer's check)

f. Assigned Officers shall be responsible for a scheduled monetary fuel contribution to be deducted from the Officer's pay, each pay period. The rate of this contribution shall be based on the distance from which the assigned Officer resides from the Town of Highland.

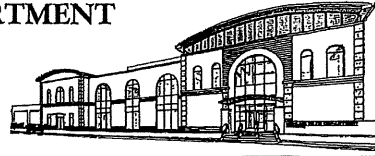
- a: Resides within the Town of Highland = \$0 bi-weekly
- b: Resides 0-10 miles from Highland = \$10 bi-weekly
- c: Resides 11-20 miles from Highland = \$20 bi-weekly
- d: Resides 21-30 miles from Highland = \$30 bi-weekly



HIGHLAND POLICE DEPARTMENT

3315 RIDGE ROAD
HIGHLAND, IN 46322-2097
(219) 838-3184

RALPH J. POTESTA, CHIEF OF POLICE



Take Home Squad Fuel Contribution

I (Print) _____ hereby authorize the office of the Clerk Treasurer of the Town of Highland to deduct the amount selected by my *Initials* from each of my payroll checks as a contribution towards the fuel costs of my Department issued Take-Home Squad.

- A: Resides within 10 miles of Highland, Indiana: \$10.00 per pay: _____
- B: Resides 11-20 miles of Highland, Indiana: \$20.00 per pay: _____
- C: Resides 21-20 miles of Highland, Indiana: \$30.00 per pay: _____
- D: I choose not to be issued a Take-Home Squad: \$00.00 per pay: _____

Signature

Date



Assistant Chief Pat Vassar began by explaining handout provided to the Council. In order to be able to have the Clerk-Treasurer's office deduct from the officer's paycheck

for contribution for fuel for use of a take home car, the officer must initial and sign the form shown above. It's simply a fee for officers who live out of Town who utilize the take home car program. The Police Commission is asking the Council to amend the Municipal Code to add such language. He further explained that those officers who live in Town, can drive their vehicles anywhere in Lake County but the 300 miles per month restriction still applies. The officers who live out of Town, in order to qualify for a take home car must live in Lake County, Indiana and live within 30 miles of the Police Department. As the Council will note, it is broken down into 3 different categories. If it's 10 miles or under, it's a \$10 deduction per pay period. If it's 11 to 20 miles, it's a \$20 deduction per pay period. If it's 21 to 30 miles, it's a \$30 deduction per pay period. That doesn't really offset the total cost of gas but we're trying to do something via the take home cars to take the words from Councilor Schocke, to attract and retain officers. Highland is really short staffed and it's critical to attract and keep law enforcement officers. I've been here 42 years and this is the lowest numbers since I started 42 year ago. I have the numbers broken down year by year since you all took office in 2020 month by month and I can tell you how many bodies right now we have on the street and where we are at on any given month. We are asking the Council to pass it as we are simply trying to attract more officers and retain the ones we have. Every agency around us has the same thing. Currently, I have 24 that live in town and 12 that live out of town. This particular pay coming in, or reimbursement, as we call it, is gonna equate to roughly \$6,000 a year that the officer who lives out of would be paying to the Town to be able to use a take home care while living out of Town. We calculated the price of gas to be \$3 per gallon and that equated to roughly \$21,000 per year or 29% of the gas cost. He then asked the Council if they had any questions.

Councilor Sheeman asked if there were any kind of limits as it pertain as if the officer lived in Crown Point. I'm off tomorrow, I have a take home car and I decide to go to Indianapolis. Can I do it?

Assistant Chief Vassar responded that the officer could not do that. The officers who utilize the take home car program and who live out of Town and only drive to and from the Police Department to their home and back.

Councilor Sheeman said the policy doesn't seem fair. Officers who live in Highland and drive their vehicles anywhere within Lake County, as long as, they don't exceed 300 miles for the month. The officers who live out of Town can only use their vehicles to drive to and from the Police Department to their home and back.

Assistant Chief Vassar said it is fair Councilor Sheeman as the policy is designed to encourage officers to live in Town. Our philosophy is that an officer who lives in Town is more apt to care about the Town. They patronize the local businesses. We want our officers to live in Town and those who do, we want to reward them more.

Councilor Sheeman said to him it seems that this policy penalizes those officers living out of Town. What if they live in Schererville or St. John which are neighboring communities and not that very far away and they can only drive the vehicle back and forth from the

Police Department and to their home and back but those who live in Highland, can drive anywhere in the County up to 300 miles. I understand about incentives so don't get me wrong. I'm just trying to say the policy doesn't seem equitable. He asked about how were the Police Department going to pay for the additional gas costs.

Assistant Chief Vassar explained that we anticipated a take home car program and built the additional cost of gas into our 2023 budget.

- x. **Discussion:** Residency Bonus Pay for Officers residing in the Town of Highland. Proposed wording: Effective January 1, 2024, a Highland Police Officer who is a resident of the Town of Highland will receive \$200.00 a month for each complete month that they are a resident of the Town of Highland or a maximum of \$2400.00 in a calendar year. In order to qualify for this stipend, the Officer needs to provide a copy of his/her Homestead Exemption or a copy of their current lease accompanied by a sworn statement of residency. Officers will be paid in one (1) lump sum, up to \$2400.00, in January of the following year. If an Officer moves out of the Town of Highland or leaves their employment with the Town of the Highland prior to the conclusion of the calendar year they will not be entitled to any residency stipend.

The Clerk-Treasurer asked the Council President for direction in preparing the February 27th agenda as to whether Ordinance No. 1780 should be included as it failed to get the necessary votes to be considered on 1st reading. Failing to get the necessary votes meant that it was introduced only.

