

**HIGHLAND MAIN STREET**  
**Agenda for September 8, 2021 Meeting**  
**Town Hall 3333 Ridge Road- Town Council Chambers**  
**6:30 PM**

1. Call to Order/ Introductions- President Teri Yovkovich
2. Approval of August 11, 2021 Meeting Minutes
3. 2021 Event Planning
  - A. Proposed Craft Show and related events- October 2, 2021
    1. Makers' Market
    2. Music
    3. Sidewalk Sale
  - B. September 28<sup>th</sup> Restaurant Crawl
    1. Street Closure/ Picnic Tables/ Music Update
    2. Car Cruise
  - C. Essay Contest Report- Determination of Number of Prizes
  - D. Proposed Community Garden Event- Renee Reinhart & Evi Lovin
  - E. Community Garden- Approval of purchase of plants for Fall garden- Madison Owens
  - F. Yoga at the Community Garden- September 9<sup>th</sup> & 23<sup>rd</sup>
  - G. Heron Mural Repair- Report on Applicants
4. Discussion
5. Adjournment

**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 31<sup>st</sup>. 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 2<sup>nd</sup>, and she proposed that HMS hold a craft show that same day, closing off Jewett Street from Kennedy and 4<sup>th</sup> 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 Roubos 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 2<sup>nd</sup> 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 Roubos 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 2<sup>nd</sup> 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 Roubos 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 28<sup>th</sup> or October 26<sup>th</sup> 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 28<sup>th</sup> or October 26<sup>th</sup>, 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 2<sup>nd</sup> 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 8<sup>th</sup> 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.

## Highland Main Street Staff Report- September 8th Meeting

- **Makers' Market-** Applications and reminders have been sent to the craft vendors Teri identified through her visits to local craft shows, as well as those vendors who have been involved or interested in similar past HMS events. I have attached a copy of the application. In addition, an email blast has been sent to downtown businesses about participating in a sidewalk sale on that date, and copy of that application is also attached. In addition, Zandstra's Farm & Greenhouse has agreed to once again hold a small Farmer's Market on Jewett during Makers' Market. As to music, I have reached out to the HHS Camerata Orchestra and they are not available on October 2<sup>nd</sup>. I also reached out to HGS (Highland Guitar Shop) to see if they were interested in participating, but have not heard back from them.

Budget-wise, there are two expenditures that will need to be approved: \$125 to Crowel Agency for an insurance rider for the event; and, \$156 to Aides Rental for rental of a basic portable toilet to be placed onsite for the event. Both expenses are at the same price level as our last Festival of the Trail in 2019. Unless HMS wants to consider stipends for musicians and/or money for signage, these would be the only expenses required for October 2<sup>nd</sup>.

- **September Downtown Restaurant Crawl-** Through the very much appreciated efforts of Councilman Mark Herak, the September Crawl on September 28<sup>th</sup> is going to include: live music at the Central Fire Station; closing off Highway Avenue from 2<sup>nd</sup> Street to 5<sup>th</sup> Street; and, placing picnic tables along the street for outdoor dining. The music will include three bands, sponsored and provided free of charge by Hometown Heroes.

The Car Show will also be on the 28<sup>th</sup>. As I noted in my meeting reminder this week, the question for HMS to consider concerns the location of Car Show. HMS had approved that to be located in the municipal parking lot at the SW corner of Highway and Kennedy. In discussions with the Police Department, the idea of having the cars line up on Highway was suggested. The issue would be how long the classic cars would want to stay onsite that night. The Hometown Heroes' bands are going to play until 9pm, which means Highway won't open up for cars to leave until between 9pm & 10pm.

