

**Enrolled Memorandum of the Meeting
Study Session/Meeting (Convened Electronically/Hybrid)
Twenty-Ninth Town Council of Highland
Monday, December 5, 2022**

The Twenty-Ninth Town Council of the Town of Highland, Lake County, Indiana met in a study session on **Monday, December 5, 2022**, at 6:30 O'clock P.M., in the regular place, the Highland Municipal Building, 3333 Ridge Road, Highland, Indiana.

*This meeting was convened as both an in person and an electronic meeting. Some persons were participating remotely on a Zoom platform that allowed for real time interaction between and among all of the Town Council and supported the public's ability to observe and record the proceedings. People were able to participate in person and remotely, allowing for all councilors to be simultaneously seen and heard. When the agenda item provided for public comment, this was supported as well. Councilor Toya Smith, Councilor Mark Schocke, Councilor Tom Black, Councilor Roger Sheeman, Councilor Zemen all participated in person.

The meeting was streamed live on the Town of Highland, Indiana Facebook page and participation was supported by the Zoom on-line communication platform.

Silent Roll Call: Councilors Bernie Zemen, Toya Smith, Mark Schocke, Tom Black, Roger Sheeman, were present in person as indicated. The Clerk-Treasurer, Mark Herak took the roll and then left to enter the Fiscal 2023 Budget of the Waterworks District into Gateway. The minutes were memorialized from the recording transcript of the meeting. *A quorum was attained.*

Officials Present: Pete Hojnicky, Metropolitan Police Chief, Ed Dabrowski, IT Director were in person.

General Substance of Matters Discussed.

Discussion: Meeting with the Highland Neighbors for Sustainability .

Cathy Perrin of The Highland Neighbors for Sustainability began by asking Councilor Schocke if he had gotten the marked-up copy of the Sustainability Ordinance.

Councilor Schocke acknowledged he received a copy about 1 hour prior to the meeting but I was able to print it and made copious notes.

Ms. Perrin then said she would like to address something that happened at the last study session. She then offered the Council seeds for plants, that when grown, the plants would attract the monarch butterfly. She said they were free but the Council was free to decline as she didn't want to force them down anyone's throat. She said she was disappointed that Mr. Kondrat wasn't here so she could offer him some.

Shen introduced Nancy Moldenhauer, the Michigan City Sustainability Chair. She thanked the Council for the opportunity to speak and allowing her to share what the Sustainability Commission is doing in Michigan City. She then passed out and read from a prepared presentation:

**Michigan City Sustainability Commission
December 2022**

Accomplishments

- * Completed Greenhouse Gas Emissions Inventory in 2019
- * Created Sustainability Action Plan based on the highest three emissions areas
- * Sourced two free electric-vehicle chargers for public lot with assistance of Drive Clean Indiana
- * Increased solar panel installation on homes and businesses collaborating with Solar United Neighbors
- * Acquired SolSmart Silver Designation for city from U.S. Department of Energy
- * Sanitary District has significantly decreased fuel costs with conversion of diesel vehicles to propane while Transit Department is currently investigating the transition of its whole fleet to electric thus eliminating fuel costs
- * City ongoingly saves on electric utility costs with solar panels on some buildings thus Sustainability Commission is receiving free consultation from National Renewable Energy Laboratory to install solar panels on Washington Park Zoo roofs and electric-vehicle charging stations at Washington Park and Beach

Rewards

- * Free volunteer hours of approximately hundreds monthly thus thousands annually to improve city
- * Future government leaders being mentored while serving as Student Sustainability Commissioners
- * Cooperative relationships with City Council, Mayor, Planning and Inspection Department, Tree Board, Parks and Recreation Department, and Redevelopment Commission
- * Recognition in newspaper articles plus published state and national case studies

Benefits

- * Decrease government energy costs to utilize saved budget amounts for city improvements
- * Increase property values since energy efficient homes sell faster and for more money
- * Attract new businesses and young adults to locate in community
- * Lower community greenhouse gas emissions thus pollution
- * Improve residents' health, well-being, and quality of life

Nancy Moldenhauer, Michigan City Sustainability Commission Chair, 219-210-7513

Don Pryzbylinski, Michigan City Councilman, 219-873-4623

She went on to say that Michigan City's Sustainability Commission actually started in March of 2019 and it was that summer that we completed the greenhouse gas emissions inventory. Since then, we've created a sustainability action plan based on the 3 areas of highest emission for our community. Since then, we've sourced 2 free electric vehicle chargers for our public parking lot with the assistance of Drive, Clean Indiana. We've increased our solar panel installation on homes and businesses in collaboration with Solar United Neighbors. We were designated as a Solar Smart Silver City from the US Department of Energy. This past year our sanitary district has significantly decreased fuel cost with the conversion of diesel vehicles to propane, while our transit department is currently investigating the transition of its fleet to electric further reducing fuel costs. The City continues to promote solar panels on some building to save on electric utility cost. The Sustainability Commission is now receiving free consultation services from the National Renewable Energy Laboratory to install solar panels on the Washington Park Zoom Rooms and electric vehicle charging stations at Washington Park Beach. We average 100 hours of volunteer work each month.

