

HIGHLAND MAIN STREET
Agenda for July 14, 2021 Meeting
Town Hall 3333 Ridge Road- Town Council Chambers
6:30 PM

1. Call to Order/ Introductions- President Teri Yovkovich
2. Approval of May 12, 2021 Meeting Minutes
3. Election of Officers
 - A. Secretary (Not required to be HMS member)
4. 2021 Event Planning
 - A. Staff/ Committee Reports Review- Recommendations
 - B. Event Calendar- June/July/August
 - C. Event Calendar- Sept./Oct./Nov./ December
5. Downtown Art Walk
6. Community Garden Signage
7. Discussion
8. Adjournment

HIGHLAND MAIN STREET MEETING
Highland Town Hall/ Via Zoom- Highland, Indiana 46322
May 12, 2021 MINUTES

The Highland Main Street Bureau met in a Public Meeting held electronically, via the Zoom platform, and in person in the Town Council Chambers at Highland Town Hall on May 12, 2021. This meeting will be convened pursuant to Governor Holcomb's Executive Orders 20-04, 20-09 and 20-25 and now extended by Executive Order 21-11 through May 31, 2021 allowing such meetings, pursuant to IC 5-14-1.5-3.6 for the duration of the emergency. All persons were meeting in person and remotely using the Zoom platform that allowed for real time interaction, and supported the public's ability to observe and record the proceedings.

Call to Order

At 6:36 PM, the Highland Main Street (HMS) meeting was called to order by Redevelopment Commission Assistant Lance Ryskamp

Roll Call:

The following were present in-person in the Town Council Chamber at Highland Town Hall: Teri Yovkovich, Rhonda Bloch, Jim Roumbos, Diane Roumbos, Elijah Aurand, Liz Popovich, Renee Reinhart, Renee Rosignol, Karyn Vaught and Aaron Vaught. Also, present in-person were Nan Higgins (YaYa Sisters), Redevelopment Director Kathy DeGuilio-Fox, Town Council Liaison Roger Sheeman, Redevelopment Commission Assistant Lance Ryskamp and Ed Dabrowski, Highland's IT Director. Also, the following were present electronically, via the Zoom platform: Members Evi Lovin, Madison Owens and Alex Robertson. Also present via Zoom were Gary Miller (Fagen-Miller) and Robin Carlascio (The Idea Factory). Members Absent: Mary Ellis and Alec Rosario. Minutes were taken by Redevelopment Commission Assistant Lance Ryskamp.

Election of Officers: Redevelopment Commission Assistant Ryskamp opened the floor for nominations for President of Highland Main Street for 2021. Rhonda Bloch nominated Teri Yovkovich to serve as President. No other nominations were presented. Teri Yovkovich was elected as President for 2021 unanimously by voice vote.

President Yovkovich assumed the Chair and asked for nominations for Vice President for 2021. Jim Roumbos nominated Elijah Aurand. No other nominations were presented. Elijah Aurand was elected as Vice President for 2021 unanimously by voice vote.

President Yovkovich asked for nominations for Secretary for 2021. Rhonda Bloch nominated Karyn Vaught. No other nominations were presented. Karyn Vaught was elected as Secretary for 2021 unanimously by voice vote.

Minutes: The minutes of the December 3, 2020 Highland Main Street meeting were presented and reviewed by the Members. Jim Roumbos asked about Highland Main Street's current status with Indiana Main Street. Redevelopment Commission Assistant Ryskamp reported that with several 2020 Board members not seeking re-appointment, no agreement with the Indiana Office of Community and Rural Affairs (OCRA), who oversees the Indiana Main Street program, was executed. He further explained that at the end of 2020, OCRA placed all Indiana Main Street organizations into one of three categories. Highland's organization was placed into the lowest-tier Affiliate status.

Jim Roumbos asked for the members to be provided those Affiliate documents to review. He also raised the issue of possible grant eligibility for Highland, based on remaining part of the Indiana Main Street program. Redevelopment Commission Assistant Ryskamp stated that based on OCRA's explanation of the new categories, the Affiliate status organizations are not eligible for most state financial assistance, which is available for those in the two higher tier categories. He said those documents would be provided to the members, who will ultimately decide whether to continue to remain part of the state organization.

At the end of the discussion, Rhonda Bloch made a motion, seconded by Karyn Vaught, to approve the meeting minutes of December 3, 2020. The motion passed unanimously on a voice vote. The members were also presented with the meeting notes from the April 8, 2021 reorganization meeting, for informational purposes. No action was required, as there had been no 2021 appointments made by the Town Council when that meeting took place.