Councilor Black said to add it to the agenda.

Councilor Sheeman asked Councilor Black to hold off before agreeing to put it on the agenda. He stated the reason I voted against consideration on first reading was because it is gonna cost the Town \$48,000, a cost that will continue to rise as more officers live in Highland. How is that going to be paid for as I think there's other ways to provide incentives to do that. In fact, I went to speak to Chief last Friday but we never really got to finish our discussion but I think we started to think about things in a little different way and I actually think we can come up with a better package than what was introduced in Ordinance No. 1780. The other thing I didn't like about that ordinance is I didn't like the language where it says they will be paid \$200 a month and then at the end it says they'll be paid \$2,400 a year. So, maybe legally, if an officer stays only 6 months, he'd could say, I'm supposed to be paid \$2,400 a year.

Councilor Schocke said the Ordinance specifically states that if the officer doesn't stay the whole year, he doesn't receive any stipend. If an officer moves out of the Town of Highland or leaves their employment with Highland prior to the conclusion of the calendar year, they will not be entitled to any resident stipend.

The Clerk-Treasurer added that the \$200 a month was added for those officers who moved into Highland mid-year and would be entitled to the stipend.

Councilor Sheeman said there are no provisions in the Ordinance for pro-rating the stipend. He said instead of the ordinance, I would propose a hiring bonus, paying more for officers who are already certified as opposed to someone else who is not certified. We might want to consider a moving allowance. I know that members of the Redevelopment Commission are coming to this Thursday's Police Commission Meeting to talk about this moving bonus. I think there's a lot of things that we can make better as this ordinance only proposes \$2,400. Why can't we do better the first time?

Assistant Chief Vassar asked Councilor Sheeman why can't we have this as its not going to take effect till 2024? It's not like this is gonna take effect next month or next week but it will provide people that are applying at Highland this incentive.

Councilor Sheeman said he would like to have further discussions with the Chief and Police Commission and see if there's anything else that can be done differently before we rolled this out.

Assistant Chief Vassar said that this has been presented to the Police Commission and they were fine with it. This goes hand in hand with the take home car policy. The take home car policy was designed to discourage officers who lived in Highland, have a take home car and then decides to move to a neighboring community as they don't have to stay in Town. We're trying to keep our officers in Town, which is the one reason this is on here. It came out to basically \$2,400 which equates to the property taxes a resident pays in Highland. It's basically close to most people's property tax. This all has the blessing of the Police Commission and the former Police Chief.

Metropolitan Police Chief Potesta added that we just want to keep our people in Town and if we don't this now, we're going to lose more people that are currently living in town and then move out of Town and we certainly don't want that.

Assistant Chief Vassar said we are in the process of interviewing new applicants. We're doing our testing this Friday and Saturday and we certainly would like this on the table when we do these interviews as a marketing tool to keep people here. If you come up with something later, please bounce it off the Police Commission. I showed you the staffing earlier and I tell you, it can't get much more critical than now. I'm the one that does the schedule and this is the worst it's ever been in my career. It's very difficult.

Councilor Sheeman asked how the police were going to fund this program?

Assistant Chief Vassar said the program doesn't start until 2024 so its not in the 2023 budget but we plan on placing it in the 2024 budget.

Councilor Sheeman responded that with the raises already given and now this, money isn't endless and I get it it's not 2023 but I got feeling that our net asset value of the Town is going to drop as home prices are starting to decline and inflation is causing mortgage rates to rise. In looking at the budget and this ordinance, we need to make sure it is sustainable. He added that he would like to see the stipend checks paid out at the officer's year end paycheck in December so they could really have a nice Christmas.

Assistant Chief Vassar said the thought process for a January payout was that in this world, most people put things on their credit card when they make a purchase and don't pay with cash but their bills would be coming in right after Christmas, so if they got their money right after Christmas, they would be able to pay off their bills.

x. Discussion: Consideration of Proposed Additional Appropriations: (*controlled funds*) Proposed Additional Appropriations in Excess of the 2023 Budget in the Redevelopment Capital Fund in the amount of \$50,200.00 and the Municipal Cumulative Street Fund in the amount of \$40,000.

The Clerk-Treasurer asked the Council President for direction in preparing the February 27th agenda as to whether Additional Appropriations Enactment No. 2023-04 should be included as it failed to get the necessary votes to be considered on 1st reading. Failing to get the necessary votes meant that it was introduced only.

Councilor Black said to add it to the agenda.

Councilor Schocke asked if there was a way to separate out the different requests for the additional appropriations as he was all in when it came to sidewalks but not the wayfinding signs. I don't think the wayfinding signs make sense but I don't want my no vote to affect the sidewalk replacement program. I'm voting no on the wayfinding signs but I don't want to delay the sidewalk replacement program and I don't want to have to go through the entire re-advertising process on my account.

Attorney Reed felt that they could be broken out without having to re-advertise as the initial advertisement for a public hearing included all 3 items.

The Clerk-Treasurer will check to see if possible and if it is, he will break out into separate enactments.

X. Discussion: Redevelopment Property, Maria Becerra is asking for \$200,000 in additional appropriations. \$100,000 to be used for providing a homeownership program for Police Officers and \$100,000 in façade improvements.

The Town Council President, as municipal executive, said he would delay discussion on this topic till a later date until after the Redevelopment Director, Maria Becerra, had a chance to meet with the Council.

Memorandum of Meeting
Monday, February 20, 2023

There being no further business necessary or desired to be discussed by the Town Council, the regular study session of the Town Council of **Monday, February 20, 2023**, was adjourned by the Town Council President, at 7:33 O'clock p.m.

Mark Herak,
Clerk-Treasurer