We have a cooperative relationship with the City Council, the Mayor, the Tree Board, the Planning and Inspection Department, Park and Recreation Department and the Redevelopment Commission. We work together with them to establish initiatives. The advantages of having a Sustainability Commission that works with the various City Boards and Commissions is that it works to decrease government's energy costs which relates to savings on budget items and those dollars can then be used for other projects throughout the city. It increases property values, since energy efficient homes sell faster and for more money, which means your income from your property taxes will increase also. It attracts new businesses and young adults to locate to your community and it also lowers the community greenhouse gas emissions and thus it reduces your level of pollution in the community. And finally, it improves resident's health, well-being and quality of life. She then opened it up to questions.

Councilor Schocke asked what source she used to compile her data or tracks the number of businesses that moved into Michigan City and the reason why? What mechanism did the City used to attract new businesses to Michigan City? Could she get into more detail?

She said that she would have to get back to him but she gets her information from the Executive Director of the Michigan City Economic Development Corporation. She added that Michigan City has been expanding rapidly recently because of the South Shore's double track expansion. When a new business is considering coming to Michigan City, the director reviews with the potential business the Sustainability Commissions green initiative for Michigan City. This prompted many businesses to rewrite their mission statements to include sustainability.

Councilor Smith asked Ms. Moldenhauer asked if the Commission members got paid.

Ms. Moldenhauer said no they don't as they are strictly volunteers. She said however this year they are paid a stipend of \$50 each month as every other commission member is paid but until this time, we weren't paid a stipend and strictly volunteers.

Councilor Schocke asked Ms. Moldenhauer how the charging stations were funded?

Ms. Moldenhauer said they were part of the settlement from Volkswagen. Drive Clean Indiana helped them write and attain the grant. All they had to pay for was to have the chargers installed.

Councilor Schocke asked what other groups does your Commission work with besides Drive Clean Indiana?

Ms. Moldenhauer responded that they also work with Solar United Neighbors, which is a non-profit as they provide a complete package for anyone who is looking at installing solar panels either on a home or a small business. She said she was personally part of round one and having a metal roof installed with solar panels. There was a delay as they couldn't get steel to make her my metal roof. So, 2 weeks ago they started and hopefully they will be finished this Thursday or Friday. She got a 15% discount on solar panels and installation. Right now, is a good time to move ahead because the federal government is still giving tax credits. She will be able to sell her excess electricity to Nipsco at the wholesale rate and if I need it back I can buy it back at the wholesale rate. This will change in 2023 as residents selling electricity to Nipsco will sell it at the wholesale rate but have to buy it back at the retail rate.

Councilor Schocke then asked how much of the work was actually done or initiated by the Commission and how much by the non-profits like Drive Clean Indiana and Solar United. What is the relationship between these non-profits and the Commission?

Ms. Moldenhauer said they need to work on the energy efficiency of the housing market in Michigan City because the average home was built in the 70's and are very energy inefficient. One of the ways we work together with the non-profits is to actually help promote the solar panels on homes. We are very involved in the promotion and marketing. We help find individuals who would be interested in solar panels. We send them the educational materials and an introductory session on zoom. The sessions are actually conducted by Solar United Neighbors. It is almost a turnkey program.

Councilor Schocke asked if there was a budget provided by the City for the promotional material or do the non-profits provide? He also asked if they don't charge for their services but they have to make some money off of it or how else do they stay in existence.

Ms. Moldenhauer said the promotional or marketing material is paid by the non-profits. They do make a little from their services but where they make their money is through grants. The process is so complicated, that most residents couldn't understand the process so these non-profits help them in the grant writing. To make it easier for the residents. They help the residents file the papers with the federal government so they can get their tax deductions. The package is already put together by the non-profits. She said the Commission did play a positive role in moving the solar panel installation program forward. The non-profit tried unsuccessfully to promote the program without us. They just didn't get the interest or the sign-on.