2021 Planning/Reports:

Community Garden:

President Yovkovich recognized Renee Reinhart and Madison Owens for a report on the Community Garden preparations. Renee Reinhart brought and provided a written report that was distributed to the members, which included proposed bed layouts, the number and projected cost of the plants and projected expenses. She also indicated that the Tri-Kappa sorority and a local Girl Scout troop would provide volunteer assistance with the garden. She suggested a clean-up day at the garden on May 15th, with planting to take place the following Saturday.

Director DeGuilio-Fox said that the two free-standing planters were in disrepair. A discussion ensued as to the items needed and projected costs for each. When asked, Redevelopment Commission Assistant Ryskamp estimated that projected water usage costs would be approximately \$140.00 to \$145.00 for 2021, and that there should be available funds from the original 2019 garden donations of \$1,145.39 available. Renee Reinhart asked about the past policy that a Main Street member had to be present at the garden, while volunteers worked. President Yovkovich said she did not feel there was a need for someone to supervise a volunteer. Director DeGuilio-Fox suggested that in the beginning, it would be good to have a member present, when new volunteers were working. It was also discussed about having laminated cards illustrating the bed layouts and what is planted in each bed to aid volunteers working at the garden.

Nan Higgins said that YaYa Sisters would donate the \$126.25 expense to purchase the plants. Alex Robertson said that Fuzzyline Brewery would be brewing a tomato basil beer in the summer, and there was discussion that perhaps some of the tomatoes could come from the garden produce.

Karyn Vaught asked how the garden produce would be used. Redevelopment Commission Assistant Ryskamp said that he had discussions with a representative of the St. James Food Pantry, who would be happy to accept the grown produce as part of the weekly distributions to needy families in Highland. Renee Reinhart and Madison Owens advised the members that the clean-up day would be on May 15th at 10:00 am, and the planting day would be on May 22nd at 1:00 pm.

Rhonda Bloch said that Sip Coffee 2 would donate the fertilizer and dirt required for the garden.

Event Calendar:

President Yovkovich opened the floor to the members and asked for possible event ideas for the months of June, July and August.

Jim Roumbos suggested a Farmer's Market in downtown. A discussion ensued as to whether the Highland Parks and Recreation Department was continuing to sponsor a market this year. Redevelopment Commission Assistant Ryskamp was asked to contact the Park Department and find out.

Robin Carlascio reported to the members that the July issue of The Gazebo monthly newsletter would be featuring the downtown and downtown businesses. A discussion ensued as to whether a flyer insert could be added to the newsletter and the possible cost of such an insert. Nan Higgins said that had been suggested in the past and the businesses were told it was not permissible for them to advertise in the town newsletter. Redevelopment Commission Assistant Ryskamp said that in the past he was told that an insert in the newsletter that is sent to every water bill customer cost additional postage, and that it was town policy not to permit advertisements in the newsletter. Robin Carlascio said that changes by the Post Office allow more sheets in the newsletter now, which can be used to promote the downtown. However, she said it has been the position of the Town Council not to permit ads, because if they were allowed for some, it would have to be made available for everyone. Councilman Sheeman said an insert or something similar would likely not be totally free to businesses, but he was looking for money in the budget for these types of promotions.

Renee Reinhart suggested a family-friendly downtown scavenger hunt, as well as events at the Community Garden, such as what was done in the past with Cheryl Dornberg, of Mrs. Dornberg's Culinary Experience. Director DeGuilio-Fox mentioned the Highland High School Camerata Orchestra, which was scheduled to perform in the garden during the May 25th Restaurant Crawl. Redevelopment Commission Assistant Ryskamp said that the orchestra might be interested in a summer performance as well.

President Yovkovich suggested having a downtown-wide sidewalk sale sometime in June, July or August.

Councilman Sheeman asked about possibly having another Car Cruise. Redevelopment Commission Assistant Ryskamp explained that the past event management company used by the town, Thunder Road, closed their business. President Yovkovich asked about the classic cars that come to Blue Top regularly. Evi Lovin said her boyfriend was part of the Chi-Town Classics that have met at Blue Top and other locations, and she said she would find out if they would be interested in coming to downtown Highland for an event. It was suggested that the event could be held either on Highway Avenue, or in the municipal parking lot at the southwest corner of Highway and Kennedy.

Karyn Vaught suggested a "business crawl" for the retail businesses. President Yovkovich said that with the current Restaurant Crawl event, people coming to downtown are more focused on getting food, rather than shopping at the stores. She said perhaps the event name should be changed. Renee Rosignol asked about how the date for the Restaurant Crawl was chosen. She cited Michigan City's "First Friday" event as a good example of an event which is inclusive with all of the downtown businesses, food and retail. She said that Hoosier Highlander has worked hard to use the "food" theme of the restaurant crawl to try and bring people to downtown. She expressed concern that not all of the retail businesses scheduled to stay open during the crawl were open the entire time.

