

HIGHLAND MAIN STREET
Agenda for March 9, 2022 Meeting
Town Hall 3333 Ridge Road- Town Council Chambers
6:30 PM

- 1. Call to Order/ Introductions- President Teri Yovkovich**
- 2. Approval of the Meeting Minutes of February 9, 2022**
- 3. 2022 Planning/ Updates**
 - A. Event Calendar**
 - 1. Discussion- Downtown Small Business Saturday**
 - 2. Car/ Bike Shows**
 - 3. Draft HMS 2022 Work Plan**
 - B. Community Garden- Report**
- 4. Discussion**
- 5. Adjournment- Next Meeting- Wednesday, April 13th- 6:30 pm**

HIGHLAND MAIN STREET MEETING
Highland Town Hall- Highland, Indiana 46322
February 9, 2022 DRAFT MINUTES

The Highland Main Street Bureau met in a Public Meeting held in person in the Town Council Chambers at Highland Town Hall on February 9, 2022.

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, Renee Reinhart, Jim Roumbos, Diane Roumbos, Alex Robertson, Ben Reinhart, Mary Ellis, Liz Popovich, Rhonda Bloch and Sandy McKnight. Also, present were Adam Kern, Jacqui Herrera and Redevelopment Commission Assistant Lance Ryskamp. Members Renee Rosignol, Evi Lovin, Madison Owens and Elijah Aurand were absent. Minutes were taken by Redevelopment Commission Assistant Lance Ryskamp.

Minutes:

The minutes of the January 12, 2022 Highland Main Street meeting were presented and reviewed by the members. Ben Reinhart made a motion, seconded by Mary Ellis, to approve the meeting minutes of January 12, 2022. The motion passed unanimously on a voice vote, 10-0.

2022 Planning/ Updates

2022 Event Calendar:

Redevelopment Commission Assistant Ryskamp reported that since the January meeting, "Save The Date" emails have been sent out to last year's vendors and invitees, and a Facebook event page and an event item in the Town Planner have already been set up. He presented a draft application, which included some additional language that covers some areas of feedback received from last year's vendors, including additional time to set up and a request for vendors to be involved in promoting the event, via their social media. He said that the booth price and the balance of the draft were the same as the 2021 application. After review and discussion by the members, there were no objections to proceeding with sending the application out to prospective vendors.

A discussion ensued about how to handle possible musical performances at the event, in light of the recent purchase from the Redevelopment Commission by private owners of the Mural Alcove site where past musicians had played.

Redevelopment Commission Assistant Ryskamp was asked about Zorn Brew Work's plans for the space. He said he was not sure as to the new owner's plans for using the lot beyond parking. Diane Roumbos stated she was told that there would be some outdoor dining available. The consensus from the members was to wait and see over the next couple months, before making any decision about having music and where they would play at the event.

The members then discussed possible 2022 car show events. Redevelopment Commission Assistant Ryskamp proposed that there be three car shows: on Saturday, July 30th; Saturday, August 27th; and, Tuesday, September 27th. He proposed that all three be held, if permitted, in the town parking lot at the southwest corner of Highway Avenue and Kennedy Avenue. He said that the July and August dates would fall on the dates those months of the Small Business Saturday event, and the September date fell on a possible second anniversary celebration of the Restaurant Crawl.

A discussion ensued as to where the car shows should be located. Renee Reinhart supported the idea of once again having the car shows in the street along Highway Avenue. Redevelopment Commission Assistant Ryskamp said that using the parking lot location would serve as an attraction connecting point bridging Highway Avenue, both east and west of Kennedy during the Small Business and Restaurant Crawl events. After further discussion, the consensus was to use the parking lot as the site.

The members next reviewed the new monthly Small Business Saturday event, on February 26th. Redevelopment Commission Assistant Ryskamp expressed concern that to date, only two downtown retail businesses had said they planned on participating. He said he would send out follow-up emails to the downtown businesses and encouraged the members to help spread the word to their fellow merchants about the event. A discussion ensued on how to promote the event. The consensus was if there are not many retailers having sales, the spotlight should be on all of the downtown retailers in general. Rhonda Bloch asked if the restaurants could participate as well, and the members agreed that restaurants and service businesses could, and are encouraged to, be part of the event.

President Yovkovich asked the members if there were any other events, they would like to consider for 2022. Liz Popovich suggested a Pet Blessing and said she had spoken to Desi Biro, owner of One Dog At a Time, who was interested in hosting it. A discussion ensued as to when to hold the event and the consensus was to hold the event on Saturday, June 25th.

A discussion ensued concerning the possibility of holding a Bike Show, for both motorcycles and bicycles. The event would include a bike blessing and allow participants to display their bikes similar to a car show. The consensus of the members was to host the Bike Show at the town parking lot on Saturday, May 21st.