Councilor Sheeman asked Ms. Moldenhauer how long has her group been in Michigan City and how many members are on your Commission.

Ms. Moldenhauer said the Commission was started in March of 2020 and they have a total of 13 members with 4 being student commissioners. nine members.

Councilor Sheeman then asked how are expenses treated?

Ms. Moldenhauer said they pay their own expenses and if we travel to conferences, we absorb the cost ourselves. I will add, that Mayor Parry was graciously enough to pay the \$100 fee when we applied for a grant. When it came to the greenhouse gas emissions inventory, we went to Nipsco and they paid the cost of the intern from Indiana University.

Councilor Sheeman asked if the Commission had proposed any ordinances. Have the City Council passed any of the Commission's recommendations.

She responded that back in 2019, the City Council passed an ordinance the permissible watts for street lights and lighting found in parking lots. The Commission encouraged the use of led lights and shades that directed the light downward.

Councilor Sheeman then asked whether the City provides any type of funding for private residents to install solar panels or any other type of environmental things on their property.

Ms. Moldenhauer responded that the City is prohibited by law but we wish they could.

Councilor Schocke asked about the propane vehicles in the Michigan City fleet. How many vehicles are run by propane and what was the cost to convert them?

Ms. Moldenhauer said she had a feeling she would be asked that question. Unfortunately, she does not have that information but the director of that department recently left a few months ago and I was not able to attain the information in time for tonight's meeting. She said she would get the information and provide it to Councilor Schocke.

Councilor Sheeman said I realize there is always a cost to things. He asked Ms. Moldenhauer what was the return on investment? How many years does it take to pay one back? Is it 3 years or 5 year or 10 years before I see a return on my initial investment. He was concerned also that everybody is make electric cars but we are not generating any more electricity. Electric rates keep going up faster and faster. I believe in the environmental things but going forward how will be able to sustain the increased usage of electricity. The grid can't support it now. We here in California of the rolling black outs. We all want to be good stewards of our environment and as I said

before, when we build a new town hall, which is not too far in the future, I certainly want it to be the environmentally efficient building in Town.

With that, Ms. Moldenhauer finished her presentation.

Councilor Zemen advised that he was placing it on the December 19, 2022 study session agenda. He asked all Councilors to submit any changes to the ordinance they wanted to see.

The Council decided to cancel the standing Plenary Meeting of December 26th to observe the Christmas Day Holiday and reschedule the meeting to Wednesday, December 28th, with the Plenary business meeting starting at 6:30.

TOWN of HIGHLAND
HIGHLAND MUNICIPAL BUILDING • 3333 RIDGE ROAD • HIGHLAND, INDIANA 46322
PHONE: (219) 838-1080 FAX: (219) 972-5097

OFFICE of the TOWN COUNCIL

PUBLIC NOTICE

DATE: MONDAY, DECEMBER 5, 2022

TO: AREA MEDIA AND THE PUBLIC

RE: NOTICE CANCELLATION OF PLENARY MEETING of the TOWN COUNCIL OF HIGHLAND

MEETING CANCELLED. PURSUANT TO THE AUTHORITY CONFERRED UNDER SECTION 2.05.130 (C) OF THE HIGHLAND MUNICIPAL CODE, THE TOWN COUNCIL PRESIDENT HAS CANCELLED THE STANDING PLENARY MEETING OF **MONDAY, DECEMBER 26, 2022**. THE CANCELLATION IS TO OBSERVE THE CHRISTMAS DAY HOLIDAY. THE PLENARY MEETING HAS BEEN RESCHEDULED FOR WEDNESDAY, DECEMBER 28, 2022 WITH THE PLENARY BUSINESS MEETING AT 6:30 P.M.

AS ALWAYS, MEETINGS ARE OPEN TO THE PUBLIC TO OBSERVE AND RECORD. ALL MEETINGS ARE HELD AT THE HIGHLAND MUNICIPAL BUILDING, 3333 RIDGE ROAD, HIGHLAND.

DISCUSSION: WORKS BOARD ORDER NO. 2022-39: AN ORDER AUTHORIZING AND APPROVING AN EXTENSION OF THE AGREEMENT BETWEEN THE IDEA FACTORY AND THE TOWN OF HIGHLAND TO PERFORM PROFESSIONAL COMMUNICATIONS AND MEDIA DESIGN AND DEVELOPMENT SERVICES FOR THE MUNICIPALITY FOR A TERM OF ONE MONTH, WITH AN OPTION TO RENEW AND EXTEND.