A discussion ensued about the history of the restaurant crawl and it was pointed out that the Tuesday date was chosen after consultation with the participating restaurants. The advantages of keeping the event limited to the downtown, as well as the need to enhance the town's social media, were also discussed.

President Yovkovich stated that she would like to see an outdoor craft show take place downtown. Councilman Sheeman said that the Council of Community Events asked for and received a list of craft vendors from the Park Department. Director DeGuilio-Fox suggested looking to late summer to allow vendors time to fit it into their schedules. President Yovkovich said

that many participants at a recent craft show in another community she attended told her that with the disruption in shows and events due to COVID, they still had a lot availability for 2021.

A discussion ensued about other possible ideas, including: "Christmas In July"; pet blessings; musical events at the Mural Alcove; yoga in the Community Garden; a wine festival; a burgers and beer festival; pet adoptions; an essay contest; a Light Festival; chalk art; a downtown scavenger hunt and, a "Character Day".

President Yovkovich said that she would like to start put together committees to research some of the topics to see if some of the events are feasible.

Members who said they would research specific topics include:

- Rhonda Bloch- Farmers Market, Wine Festival/Burgers and Beer fest
- Renee Reinhart- Community Garden event with Cheryl Dornberg
- Evi Lovin- Downtown Car Cruise, yoga in the Community Garden, & music in the Mural Alcove
- Teri Yovkovich- Craft Show
- Teri Yovkovich & Renee Rosignol- Christmas in July
- Jim Roumbos- Essay contest
- Renee Rosignol- Kid's chalk art contest
- Elijah Aurand- Character Day

Diane Roumbos suggested that a joint newspaper ad in The Times be considered for around the 4th of July. She said she would research the possible cost and who might be interested in participating.

A discussion ensued concerning what events should be looked at during the June to August time frame, such as "Christmas in July". Elijah Aurand reported that on June 18th a new Pokémon movie was being released and the consensus was to have the Character Day on June 19th, to tie in with the movie release. Elijah Aurand said he would work on that project, and President Yovkovich advised if he needed additional assistance or had information to share, it could be done through group email to the other members.

Signage Update:

Director DeGuilio-Fox reported that the Highland Redevelopment Commission is continuing to work on wayfinding signs for the downtown. She said the current focus in on a mall-style sign for the parking lot that a marketing consultant will be providing a quote on a possible design. She said she has been in contact with Park Superintendent Alex Brown about possible signage on the bike trail. However, she strongly cautioned that when working on the bike trail, there are many rules and restrictions imposed by NIPSCO and Homeland Security, due to the pipelines that run through that area. She also said the Redevelopment Commission will be considering additional signage in the downtown itself.

Nan Higgins asked about the use of "wave" flags in front of businesses. She said that some businesses use them, but in past discussions at Main Street, she was told that they could not be used. Both the Redevelopment Director and the Redevelopment Commission Assistant advised the group that they were told in the past it was a code issue. Councilman Sheeman said that the Building Department would have to be consulted.

Downtown Restaurant Crawl:

Redevelopment Commission Assistant Ryskamp reported that over the last month or two there has been feedback that some restaurants run out of food or stop serving earlier than 9pm. He proposed consideration of either shifting the crawl

hours earlier to 4pm to 8pm, or shortening the hours to 5pm to 8pm. A discussion ensued and the consensus was, including two of the restaurant crawl participants that shifting the hours from 5pm to 9pm to 4pm to 8pm would work best. Redevelopment Commission Assistant Ryskamp said he would notify the restaurants of the change, which would begin during the May 25th Restaurant Crawl.

Discussion:

Diane Roumbos asked the business owners present how many thought they might be willing to participate in a joint ad. Rhonda Bloch suggested inviting reporters to the Main Street meetings.

Citing a recent issue that came up involving a downtown business, Director DeGuilio-Fox asked the business owners not to stick promotional flyers up in downtown, especially on the light poles. She said doing so is against town code, and in the most recent incident, some of the downtown light poles were damaged. She reminded the members that the Redevelopment Department is happy to advertise and promote downtown events through social media or the town newsletter.

Director DeGuilio-Fox also asked for input on an item under consideration by Highland's Traffic Safety Committee to possibly make the intersection of Jewett Street and Kennedy Avenue right-turn only. Jim Roumbos said it would impact half of his business. Diane Roumbos said it would make it difficult for customers to leave Jewett Street, heading south. Councilman Sheeman said he is opposed to the change. Director DeGuilio-Fox said she was asked to get feedback from Highland Main Street by the Traffic Safety Committee, and she would relay the concerns expressed.