Members asked if it was possible to have music in the parking lot during the Bike and Car Shows. Redevelopment Commission Assistant Ryskamp said that in the past electrical capacity at the site was insufficient for bands, but perhaps since the parking lot renovation there may be additional electrical sources. He said he would try and find out and report back.

Members discussed having a "Burgers & Beer" event at Main Square. Alex Robertson said that there are similar events like this in the area and you could get the local breweries together for an event and charge an entry fee. Redevelopment Commission Assistant Ryskamp said he thought such an event would very be volunteer intensive and suggested that supporters of the event flesh out the idea further and bring it back to a future meeting.

Community Garden:

Renee Reinhart said she contacted Madison Owens and the two of them would again coordinate planning for this year's garden. She suggested that some of the garden beds that were not sponsored could be used to grow herbs and other items that could assist some local restaurants. Liz Popovich said she would consider having The Green Witch Café use the venue for a cooking/recipe demonstration. Sandy McKnight asked about garden bed sponsorship and suggested that some produce be donated to a Northwest Indiana veteran's transition home. Renee Reinhart reviewed that the garden beds were originally sponsored in 2019 from donations to help create the garden. She suggested that once again a desired plant list be provided to Zandstra's and Scheeringa's to allow the public to make in-kind donations to the garden.

Redevelopment Commission Assistant Ryskamp reported that he had followed up with Adam Kern, from Leep's Supply, about the offer to donate or discount supplies for possible installation of a new water spigot on the garden-side, outside wall of the Fire Station. He advised Adam Kern that the Building Commissioner had told him that a commercial, rather than

a residential, spigot would be necessary. He said he was still waiting for input from the Fire Department and would continue to reach out to them in order to find out the feasibility and cost of the proposed idea.

Discussion:

Redevelopment Commission Assistant Ryskamp provided the members, in their meeting packet, a proof of the upcoming Gazebo Express article on the results of the recent Downtown Essay Contest. He said that The Idea Factory, administrators of the town newsletter and website, was also going to provide links to the individual winning essays, as part of the wrap-up coverage of the contest.

Redevelopment Commission Assistant Ryskamp, as per request from the members in January, reviewed his staff report as to the budget appropriations dedicated to HMS activities. He also said he would work with the Clerk-Treasurer's office to identify other possible revenue sources, such as 2021 Makers' Market booth fees, that might be available for use by HMS.

Adjournment

President Yovkovich announced that the next meeting of Highland Main Street will be on Wednesday, March 9th at 6:30 pm. With no further business before the members, Rhonda Bloch made a motion, seconded by Ben Reinhart, to adjourn. The motion passed unanimously on a voice vote, 10-0. The meeting adjourned at 7:43 PM.

DRAFT

Highland Main Street Staff Report- March 9th Meeting

- **Downtown Small Business Saturday-** By my count, there were 13 retail businesses who participated in the February 26th event. In addition, I am aware of two businesses who were not able to participate in February that are going to this month. The Park Department assisted by posting about the event on their marquees and there was a mention of the event on the home page of the town website. In addition, I have attached the proof of an upcoming article in the March Gazebo Express newsletter about it.

The March event is scheduled for March 26th, from 10am to 5pm. A Facebook event page has been created, along with a listing placed on the Highland Town Planner. I will reach out to Public Works to see if, weather permitting, their electronic signs can be used that day.

One clarification that I need to have is concerning the event name. I've been promoting it as the Downtown Small Business Saturday. Not long before the event, I noticed Teri promoted it, with a logo-type image, as "Small Business Crawl". For the purpose of uniformity, I want to make sure I am promoting it correctly.

Finally, I received a call Wednesday from Keenan Yancey, from First Financial Bank, who is interested in finding out how the bank can be part of our future Small Business Saturday events. I have invited him to the meeting on Wednesday night to discuss this further.

- **Car/ Bike Shows-** After last month's meeting, I reached out to the Police and Park Departments on the proposed Car and Bike shows, and they were good with those dates. As I noted in my email to you, I intend to start setting up the car show event pages in the coming days. The car shows last year, as well as the Car Cruises in the past, lasted about four hours. I will likely tentatively set up the two Saturday shows to run between either 11 am to 3pm, or noon to 4pm. We can discuss this more at Wednesday's meeting. For the September show I will use the Crawl hours 4pm to 8pm for that event time. I have also made contact with the car group that was part of our car shows last year, and they are saving the dates.

I am going to hold off setting up the Bike Show event page until after Wednesday's meeting. I want to make sure I have all of the details correct as to what all this event entails.

- **Community Garden-** Adam Kern is going to try in the coming days to stop by the Highland Fire Station to take a look at the station's current internal water lines, regarding a possible water spigot. I hope that he or I have more information to report on this by Wednesday night's meeting.