(LOOKING FOR DIRECTION FROM THE COUNCIL AS TO CANCELLING AT THE END OF THE YEAR, EXTEND FOR A MONTH OR RENEW FOR 2023)

THE COUNCIL ADVISED THE CLERK-TREASURER TO REVISE WORKS BOARD ORDER NO. 2022-39 AND TO MAKE THE CONTRACT EXTENSION 2 MONTHS INSTEAD OF 1, WHILE COUNCILOR SHEEMAN WORKS WITH THE IT DIRECTOR TO REACH OUT TO THE TOWN OF SCHERERVILLE TO SEE WHO DESIGNED THEIR WEBSITE AND WHO MAINTAINS IT. COUNCILOR SHEEMAN THOUGHT HE'D HAVE THE INFORMATION BY THE END OF THE YEAR.

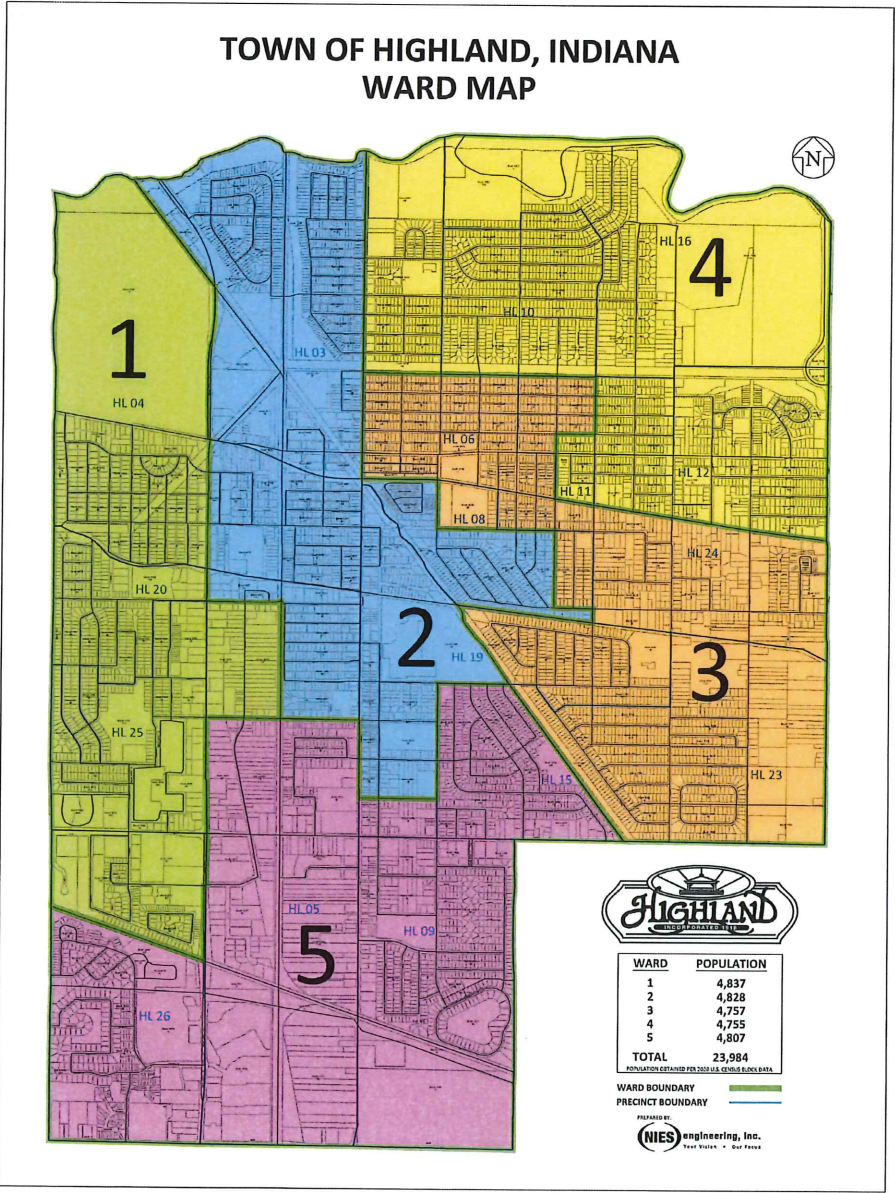
DISCUSSION: PROPOSED ENACTMENT NO. 2022-25: AN ENACTMENT APPROPRIATING ADDITIONAL MONIES IN EXCESS OF THE ANNUAL BUDGET FOR THE REDEVELOPMENT CAPITAL FUND, ALL PURSUANT TO I.C., 6-1.1-18, AND I.C. 36-5-3-5.