Councilman Sheeman advised the members that the Traffic Safety Committee was also considering installing a "Hawk" signal on Kennedy Avenue, just south of Jewett Street, to facilitate crossing of Kennedy Avenue on the bike trail by stopping traffic. He said that he is opposed to that also. Diane Roumbos said that the Traffic Safety Committee should be aware that some cars traveling north on Kennedy Avenue block the intersection at Jewett Street, despite signage prohibiting that.

Adjournment

At the conclusion of discussion, Renee Reinhart made a motion, seconded by Diane Roumbos, to adjourn. The motion passed unanimously on a voice vote. The meeting adjourned at 8:29 PM.

Highland Main Street Staff Report- July 14th Meeting

1. Community Garden- Planting has been done at the garden, and currently we are looking for an efficient way to recruit and organize volunteers to water and weed the plants on an ongoing basis through the growing season. Renee Reinhart indicated that Tri-Kappa, along with some of its members working on the garden, is considering a monetary donation. A possible use for this donation would be to create a permanent sign at the Community Garden site. Kathy gave Renee some sign company suggestions for her to research. We can discuss this idea further on Wednesday night.

2. Downtown Art Walk- Last year, we began work on creating a self-guided Downtown Art Walk tour that will encompass all of the public art currently in downtown. Signage for the Art Walk has been placed on the newly constructed Depot that was part of the downtown parking lot project. I researched last year a technology platform to use for the art walk through a vendor, "Your Audio Tour" (<https://www.youraudiotour.com/>). The vendor has a free option, which because our tour has less than 15 stops, we would qualify for.

Visitors who wish to use the self-guided tour can access the tour via a website link or QR codes. We can have personalized audio from the artists themselves if we wish. The tour would generate free QR codes that, as I understand it, could be placed on the murals to allow someone with a QR code app to access the tour audio that way as well. I think this can be very workable for our purposes, especially starting out. Because the free option allows 15 stops, we would have room to grow within that package.

Last year, I reached out to all of the artists whose work will be part of the Art Walk, on "scripts" to use for the audio portions of the route. I never received input from Jessica Haug, but I have received input from the rest. I will finish up the drafts of the remaining scripts for review and mark-up. Once the scripts are finished, they will then have to be downloaded onto the "Your Audio Tour" platform with pictures of each of the sites, in order to complete the project.

Also, related to the murals, HMS last year purchased a quantity of "Mural Shield" that can be used to seal and preserve each of the downtown murals. The heron mural on the east elevation of Miles Books needs to be repaired and we continue to work toward having an artist complete this so sealant can be placed over that mural.

3. Restaurant Crawl- The July Downtown Restaurant Crawl will be on Tuesday, July 27th, from 4pm to 8pm.

4. Essay Contest- I have attached to this report a proposal for an essay contest from Jim Roubos for your review and consideration.

5. Craft Show- Teri has reported that she has numerous business cards from various crafters that can be contacted once a date is set. Highland PD has responded that they have no objection to closing Jewett from Kennedy to 4th for this type of an event. This proposed event could possibly be scheduled the same weekend in October (1st or 2nd weekend) as the Fire Department Open House, similar to what had been done in past years with the former Festival of the Trail. To hold this event a booth fee for craft vendors would have to be set, which would then have to be approved by the Redevelopment Commission. Their next plenary meeting will be July 27th.

6. Car Cruise- Our office has received multiple inquiries asking whether Highland was going to have a Car Cruise this year. Evi reached out to contacts she knows with the Chi-Town Classics, who meet regularly at places such as Blue Top. She has reported that due to a recent death of a club member, the group has cancelled all upcoming car meet ups. I have asked her to reach out to another group of car enthusiasts. The issues, in my opinion, with holding this event in 2021 is a question of timing, and whether there is sufficient time to recruit enough participants without the benefit of the services of an organizer such as Thunder Road.

In order to proceed, we will require the services of the Highland VIPS and security from the Highland Police Department. Looking at the calendar, once we get to September, Labor Day weekend and my already scheduled vacation take up three of the four weekends that month. However, Saturday, August 28th, if the VIPS and PD can assist, would probably give us the only realistic chance of holding the event this year, if HMS wishes to go forward with it.

7. Times' Ad- Diane met with the new NWI Times representative concerning the possibility of the Main Street Group advertising collectively in the NWI Times. She reports that (1) The Times will not quote rates on print advertising on a large scale unless the Organization would commit to a 3-month minimum contract; (2) The Organization chair, or other responsible party, would need to sign the contract and be the collection person & guarantor for the contract; and, (3) Coordination and implementation of individual ads within the body of the full page ad(s) would require art production and set up charges per individual ad, unless camera ready ads could be provided by the merchant. The entire membership needs to decide if it wishes to pursue this further.

