

HIGHLAND MAIN STREET
Agenda for November 10, 2021 Meeting
Town Hall 3333 Ridge Road- Town Council Chambers
6:30 PM

- 1. Call to Order/ Introductions- President Teri Yovkovich**
- 2. Approval of October 13, 2021 Meeting Minutes**
- 3. Updates/ Discussion on HMS Events/ Projects**
 - A. Essay Contest Report**
 - B. Community Garden**
 - C. Downtown Brochure Update**
 - D. Holiday/ End of Year Events**
 - E. December Meeting**
- 5. Discussion**
- 6. Adjournment**

HIGHLAND MAIN STREET MEETING
Highland Town Hall- Highland, Indiana 46322
October 13, 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 October 13, 2021.

Call to Order

At 6:32 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, Alex Robertson, Ben Reinhart, Madison Owens, Liz Popovich, Sandy McKnight and Mary Ellis. Also, present were Jacqui Herrera (Highland Council of Community Events), Adam Kern, Jennifer Urbanczyk, Sarah Wilkes, Redevelopment Director Kathy DeGuilio-Fox, Town Council Liaison Roger Sheeman and Redevelopment Commission Assistant Lance Ryskamp. Members Renee Rosignol, Renee Reinhart, Evi Lovin, and Elijah Aurand were absent. Minutes were taken by Redevelopment Commission Assistant Lance Ryskamp.

Minutes:

The minutes of the September 8, 2021 Highland Main Street meeting were presented and reviewed by the members. Diane Roumbos made a motion, seconded by Mary Ellis, to approve the meeting minutes of September 8, 2021. The motion passed unanimously on a voice vote, 10-0.

Essay Contest:

Jim Roumbos reported that there was an article about the contest in The Times and in the October Gazebo newsletter, and he asked whether the town newsletter could run an article on the contest in November. Redevelopment Commission Assistant Ryskamp said that a request had already been made for November. Jim Roumbos said that he will reach out to local downtown businesses for gift certificates for each age group, to be given as prizes. He also reported that there would be four age groups in the contest and the Library staff and a Highland English teacher would serve as judges.

Jim Roumbos said he still needed to put together the verbiage for a flyer. Sandy McKnight said she had mentioned the contest to a teacher at Southridge Elementary School, who was going to work on it with her class. Jacqui Herrera said if HMS puts together a flyer, they could have it distributed in the schools.

Poet Laureate Program:

Redevelopment Commission Assistant Ryskamp reported that the Highland Community Foundation, which he is the President of, has an arts subcommittee that is creating a Highland Arts Council. That subcommittee has expressed interest in reviving the Poet Laureate program for 2022 and has asked Highland Main Street if they could take over the program under their auspices going forward. President Yovkovich said she had no problem giving up the program in favor of a group who is much more passionate about it. Ben Reinhart said he agreed with allowing the Highland Arts Council subcommittee to take over the program. At the end of discussion, Liz Popovich made a motion, seconded by Diane Roumbos, for Highland Main Street to give up the Poet Laureate program and allow the Highland Arts Council subcommittee of the Highland

Community Foundation to take over and administer the program going forward. The motion passed unanimously on a voice vote, 10-0.

Heron Mural Repair:

Redevelopment Commission Assistant Ryskamp reported that per the action by HMS at their September meeting, he reached out to Megan Jefferson concerning the repair of the mural. He said that she suggested that she would like to either see the mural personally, or try to view it electronically, in order to assess the extent of the damage. He reported Ms. Jefferson has offered to come up to look at the mural in person and give HMS her professional opinion as to the extent of the damage and the likelihood of a successful repair. Redevelopment Commission Assistant Ryskamp said she suggested consideration of a travel stipend of \$300 to cover her travel here and her time.

A lengthy discussion took place about the proposed amount of the stipend, the timing of the possible visit, and whether the mural was sufficiently damaged that it could not be repaired. Ben Reinhart said his brother had considered answering the Call For Artist, but noted that his brother said the stipend approved for making the repairs was insufficient for the amount of work that it would likely take. Others questioned whether it would be better to paint over the mural. It was once again pointed out that the art walk sign in the town parking lot would have to be changed, at an unknown expense, if a new mural was put in place of the heron mural. Redevelopment Director DeGuilio-Fox said that the signage will have to be changed anyway, due to the recent sale of the structure at 2821 Highway, where there is currently another mural on the south elevation.

At the end of the discussion, the consensus was to take no action now, and re-assess after the winter to decide how to proceed.

Review of Draft Downtown Brochure:

Redevelopment Director DeGuilio-Fox presented a prototype of a downtown brochure that she has had The Idea Factory working on. She said that over a year ago, HMS wanted to have a brochure that listed downtown businesses. She said the prototype is a tri-fold with a map that will also include an insert card. The brochure, when completed, will be available to all downtown businesses and the South Shore Visitor's Center, as well as possibly nearby hotels. It was noted multiple times that what was being presented was a draft. The final product will also include a logo, as well as a QR Code connected to the town website.