COUNCILOR SCHOCKE ASKED WHY NOT CHANGE THE REQUEST FROM \$69,422 TO \$26,132 WHICH IS REFLECTIVE OF THE ONLY FAÇADE IMPROVEMENT REQUEST THAT HAS BEEN IMPROVED BY THE BUILDING COMMISSIONER AS THE OTHER 2 REQUEST HAVE NOT SUBMITTED PLANS FOR APPROVAL. COUNCILOR SCHOCKE SAID IT DOESN'T MAKE SENSE TO APPROVE MONEY ON REQUESTS THAT MAY NOT MATERIALIZE.

COUNCILOR SHEEMAN ARGUED THAT BY APPROVING THE WHOLE AMOUNT, THOSE BUSINESSES COULD PROCEED WITH THEIR PLANS, KNOWING THE MONEY HAS BEEN ALLOCATED.

IT WAS AGREED THAT THE FULL ADDITIONAL WOULD BE VOTED UPON BUT WITH MOTION STATING THAT THE MONEY WOULD BE AWARDED TO THE OTHER 2 BUSINESSES CONTINGENT UPON THEM SUBMITTING PLANS AND THE PLANS WERE ULTIMATELY APPROVED BY THE BUILDING INSPECTOR.

Discussion: Ordinance 1773 - Redistricting.



The Council decided to proceed with Map 2 and have Proposed Ordinance 1773 reflective of Map 2. Councilor Schocke asked the Council if they were all in agreement with Map 2 and Councilor Smith said she was not. The Clerk-Treasurer advised that in the cases of an ordinance or an enactment, it requires 2 readings. To consider on first reading, the initial motion must have unanimous consent. With Councilor Smith advising that she was not voting in favor, thus no unanimous consent, Ordinance 1773 would have to be taken up at the December 28th meeting, as which a simple majority is needed. The Clerk-Treasurer advised that the approved redistricting map must be filed with the County Election Board by December 31, 2022 .

Discussion: Proposed Ordinance No. 1774: An Ordinance to Establish the Wage and Salary Rates of the Elected Officers, the Non-Elected Officers, and the Employees of the Town of Highland, Indiana.

Councilor Schocke asked that all of the salary increases for the Clerk-Treasurer associated with the various accreditations be removed from the salary ordinance.

The Clerk-Treasurer advised that the hourly rate for fire calls, training, special preparedness duties, special maintenance and inspections had been increased to \$18.00 per hour.

Councilor Sheeman was going to attend the fire fighter's officers meeting and address the issue of still alarms and report back to the Clerk-Treasurer. Several fire fighters had expressed a desire to have still alarms be removed from the salary ordinance and have the pay go directly to the fire fighters and not the fire association.

Discussion: Proposed Ordinance No. 1775: An Ordinance to Make a Technical Updating Amendment to the Current Code of Ordinances for the Town of Highland, Particularly Amending Section 9.65 Alarm Systems, All Pursuant to I.C. 36-5-6 ET SEQ.

The Metropolitan Police Chief explained that the revision eliminated the wording on a weekend or on a holiday from the sentence false alarm service charges shall not apply when more than one false alarm occurs within a 24-hour period, on a weekend or on a holiday. The Council was fine with the Metropolitan Police Chief's explanation and advised to keep proposed Ordinance 1775 on the December 12th agenda.

Discussion: Proposed Ordinance No. 1776: An Ordinance Amending certain Schedules in Chapter 9.65 of the Highland Municipal Code and increasing certain fines that are payable before a Clerk in the Ordinance Violation Bureau, all Pursuant to I.C. 33-36, I.C. 36-1-3, I.C. 36-1-4, I.C. 36-8 and I.C. 36-9 ET SEQ.

The Metropolitan Police Chief explained that the revision eliminated the wording shall upon prosecution be fined not less than \$25.00, nor more than \$500 for each offense and replace with shall be issued a citation with a payable fine of \$500.00 for each offense. The Council was fine with the Metropolitan Police Chief's explanation and advised to keep proposed Ordinance 1776 on the December 12th agenda.

Discussion: Proposed Ordinance No. 1777: An Ordinance to Make a Technical Updating Amendment to the Current Code of Ordinances for the Town of Highland, Particularly Amending Section 5.02 Vacation Leave, All Pursuant to I.C. 36-5-6 ET SEQ.