8. Yoga in the Garden- Evi has researched this and recruited local instructor Danielle O'Leary, who is willing to hold this event on Wednesday or Friday mornings at 9am. Ms. O'Leary has equipment for 20 people for a self-massage roller class + light yoga and meditation and is open to doing other events if this one works out well.

9. Gazebo Express- The July issue of the Town's Gazebo Express newsletter featuring HMS and downtown Highland is being distributed to Highland residents with their July water bill.

10. Character Day- It is my understanding that Elijah is still researching this topic on his end, as we were unable to proceed with the proposed June 19th date for the event. The only options I found involved hiring characters from local party supply businesses, for a fee. I reached out to the HighlandGriffith Chamber to ask them about the characters that are usually part of their annual Breakfast with the Easter Bunny. It is my understanding that First Financial has an owl mascot, and I believe both Popa Heating & Cooling and Tiger Plumbing have mascots as well. Perhaps these, along with other options that Elijah comes up with, could be incorporated with a downtown sidewalk sale and/or other HMS possible activities during the Saturday of the Fire Department's Open House in October.

11. Music Event- Evi has been in contact with musicians and an event host who are interested in putting on a music festival. The festival would be just music, no food and beverages, except for water. In communications with Evi, we have determined that instead of Main Square, it is possible that they could perform in the Mural Alcove, even with the power limitations available in that location. She said they are prepared/willing to perform a nine-hour event in August. I was not aware until today that was the scope and duration of the event she was proposing. I thought that perhaps on a smaller scale, the musical acts could be part of multiple daytime events, such as on the date of the Fire Department's Open House. However, whether to proceed with such an event, as well as the scope of such an event can be discussed Wednesday night.

12. Wine Festival/ Beer & Burgers Festival- Rhonda reported that there were vendors interested, but because she does not know what the Town would approve, she does not have anything concrete to report. A festival of that scope involving food and alcohol vendors, entertainment, which would require Park Board approval, needs more time to prepare and financial sponsorships to help fund the event. Such an event, in my opinion, should be set aside and planned for next year.

13. Camerata Orchestra Performance- The HHS Camerata Orchestra Director told me the night they performed at the Community Garden that they would be interested in performing again once school begins.

14. Mrs. Dornberg Cooking Demo at the Community Garden- Renee reached out to Cheryl Dornberg and never received a response back.

15. Indiana Main Street Program- Previously, I attached the documents requested related to the program changes made in late 2020 by the Indiana Office of Rural and Community Affairs (OCRA), who oversees the Indiana Main Street program. I have reached out to OCRA and confirmed the scope of grant eligibility our proposed affiliate status has access to is very limited. A recent example was a COVID-related grant available earlier this year to all three tiers of Indiana Main Street programs. While the two tiers above us were eligible for up to \$25,000 and \$15,000, respectively, our tier was only eligible for up to \$5,000. Based on the activities contemplated by the current membership and very limited access to state funding our level allows, my personal recommendation is that we discontinue participation in the state program.

Jim Roumbos
Miles Books
2819 Jewett Ave.
Highland, IN. 46322
219-838-8700
milesstore@sbcglobal.net
6/5/2021

Lance Ryskamp
Highland Redevelopment
Assistant Director

Re: Possible Downtown Essay Contest

Greetings Lance.

Downtown Highland appears to have a negative image in the eyes of many Highland residents. Conversely, visitors from outside of Highland frequently comment as to how wonderful our downtown is.

The goal of an Essay Contest is to promote the positive aspects of our Downtown and it's merchants. The essays submitted would answer the simple question "Why I like to shop in Downtown Highland".

Possible high points of the Essay Contest are:

1. It would be limited to Highland residents of writing age and up.
2. Categories of participants would be separated into elementary school, middle school, high school, residents eighteen years of age to age 65, and age 65 and up.
3. There would be first, second and third prize winners in each category. All entrants would receive coupons for participating downtown businesses. The prizes given are yet to be determined.
4. The essay length would be limited to three paragraphs of no more than 45 words per paragraph, double spaced.
5. Entries would be turned in to participating merchants.
6. Judges could be a combination of participating merchants and volunteer English teachers from Highland,

Page 2 Downtown Highland Essay Contest

7. The Essay Contest would be promoted by participating merchants via social media and in store signage. Assistance from Town Government via the Gazebo Express, mention of the contest in public meetings and government social media would be appreciated.
8. Contest submissions could be during the month of August. Winners would be selected in September.
9. Winning entries could be promoted via the Gazebo Express, Social Media, and well placed feature stories in the Times and Post Newspapers.

Lance, I would be happy to volunteer to be part of the team that would help bring this promotion to fruition. Please do pass this note along to Roger Sheeman, President of the Town Council, Kathy DeGuilio-Fox Redevelopment Director, all Main Street Merchants, and any other interested parties.