Madison has put together a draft planting plan for the garden beds this year. I have attached her email and sketch of her ideas. She also has an idea about donations of sunflowers in her email that can be discussed. Finally, she reported that the roof to the garden's shed has come off, which we will have to talk about also.

- **Draft HMS 2022 Work Plan-** I am putting together a draft work plan, based on events and programs already scheduled, in a format similar to past HMS work plans. I am removing much of the Indiana Main Street verbiage that we had to use when we were under the State Main Street program, but otherwise organizing the events and goals like we used to in past years. I will complete the draft for your review prior to the Wednesday meeting.
- **Makers' Market-** Since the February meeting, I began sending it out applications to all interested parties. To date, we have three applications w/ fees received, with another one (a double space/ fee) expected in shortly. In addition, a Facebook event page and an event item in the Town Planner have already been set up. I have attached a clean, final copy of the application, after a revision (adding a line for types of items to be sold), which I inadvertently left off the draft app I presented to you in February.

[POLICE PROMOTIONS]

Congratulations to Cpl. Brandon Norris, who was promoted to the rank of Sergeant and to Officer Nichola Vanni, who was promoted to Corporal. Police Chief Pete Hojnicky said both Norris and Vanni were selected from a field of highly qualified officers. Norris began his career with Highland Police on April 24, 2005. Vanni began his career with Highland Police on December 21, 2014. The promotions were effective March 1.



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NEWS TIP? STORY IDEA?

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Highland Main Street launches monthly Downtown Small Business Saturday event

Downtown retailers are pooling their sales and specials into one event on the last Saturday of every month.

Highland Main Street President Teri Yovkovich said the success of the Downtown Restaurant Crawl was the inspiration for Downtown Small Business Saturday.

“We want to get the community as excited about the new retail crawl as we are,” said Yovkovich, who owns 2 Chicks Resale and Consignment Shop on Jewett Street. “This is a fantastic opportunity to browse the downtown to see all we have to offer and walk away with great deals.”

Eleven businesses signed on for the first event in February. More retailers are expected to be added over time. You can find more information on March events in the days leading up to the next Downtown Small Business Saturday.



[UPCOMING EVENT]

The next Downtown Small Business Saturday will be held from 10 a.m. to 5 p.m. March 26. Check out downtown Highland the last Saturday of the month for deep discounts and retail specials.

INFO: Visit Highland Main Street's Facebook page for participating retailers and updates.

Store garbage, recycling bins after collection

Code Enforcement Officer Carl Porter wants to remind residents that garbage containers must be:

- Removed by the end of the day when garbage and recyclables are collected; and,
- Placed at the rear of the premises until the next collection day.

A growing number of instances when residents are in violation of one, or both, of the requirements may result in a warning or fine per town law.

“We are seeing garbage containers being left on the curb for two or three days after the pickup day,” Porter said. “We are also seeing garbage containers being placed in front of the residence until the day of pickup.”



[ABOUT THE CODE]

Highland Code 12.15.070 Garbage containers – Placement states ... Containers shall be placed in an orderly and sanitary manner on the days designated for collection and removal of refuse by (those designated) to collect refuse. The containers shall be removed to the rear of the premises after collection is made and on the same date of collection. Following a warning, future violations will result in a citation.

Lance Ryskamp

From: Madison Owens <princessmaddi1@yahoo.com>
Sent: Saturday, February 19, 2022 10:39 AM
To: Renee Reinhart
Cc: Lance Ryskamp; Teri Yovkovich; Kathy Deguilio-Fox
Subject: Garden Draft

Follow Up Flag: Follow up
Flag Status: Completed

I put together some crops I think would do well. I dedicated two beds, one to Fuzzyline, and one to Sip, as requested by Renee. I would like to see more color/ more flowers in the garden this year.

I suggested some Marigolds with the tomatoes, as well as adding some Zinnias next to the Sunflowers.

