

HIGHLAND MAIN STREET MEETING
Highland Town Hall- Highland, Indiana 46322
August 11, 2021 MINUTES

The Highland Main Street Bureau met in a Public Meeting held in person in the Town Council Chambers at Highland Town Hall on August 11, 2021.

Call to Order

At 6:34 PM, the Highland Main Street (HMS) meeting was called to order by President Teri Yovkovich.

Roll Call:

The following members were present: Teri Yovkovich, Rhonda Bloch, Jim Roumbos, Diane Roumbos, Madison Owens, Liz Popovich, Renee Reinhart, Ben Reinhart and Mary Ellis. Also, present were Nan Higgins, Sue Alsager, Redevelopment Director Kathy DeGuilio-Fox, and Redevelopment Commission Assistant Lance Ryskamp. Members Evi Lovin, Alex Robertson, Renee Rosignol and Elijah Aurand were absent. Minutes were taken by Redevelopment Commission Assistant Lance Ryskamp.

Minutes: The minutes of the May 12, 2021 Highland Main Street meeting and a Meeting Memorandum of the July 14, 2021 meeting were presented and reviewed by the Members. Renee Reinhart made a motion, seconded by Liz Popovich, to approve the meeting minutes of May 12, 2021 and the Meeting Memorandum of the July 14, 2021. The motion passed unanimously on a voice vote, 9-0.

Election of Officers (Secretary): President Yovkovich stated that due to the resignation of Karyn Vaught, there was now a vacancy for the office of HMS Secretary. President Yovkovich asked for nominations for Secretary for 2021. Rhonda Bloch nominated herself. No other nominations were presented. Rhonda Bloch was elected as Secretary for 2021 unanimously by voice vote, 9-0.

Community Garden:

President Yovkovich recognized Renee Reinhart and Madison Owens for a report on the Community Garden. Renee Reinhart reported that produce was being harvested and brought to St. James for distribution by the St. James Food Pantry. She asked about the status of obtaining a sign for the garden. Redevelopment Director DeGuilio-Fox advised the members that due to several ongoing economic development projects, she asked Redevelopment Commission Assistant Ryskamp to work on the sign project. Renee Reinhart also indicated that the Tri-Kappa sorority had provided a \$125 in-kind donation, which she proposed using to purchase weed block and hay for the garden. A motion to approve use of the \$125 in-kind donation from Tri-Kappa for weed block and hay was approved unanimously in a voice vote, 9-0.

Restaurant Crawl: It was reported that the August Downtown Restaurant Crawl would be held from 4pm to 8pm on Tuesday, August 31st. A discussion ensued as to how to improve the retail end of the Crawl event. Jim Roumbos suggested having the Crawl run from 11am to 7pm, in order to increase foot traffic to the retail shops. The idea of having some type of scavenger hunt during the Crawl was discussed. Redevelopment Commission Assistant Ryskamp said that while the retail side of the Crawl is already part of the monthly event publicity, if the retail businesses let him know in advance as to the retail specials and sales, he could put together a flyer listing them all and distribute them to the restaurants to post.

Renee Reinhart and Rhonda Bloch offered to serve as the committee for the event and would work on ideas for the September Crawl. Renee Reinhart asked if the Park Department could put picnic tables back at the Community Garden. Redevelopment Commission Assistant Ryskamp said he would contact the Park Superintendent about that.

Proposed Craft Show:

President Yovkovich said that she had attended recent local craft shows and had obtained a number of business cards from possible vendors, who said they would be interested in part of a Highland Craft show in early October. She said that the annual Fire department Open House will be held on Saturday, October 2nd, and she proposed that HMS hold a craft show that same day, closing off Jewett Street from Kennedy and 4th Street. She said that besides approving the event, the members would need to approve a name for the event, as well as a booth fee amount. She said that passed festivals had charged \$25 or \$35 for a booth fee.

A discussion ensued as to what to name the event, with multiple possible names offered, including Highland Arts and Craft Show and Highland's Makers' Market. The members were polled as to the preferred choice and a majority of the members favored "Highland Makers' Market".

Diane Roumbos said the event would need to be well publicized and a discussion ensued about use of social media to advertise the event, as well as outreach to the interested vendors President Yovkovich had already identified. Discussion continued over whether a vendor offering dog treats for sale could also have dogs on site for visitors to adopt. Redevelopment Commission Assistant Ryskamp was asked to contact the Building Commissioner and others, as to whether this would be permitted.