Thank you,

Jim Roumbos
Miles Books

GAZEBO EXPRESS

YOUR COMMUNITY NEWS AND EVENT SOURCE FOR THE TOWN OF HIGHLAND · JULY 2021

[HIGHLAND POLICE DEPARTMENT]

Community policing ups its game

Highland residents enjoy the benefits of a public-safety-savvy police department that employs advances that make sense for the town. From the all-terrain Polaris unit that takes police off-road when they are needed to license-plate reading cameras that have already successfully aided in prosecutions, the department is on the move.



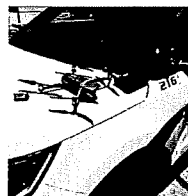
Officer Darren Conley (left), Sgt. Shawn Anderson and Officer Jim Mullins are three of the eight members of the new bike patrol team, which includes Sgt. Glenn Cox, Officers Dan Matusik, JJ Garza, Luke Paprocki and Joel Sullivan.

[HIGHLAND BICYCLE PATROL] Four high-end bicycles and eight eager officers are patrolling events and festivals along with parks and trails to provide another layer of safety in recreational spaces. Wave them down: They're looking forward to meet-and-greets throughout town.



[NEW POLICE K9] A German Shepherd from the Czech Republic traveled 4,592 miles to become Highland's first K9 officer in nearly a decade. Bane and his handler Officer Tony Kowal have become a team highly trained in searches for missing individuals, articles and narcotics. They begin work on the streets later this month.

[HIGH-FLYING DRONE] Officers Frank Peckler and Tom Manyek are taking crime-fighting – and safety – to the skies over Highland. The two are trained and certified to use the DJI Mavic drone to perform specialized tasks – like locating a missing person or surveying crowds during large events to ensure safety.



Highland Main Street Bureau begins new chapter

A decade after becoming a member of Indiana Main Street, its Highland's counterpart that is being reimagined.

The all-volunteer Main Street Bureau is almost entirely made up of downtown merchants. For 2 Chicks Resale & Consignment Boutique owner Teri Yovkovich, who also leads Highland Main Street, the goal is to galvanize the eclectic community.

"The Restaurant Crawl is a great example of a good idea that just keeps getting better because we are putting our heads together to develop new ways of reaching our customers," Yovkovich said. "As a result of feedback from our customers our retailers are now keeping later hours and offering specials the last Tuesday of the month to give residents another reason to come downtown. This is just the beginning."

Highland Main Street meets at 6:30 p.m. the second Wednesday of every month at town hall. The public is welcome.

[SPECIAL REPORT INSIDE]

Downtown Reimagined: From the new to tried-and-true, more than 100 businesses call downtown Highland's historic district home.

From the new to tried-and-true, more than
 Cultural opportunities, a pedestrian-friendly
 new entrepreneurs – like Highland's first

Downtown

With dozens of stores you won't find anywhere else, downtown Highland merchants cater to clientele close to home and those who travel to browse pristine aged tomes, vintage vinyl and one-of-a-kind beaded bags before pausing to grab a bite to eat or a mocha-of-the-day and heading home.

Miles Books owner Jim Roumbos said in his 32 years of owning a downtown business, this group of mainstays and start-ups is creating a buzz that keeps growing.

"We get a fair amount of tourists who come to our store and they see Highland for what it is – a wonderful place to shop and eat, a great place to spend a day," he said. "We grew a significant clientele who came from Chicago and told us what we have here is a treasure."

Highland Redevelopment Director Kathy DeGuilio-Fox couldn't agree more.