A lengthy discussion ensued on multiple issues, including: the color scheme of the brochure; whether listings should be scaled back to only include retail and entertainment businesses; and, whether other features, such as the Rookery and festivals, should be included. The overall consensus was that the draft presented looked good, and the project was heading in the right direction. Redevelopment Director DeGuilio-Fox said that she would discuss the feedback received at the meeting with The Idea Factory

Community Garden:

President Yovkovich recognized Madison Owens for a report on the Community Garden. She reported that peppers are still being harvested, but things were winding down at the garden. She also proposed a new event at the Community Garden for Halloween. She said she would like to do a "Coloring in the Garden" event, which would invite families to come out during the fall, and do some coloring of Halloween-related pictures. She said she can supply crayons and pencils.

A discussion ensued and the idea was raised of using some of the pictures done, along with some Christmas season pictures, and distributing them to downtown businesses for display in their windows. Also, possible dates for the event

were discussed. Madison Owens agreed to organize the event and set the date. She also asked if the picnic tables at the site can remain there for use during this event. The Redevelopment Department would assist by making black and white copies of the drawings to be used.

Yoga in The Community Garden:

Redevelopment Commission Assistant Ryskamp reported that the final yoga class would be held on October 19th, from 5:30 pm to 6:30 pm.

Restaurant Crawl/ Car Show:

President Yovkovich reported that the September Restaurant Crawl and Car Show were a big success. It was noted that the September 28th events were a huge undertaking, involving multiple town departments and personnel, to organize. Redevelopment Commission Assistant Ryskamp said that the October Downtown Restaurant Crawl would go back to its usual monthly format, with the exception of including one final car show for the season. He said the Car Show would feature a "Trunk or Treat" Halloween theme. The possibility of downtown businesses passing out candy was also discussed.

Highland Makers' Market:

President Yovkovich said that the Makers' Market was also very successful, with vendors reporting that they made money at the event. She said the weather held off until the final hour, causing the vendors to close a little early.

There was a discussion about whether the music was, at times, too loud and the need to advertise the event further in advance in 2022. Jennifer Urbanczyk said that for the next event, it should be part of the application that vendors are required to create a Facebook Event page to publicize the event and their participation.

Redevelopment Commission Assistant Ryskamp said that all of the vendors were sent a brief survey to complete. He said that to date, ten out of the twenty vendors had responded. He said the responses were very positive. Adam Kern said that the electronic signs along Kennedy Avenue were a big help in letting people know that the event was taking place. Redevelopment Director DeGuilio-Fox said that the Public Works Director has offered use of those signs for future events. Jennifer Urbanczyk said that holding the Makers' Market on Jewett was a great location, allowing passersby to see the activity going on, while driving along Kennedy Avenue.

Discussion:

President Yovkovich said that there are no other events scheduled in November and December, and opened up the floor to any ideas the members might want to plan during the holidays. There was a discussion of what other communities are doing during this time period. Jacqui Herrera reported that the Highland Council of Community Events will be hosting the Santa Parade and Tree Lighting on November 27th and there was a discussion about how possibly downtown businesses could support that event.

Town Councilman Sheeman said his vision for downtown during the holidays is to have the trees lit up and Christmas decorations put up. He said that there is money available for doing this. Redevelopment Director DeGuilio-Fox reminded the members that decorations or lights could not be strung across Highway Avenue, as they would be a hazard to fire trucks leaving the station on fire calls.

President Yovkovich suggested having trees at Main Square decorated, or bring small potted decorated trees to the park. A discussion ensued as whether these trees should be at the park, or in front of individual businesses. Alex Robertson suggested having them at the Community Garden. Ben Reinhart said that there were ten garden beds at the garden that

could hold three or four pots per bed. He also suggested that solar lights could be purchased from Amazon to wrap around the garden beds for the holidays. Town Councilman Sheeman suggested that businesses could decorate trees with decorations from around the world. President Yovkovich said that the members can review ideas further at the November meeting.

Adjournment

President Yovkovich announced that the next Highland Main Street meeting would on November 10th, at 6:30pm. With no further business before the members, Rhonda Bloch made a motion, seconded by Mary Ellis, to adjourn. The motion passed unanimously on a voice vote, 10-0. The meeting adjourned at 7:58 PM.

DRAFT

Highland Main Street Staff Report- November 10th Meeting

- **Essay Contest-** The contest began Friday, October 15th and ends Monday, November 15th. I have been publicizing the contest repeatedly online and have forwarded the Facebook Event page link to all HMS members. I would ask Jim to make a report as to further details concerning the contest, including the number of essays received and the status of prizes donated.
- **Community Garden-** Madison had the “Coloring in the Garden” event at the Community Garden last Saturday. A mother brought her three children and they colored some pictures. Pictures were taken and posted online. Madison also did a lot of cleanup of the garden beds and had another batch of produce that was delivered to St. James. Big thanks to Madison for taking all of that on!
- **Draft Downtown Brochure-** Kathy will review the status of the brochure at Wednesday night’s meeting.
- **Yoga at the Community Garden-** Danielle O’Leary held her final yoga class on Tuesday, October 19th. Next year, she suggested to start promoting a month or so before classes start and consider morning vs evening classes. She also thought it would be nice to either to do some gardening or talk about the garden, and then start the class after that. She said she could maybe do some local business and charity collaborations, such as a sip and stretch with a local cafe or restaurant or a shop and stretch with a few local artisans before class.
- **December HMS Meeting-** The December meeting is scheduled for December 8th.