There looks like there are three possible options:

1. Run picnic tables down the center of Highway, with the classic cars parked on either side of Highway. For those who would not want stay until after 9pm, those cars would need to be located either in the municipal lot next to Growlers, or on the west end of Highway, so there is a way to safely let them out early. Cars would enter the downtown at 5<sup>th</sup> & Highway.
2. A hybrid of #1, by having picnic tables on Highway between 4<sup>th</sup> and 5<sup>th</sup> Street, and the cars can only park on Highway from Kennedy to 4<sup>th</sup>. If the PD can assist, it would allow some or all of the cars to leave earlier than 9pm. The number of cars possible would be cut in half from Option #1
3. Keep the cars in the parking lot, as originally planned. They would be placed on approximately 50 spaces on the north side of the lot. The south side of the lot will be open for Crawl visitors to park, by using the Kennedy Avenue entrance. The cars would enter the lot at a fixed time period on the Highway entrance, prior to the road being closed. Once the road is closed, no more cars would be allowed in.

With all of these options, the number of cars will be limited, and they will have to arrive onsite a fixed time prior to 4pm.

There are two expenditures that will need to be considered: rental of a portable toilet to supplement access to the bathrooms at the municipal parking lot and Main Square (pending Park Department approval); and, purchase of "No Parking" signs that will have be placed along Highway prior to the closing of the road. We have purchased those from AC Graphix House in the past for the Car Cruise, and I have asked for a quote from them

on the cost. Last year, I was given a quote of \$168.75 for 35 signs, prior to the cancellation of the 2020 Car Cruise.

- **Essay Contest-** Jim met with Heather Castle, from the Highland Library, and they have worked out the essay contest details, which will begin in mid-October. Jim's contest summary Jim provided is attached. Jim would like businesses to donate prizes for the winners, and would like to discuss how many prizes should be considered for the various contest categories on Wednesday.
- **Community Garden-** Madison has suggested supplementing the garden with some mums and fall weather plants like lettuce and kale, to keep the garden looking good over the next couple of months. She estimated that this would require an expenditure of around \$100, which there are funds available for. I have asked her to get an estimate from Scheeringa's for this for review and consideration on Wednesday.
- **Yoga at the Community Garden-** Danielle O'Leary will be holding yoga classes in September on Thursday, Sept. 9<sup>th</sup> and Thursday, Sept. 23<sup>rd</sup> from 6-7 pm. We have tentatively set up bi-weekly classes in October as well, though if interest and demand warrant, she is willing to go ahead with weekly October classes. Participants will take part in these events through a registration/payment link with Ms. O'Leary, and HMS will have no role in handling payments for these classes.
- **Mural Repair-** I will forward to you a separate report of this on Tuesday. We have had three downstate applicants who have responded to our Call For Artist, a copy of which is attached. However, the Call was just placed locally on the South Shore Arts website, and I would like the long weekend to see if there are any local applicants for HMS to consider on Wednesday.

HIGHLAND MAIN STREET'S  
**HIGHLAND MAKERS' MARKET**  
OCTOBER 2, 2021- JEWETT STREET | DOWNTOWN HIGHLAND  
BOOTH APPLICATION