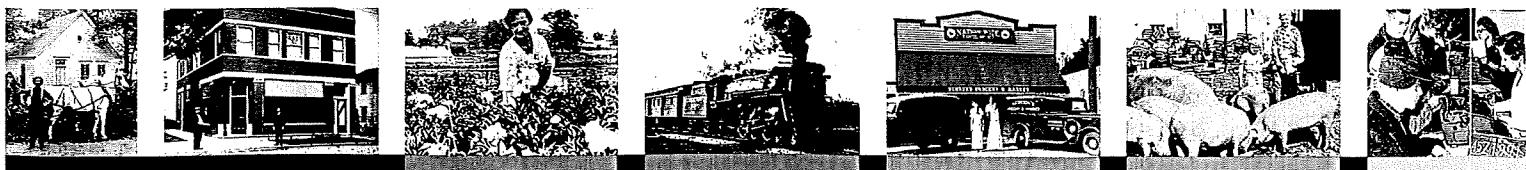
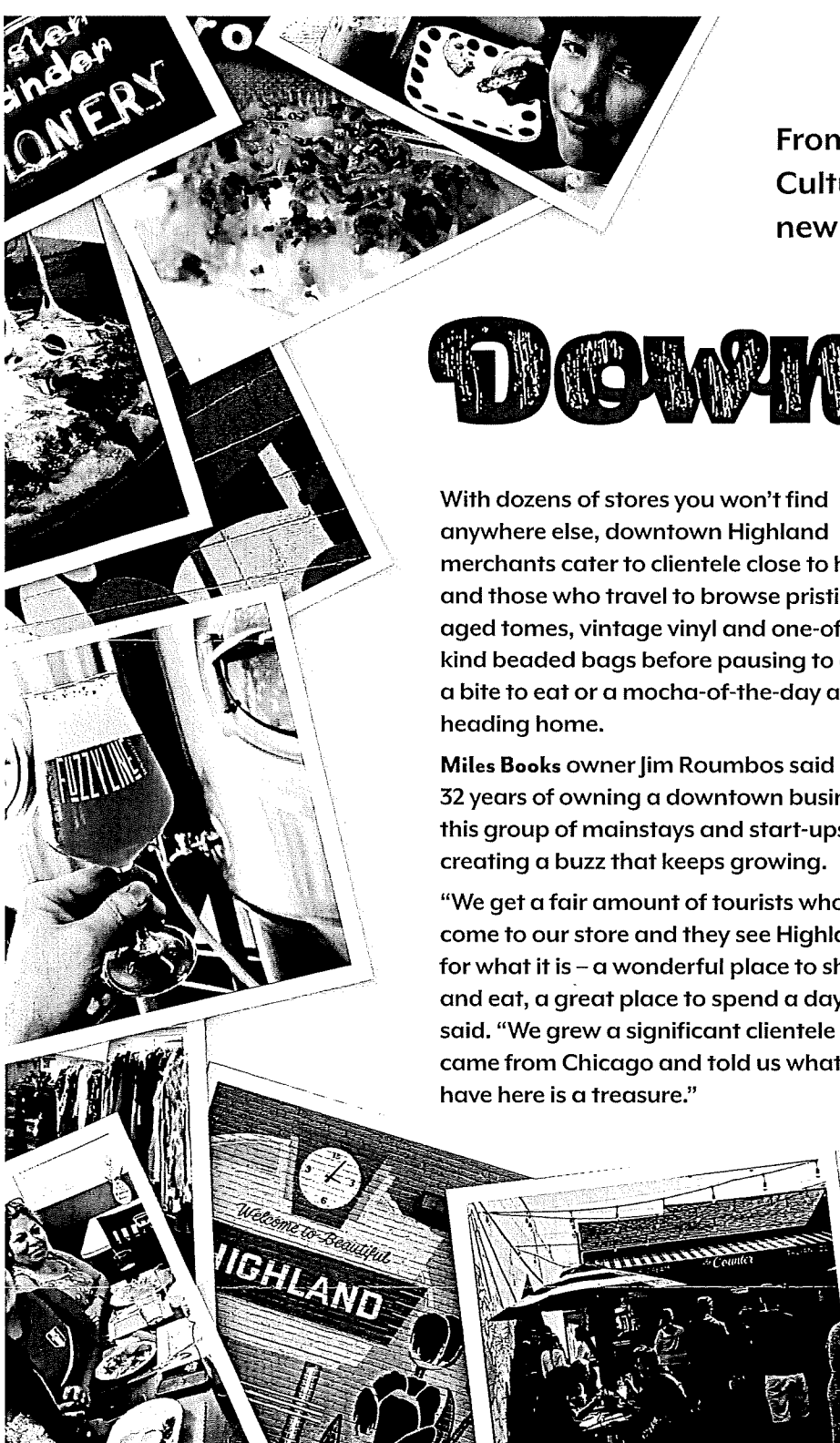
"The Redevelopment Commission has made a commitment to the storied downtown business district, investing in infrastructure – new lights, sidewalks with stamped concrete intersections, upgraded parking with inviting trees and flowers – as well as other downtown-centric activities like the Restaurant Crawl," she said.

The goal is to create a destination place with social and cultural importance as well as inviting public spaces.

"We're creating an energy that is attracting a new, complementary group of businesses. The commission's upcoming wayfinding signs will spotlight the downtown even more," DeGuilio-Fox said.

"Downtown Highland has a growing reputation for unique offerings in a district that is true to its mid-century modern roots. Look no further than Fuzzyline Brewery, Hoosier Highlander, The Counter Italian Ice and Ice Cream, Sakura Bowl and Region Records to see for yourself."

There's even more come. Stay tuned!