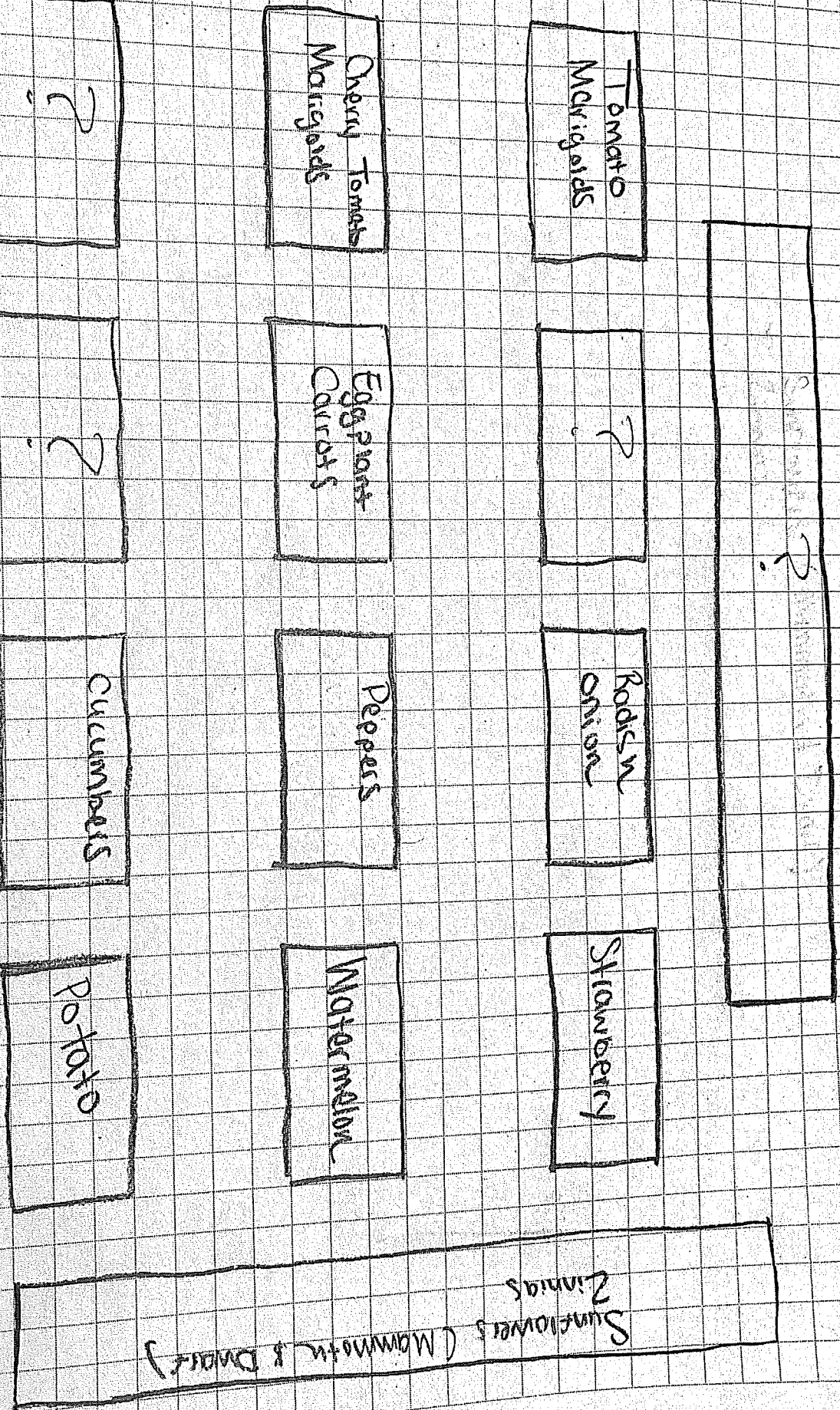
I have an idea, that people can purchase/donate a bucket, and this "bucket", can be their sunflower. With their name painted on the bucket, and these people can come see their flower grow; and take a picture with it when it blooms. I think that's a beautiful, great way to attract people to the downtown area.

If anything, Renee, I would definitely like to see some Eggplant, Pepper, Sunflowers/Zinnias/Marigolds, Carrots, and Onions.

As always, I will provide the Sunflower Seeds, and I myself, am willing to donate the crops I'd like to see. I can put in a request at Zandstras. The ? Are the other things that I'm not sure of what Renee would have wanted. I included a bed for just strawberries, since I know that was something you mentioned to me. The watermelon did really well, so I added another watermelon bed, right next to the strawberries.

Let me know what you guys think, and I will try to be at the next meeting to discuss it further if you guys think these are good ideas. Thanks!

-Madison



**HIGHLAND MAIN STREET'S
HIGHLAND MAKERS' MARKET**

**OCTOBER 1, 2022- JEWETT STREET | DOWNTOWN HIGHLAND
BOOTH APPLICATION**

NAME OF BUSINESS/VENDOR: _____ *

CONTACT PERSON: _____ *

ADDRESS: _____ *

PHONE: _____ * EMAIL: _____ *

FACEBOOK: _____ INSTAGRAM: _____

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 8:30 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, 219-972-7598. Applications and booth fees are due, and postmarked, by September 23, 2022. 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. An Indiana Sales Tax number can be obtained online at INBIZ <https://inbiz.in.gov/BOS/Home/Index>.

- 6) HMS has established a **2022 Highland Makers' Market** Facebook Event page at <https://www.facebook.com/events/977869702836399>. We request vendors to share event social media content on their individual social media feeds. HMS will publicize the event and share vendors' posts, but it is important that participating vendors enhance that advertising, through their own promotion of the event to their customers.

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 _____