A discussion ensued as to how much to charge as a booth fee. Redevelopment Commission Assistant Ryskamp advised the members that Indiana Sales Tax had to be assessed on the booth fees, but that in past years, the fee and tax were calculated out so as to equal either \$25 or \$35. A motion to approve the October 2nd event from 10 am to 4 pm, with a booth fee of \$25 for a 10-foot by 10-foot booth space without electricity was made. The motion was approved in a voice vote, by a vote of 8 in favor and 1 opposed (Member Diane Roumbos opposed). Redevelopment Commission Assistant Ryskamp said he would check to see if the Highland Redevelopment Commission would have to pass a resolution in order to formally establish the booth fee.

There was a discussion as to having food at the event. The consensus of the members was rather than having food trucks present, downtown restaurants would be promoted instead for food options. Redevelopment Commission Assistant Ryskamp was asked to contact downtown businesses and restaurants about the October 2nd event, urging them to consider holding sidewalk sales and "grab and go" food specials during the event.

Essay Contest: Redevelopment Commission Assistant Ryskamp reported that the Branch Manager of the Highland Library had expressed interest in participating with HMS on an essay contest. Jim Roumbos volunteered to contact the Branch Manager to work on finalizing details for the contest, with participation by the library included.

Car Cruise: President Yovkovich recognized Redevelopment Director DeGuilio-Fox, who reported that she had asked Highland Parks and Recreation Superintendent Alex Brown about possibly having a Car Cruise-like event at the municipal parking lot at the southwest corner of Kennedy and Highway. She said that Superintendent Brown had no objection to that. A discussion ensued as to whether to proceed with the event, and if so, possible dates.

Renee Reinhart suggested that perhaps the event could be included as part of either the September 28th or October 26th Downtown Restaurant Crawl. She and Rhonda Bloch offered to explore what date would be best, but asked for the members to approve the event now, so as to not have to wait for the September meeting to move forward. Liz Popovich made a motion to hold a Car Cruise event in the municipal parking lot on either September 28th or October 26th, subject to approval from the Highland Parks and Recreation Department and the Highland Police Department, as well as possible involvement by the Highland VIPS if needed. Jim Roubos seconded the motion, which passed unanimously on a voice vote, 9-0.

Downtown Music: The consensus of the members was that music bands and the Highland High School Camerata Orchestra be asked to perform at the Mural Alcove during the October 2nd Makers' Market. Redevelopment Commission Assistant Ryskamp was asked to also contact HGS (Highland Guitar Shop) to see if they would like to be part of the musical activities that day.

Yoga in The Community Garden: Redevelopment Commission Assistant Ryskamp reported that HMS member Evi Lovin had made contact with a yoga instructor who was willing to conduct yoga classes at the Community Garden. He said the instructor had tentatively suggested either Wednesdays or Fridays at 9am as options. A discussion ensued and the consensus of the members was to go forward with the classes and check additional availability of dates and time with the instructor.

Heron Mural Repair: A discussion ensued as to how to approach repairing the heron mural at 2819 Jewett. A draft Call For Artist, offering a \$1200 artist stipend, with a not to exceed reimbursement of expenses of \$700, was provided to the members for review. A discussion ensued as how the Call would be publicized and whether the repairs could alter the appearance of the original design, with Jim and Diane Roubos offering suggestions for change. At the conclusion of the discussion, Renee Reinhart made a motion, seconded by Liz Popovich, to approve offering a \$1200 artist stipend, with a not to exceed reimbursement of expenses of \$700, to repair the mural at 2819 Jewett. The motion passed unanimously by a voice vote, 9-0.

Discussion: President Yovkovich asked if it was possible for business owners who wanted to, to have the banners they purchased in 2019 for use at their businesses. Redevelopment Director DeGuilio-Fox said the banners were being stored at the Town Garage. Redevelopment Commission Assistant Ryskamp was asked to contact Highland Public Works about this issue.

Adjournment

President Yovkovich stated that the next HMS meeting would be on Wednesday, September 8th at 6:30 pm. Diane Roubos made a motion, seconded by Renee Reinhart, to adjourn. The motion passed unanimously on a voice vote. The meeting adjourned at 8:04 PM.