NAME OF BUSINESS/VENDOR: \_\_\_\_\_ \*

CONTACT PERSON: \_\_\_\_\_ \*

ADDRESS: \_\_\_\_\_ \*

PHONE: \_\_\_\_\_ \* EMAIL: \_\_\_\_\_ \*

ITEM(S) FOR SALE: \_\_\_\_\_ \*

IN DEPT OF REVENUE SALES TAX NUMBER: \_\_\_\_\_ \*

\*Required Information

**REGULATIONS OF THE FESTIVAL:**

- 1) All applicant's work must be handmade crafts or works of art. No Direct Sellers (ex: LuLaRoe, Scentsy, etc.) Subject matter must be family friendly. Applicants may be asked, at the discretion of Highland Main Street (HMS), to submit, via email, pictures of their product. HMS reserves the right to evaluate whether an entry meets the event's criteria, including that of "handmade" items. To avoid excessive repetition, HMS reserves the right to limit the number of booths selling the same or similar items. Decisions by HMS are final.
- 2) Festival hours will be from 10 AM to 4 PM on Jewett Street, between Kennedy and 4th. All participants will be present for the entire duration of the festival. Set up will be from 9 AM to 10 AM and tear down will be from 4 PM to 5 PM.
- 3) Booth space will be approximately 10' x 10'. Participants will need to provide their own tents, tables and chairs. Tent footprint must fit inside the 10' x 10' booth size. ELECTRICITY IS NOT AVAILABLE ONSITE.
- 4) Booth space is \$25. The booth fee is nonrefundable, unless the event is cancelled by Highland Main Street (HMS). Applications and booth fees (Check to be payable to Town of Highland) should be submitted to Lance Ryskamp, Redevelopment Commission Assistant, Town of Highland, 3333 Ridge Road, Highland, IN 46322, [lryskamp@highland.in.gov](mailto:lryskamp@highland.in.gov), 219-972-7598. Applications and booth fees are due, and postmarked, by September 22, 2021. Emailed applications are permitted, **but both the application and the booth fee must be received to complete the application process.** Booth space is on a first-come, first-served basis and any applications submitted after the deadline may be accepted, at the discretion of HMS, subject to space availability. Decisions by HMS are final.
- 5) Applicants wishing to sell their work **must provide a sales tax number and must collect Indiana Sales Tax.** No sales can take place at the event without a sales tax number.

**I will abide by the above regulations and if any display is deemed objectionable by HMS, it must be removed promptly upon notification.**

PRINTED NAME \_\_\_\_\_

DATE \_\_\_\_\_

SIGNATURE \_\_\_\_\_

# HIGHLAND REDEVELOPMENT COMMISSION

## HIGHLAND MAIN STREET

### SIDEWALK SALES- MAKERS' MARKET-Oct. 2, 2021

This form must be filled out and returned to the Redevelopment Commission Department by October 1st. The form may be emailed to [lryskamp@highland.in.gov](mailto:lryskamp@highland.in.gov), mailed or hand-delivered to Highland Town Hall, 3333 Ridge Road, Highland, IN, ATTN: Redevelopment Commission.

NAME OF BUSINESS: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

NAME OF PERSON IN CHARGE OF EVENT: \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

EMERGENCY PHONE NUMBER: \_\_\_\_\_

TIME OF SIDEWALK SALE: \_\_\_\_\_

Please indicate what type of equipment will be used or involved in the sale:

Tent or canopy

Sale of merchandise

Displays

Music recorded or live

If merchandise is to be sold, please describe the type of merchandise (Food, if a restaurant):

\_\_\_\_\_  
\_\_\_\_\_

PERMISSION OF THE BUILDING OWNER IS REQUIRED, EITHER BY SIGNATURE BELOW, AS A SEPARATE WRITTEN ATTACHMENT TO THIS APPLICATION, OR EMAILED TO [lryskamp@highland.in.gov](mailto:lryskamp@highland.in.gov).

I, \_\_\_\_\_, Property Owner of the subject site, agree to allow the proposed sidewalk sale as outlined in the application.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_ Phone Number: \_\_\_\_\_

## **SIDEWALK SALES REGULATIONS**

1. Only merchandise normally sold from the business may be offered at the sidewalk sale.
2. A minimum width of five feet (5') must be left clear adjacent to the curb.
3. Sidewalk sales can be between 9am and 6pm. Due to Saturday business hours, a business may opt for a lesser time period.
4. No merchandise or signs shall be displayed within fifty feet (50') of a residentially zoned property. Temporary signs shall not be placed in the public right-of-way, public sidewalk or street. Only one (1) temporary sign is permitted, not to exceed six (6) sq. ft. in size.
5. Tables, racks, and other displays or merchandise may be placed on sidewalks provided that a walkway of a minimum width of five (5') feet be left clear adjacent to the curb and, provided further, that all doorways, alleyways, driveways, and other means of ingress or egress to adjoining buildings and property shall remain clear of obstruction.
6. All fixtures used for sidewalk displays and sales of merchandise are removable and no such fixtures shall remain on the sidewalk when the retail business is closed.
7. All sidewalk displays and sales of merchandise shall be at the sole risk of the retail business, and the town shall not be responsible for any injuries to persons or damage to property which result from such sidewalk displays and sales of merchandise.
8. Any person who displays or sells merchandise on the sidewalk in violation of these regulations shall immediately desist from such display or sale and remove the merchandise and all fixtures used for the display, sale, or storage of such merchandise from the sidewalk upon the direction of a police officer, code enforcement officer, the Redevelopment Director or her designee.
9. Food or beverages may be sold/served outside a restaurant as part of the sidewalk sale, subject to the restrictions above, **ONLY if the food/beverage was cooked/prepared INSIDE the restaurant, not outside.**

