

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.