<p>1900 farmer John and his daughter and his parents near a load of produce at home on Main Street.</p>	<p>1910 President Andrew Reiner and cashier Henry Daugherty in front of the farmers & Merchants Bank on corner of Highway and Kennedy avenues.</p>	<p>1920 Hattie Lamprecht cuts peonies from the family farm located along Kleinman Road.</p>	<p>1930 Freight and passenger trains ran through downtown highland several times a day until the service was terminated in the 70s.</p>	<p>1940 Schoon's Super Market was a popular fixture in town. The building was later incorporated into the expanding highland department store.</p>	<p>1950 Jerry and Don Scheeringa are shown in the pig pen with their nephew, Larry Ruiter, on the farm at 9436 Cline Avenue.</p>	<p>1960 Sylvia Zatkulak Margaret DeMuth Sue Grimm work manual typewrit at the Highland A License Branch at Kennedy Avenue</p>
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an 100 businesses call downtown Highland home. Friendly environment and good restaurants continue to attract craft brewery – and thousands of visitors each year.

Reimagined

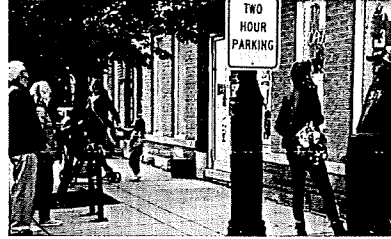


[HIGHWAY AVENUE]

Bookended by a who's who of Highland merchants, Highway Avenue is a delightful mix of eateries, vintage shops, professional offices and more.

Zandstra's Store for Men – founded in 1963 and the longest-running family business downtown – and its neighbor – **First Financial Bank** – which began operations just six years later – define the western edge of downtown.

At 75 years young, it's **Hoosier Highlander** that anchors the east side with new owners, who've added gallery showings and innovative art classes.



[JEWETT STREET]

Buildings that define the Jewett Street shopping district are among the oldest in town. Shady streets and plentiful bike racks invite shoppers to sit a while.

Today, **Primitive Peddler** occupies the space at 2813 Jewett that once served as a general store when Highland was incorporated in 1910 while **Dan's Pierogies** works out of a quaint brick storefront at 2945 Jewett that was built in 1925 and housed Highland Motor Sales and the barber shop of Julius Szur.

Both storefronts serve as anchors to mini-shopping districts with each business amplifying the others.

[COMMUNITY GARDEN]

Located just east of the Main Fire Station on Highway, the Community Garden fills a food and social need. Volunteers plant, tend and harvest produce from May through October.

[PARKING DEPOT]

The new downtown parking lot at the corner of Highway and Kennedy – surrounded by beautiful landscaping and rain gardens – has a host of new features, including: electric car charging stations, bicycle parking, a new restroom depot along the bike path and plans for a future trolley shelter.

[MAIN SQUARE PARK]

Main Square Park, located along Ridge Road, serves as a hub for recreational activities, special events, festivals, live entertainment, movies, theatrical performances as well as a popular wedding site at the park's Gazebo.

[PUBLIC ART]

Highland – the same town that began the public art movement with the **Downtown Ducks** and places a high value on the arts – boasts several murals throughout the downtown business district.



1970

The Town Theater has been a landmark for decades entertaining generations of highland residents over the years.

1980

Mary Stonebraker, Marian Battistini and Bertha Moore man the Highland Historical Society booth at the fall festival.

1990

The town identified its original Downtown Redevelopment Area in 1997, and has expanded on several occasions.

2000

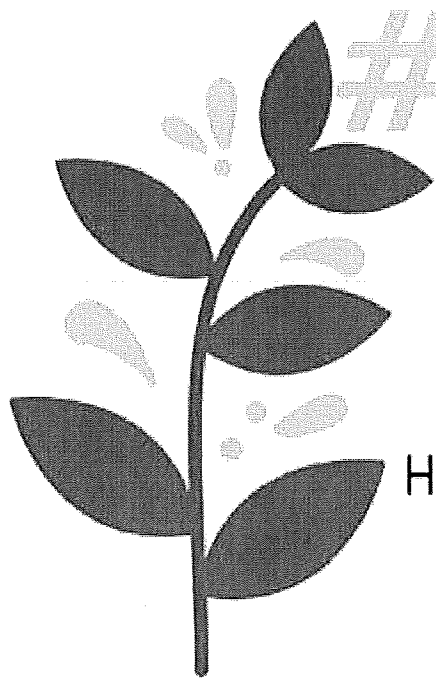
The area where the former Main School once stood is marked by a gazebo, which was rebuilt in 2007 and is a popular site for weddings and events.

2010

Formed in 2011, Highland Main Street attracted a cadre of individuals who wanted to add vitality to downtown. What came next: cash mobs, car cruises and festivals.

2020

The pandemic brought new challenges for Highland business owners. However, with hard work and a little ingenuity, they not only survived, they thrived.



#GROWHIGHLANI

A Community Garden
from Highland Main Street and
Highland Redevelopment Commission

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