I have read and agree with the above sidewalk regulations.

Business owner's name (please print) \_\_\_\_\_

Business owner's signature: \_\_\_\_\_

Date: \_\_\_\_\_

Jim Roumbos  
Miles Books  
2819 Jewett Ave.  
Highland, IN. 46322  
219-838-8700  
milesstore@sbcglobal.net  
August 19, 2021

Lance Ryskamp  
Highland Redevelopment  
Assistant Director

Re: Downtown Essay Contest Update.

A meeting with Heather Castle, Highland Branch Manager, was held today at the Highland Branch Library. Ms. Castle provided valuable input as to how to streamline the upcoming Essay Contest.

She graciously agreed to have the Highland Branch Library be the collection point for essay submissions. She also agreed that she and her staff would judge the essay entries. Additional help for that task might be available from one of Ms. Castle's friends who is a teacher at Highland High School.

Pending approval of the Main Street Committee the Essay Contest details are as follows:

1. The Essay Contest would be broken into 4 age groups with the first being Kindergarten thru 3<sup>rd</sup> Grade. Parental help with children verbalizing the essay is allowed for the early grades.
2. The next age group is Grades 4 thru 6.
3. After that the next age group is Grades 7 and 8.
4. The final age group is Grades 9 thru 12.

The theme of the contest is to write 3 paragraphs on “What do you like about Downtown Highland”, double spaced.

Page 2.

Promoting the event could occur through signage in the participating stores, social media, and a hoped for article in the Gazebo Express. We will reach out to the Times Newspaper to see if they will do a story as well.

Entries are to be submitted from October 15<sup>th</sup> through November 15<sup>th</sup>. Winning Essays will be posted at the Highland Branch Library sometime the first of December. A followup article in the Gazebo Express would be appreciated in January.

Prizes should be solicited from all downtown merchants and mention of those donating prizes should be acknowledged.

Thank you

Jim Roumbos.

## **Public Mural Call for Artist**

Highland Main Street, in conjunction the Town of Highland Redevelopment Commission, is looking for an artist to repair/repaint a portion of a public outdoor mural in downtown Highland. Time is of the essence, and interested artists must be able to complete the necessary work by October 1, 2021.

Interested artists are invited to submit a current bio and list of artistic work experience, especially experience in repairing existing art, to [lryskamp@highland.in.gov](mailto:lryskamp@highland.in.gov). Please use Mural Repair Project in the subject line of your email. There is no cost to apply. Art group/collaborative work is welcome. Submissions will be reviewed by representatives of Highland Main Street and Highland Redevelopment Department staff.

The mural is located at 2819 Jewett (east elevation of Miles Books) in Downtown Highland, Indiana and is a cinder block building. The total façade size is approximately 78' Wide x 15'4" High, though repair is only needed on specific sections of the mural. The mural artwork is of blue herons set against a pink background. An image of the original art, as well as photographs of the existing condition of the mural, are available to those interested in applying. Applicants are urged to visit the site prior to applying.

The Highland Redevelopment Commission will reimburse artists up to \$700.00 for supplies (original receipts required) and provide a total stipend of \$1200.00. Transportation, excess supplies, stipends to collaborating artists and all artist work, etc., are all part of this stipend. No additional monies will be given beyond the stipend and supply reimbursement described above.

Applications will be reviewed as they are received, until a suitable candidate(s) is selected.

All work must be completed by October 1, 2021