Currently, new employees are not eligible for vacation time off until after they have completed one year of service with the Town. The Department Heads had suggested that to be competitive with neighboring towns and to be able to recruit employees with

experience, vacation time off needed to be offered. Section 5.02.01 of the Municipal Code was modified to read:

5.02.01 Upon the successful completion of an Employee's orientation period of ninety (90) days, all full-time employees, with like, full-time previous municipal, county or state employment, becomes eligible for vacation his/her first year. The Employee's vacation must be taken prior to the Employee's 1st year anniversary. Part-time and reserve duty are not recognized for vacation time for the Employee. After the Employees 1st year, the vacation schedule for full-time employees with like, full-time previous municipal, county or state employment reverts to the same vacation schedule as employees without like previous municipal, county or state employment. The Employee's vacation allotment will be based upon the like, full-time previous municipal, county or state employment, in accordance with the following schedule:

<u>Years of Like, Full-Time Service</u>	<u>Entitled to</u>
One (1) thru year Second (2)	4 days of Vacation
Three (3) thru year Four (4)	8 days of Vacation
Five (5) and greater	10 days of Vacation

Section 5.02.02 of the Municipal Code was modified, reducing the number of years of service required of an employee to receive 25 days of vacation, to read:

5.02.02 All full-time employees beginning with January 1 in the calendar year in which you celebrate five (5) years of continuous service you will receive fifteen (15) days of vacation. Beginning with January 1 in the calendar in which you celebrate ten (10) years of continuous service you will receive twenty (20) days of vacation. Beginning with January 1 in the calendar year in which you celebrate fifteen (15) years of continuous service you will receive twenty-five (25) days of vacation.

The Council was fine with the proposed changes and advised to keep proposed Ordinance 1777 on the December 12th agenda.

Discussion: Proposed Ordinance No. 1778: An Ordinance to Make a Technical Updating Amendment to the Current Code of Ordinances for the Town of Highland, Particularly Amending Section 3.20 Bridging of Service, All Pursuant to I.C. 36-5-6 ET SEQ.

The Department Heads suggested modifying Municipal Code 3.20.01 to add the wording, like, full-time so it now reads:

3.20.01 – All like, full-time service of previous municipal, county or state employment of one or more years, will be treated as continuous service after completing one (1) full consecutive year of service with the Town of Highland

The Council was fine with the proposed changes and advised to keep proposed Ordinance 1778 on the December 12th agenda.

Discussion: Proposed Ordinance No. 1779: An Ordinance to Make a Technical Updating Amendment to the Current Code of Ordinances for the Town of Highland, Particularly Amending Section 4.00 Hours of Work and Compensation Policies, All Pursuant to I.C. 36-5-6 ET SEQ.

The Police Commission requested that to be competitive with neighboring towns and to be able to recruit and retain officers, changes need to be made Section 4.00 lower the hours worked before an officer can attain and be paid time and one-half their regular pay. The Town of Highland followed the Fair Labors Act as to the maximum hours over 40 hours worked before time and one-half was paid but not the minimum over 40 hours worked before time and one-half was paid. Section 4.03.05 of the Municipal Code was modified to read:

4.03.05 Patrol Division Police Officers/ Crime Impact Unit Officers.

Patrol Division Police and Crime Impact Unit Officers work a twenty-four (24) day work cycle beginning with the first day of the cycle on a 4- days on and 2 days off schedule with an 8-hour work day, for a total of one hundred and twenty-eight (128) hours in the twenty-four (24) day cycle, averaging 37.42 hours per week in a 365-day period. Officers will be paid time and one-half the regular rate of pay OR will receive compensatory time at one and one-half the time for all work performed in excess of one hundred and twenty-eight (128) hours per twenty-four (24) day cycle.

In order to be competitive with neighboring towns, regarding Field Training Officers, Section 4.03.09 was modified to read:

4.03.09 Officers performing the task as a Field Training Officer (FTO).

Each day an FTO trains a Recruit, he/she can claim up to a maximum of one (1) hour of overtime for this additional training/prep/paperwork, with the Officer being paid time and one-half the regular rate of pay OR will receive compensatory time of one and one-half time.

The Council was fine with the proposed changes and advised to keep proposed Ordinance 1779 on the December 12th agenda.

Discussion: Works Board No. 2022-37: AN ORDER for the TEMPORARY CLOSING OF MUNICIPAL OFFICES at the MUNICIPAL BUILDING 3333 RIDGE ROAD on FRIDAY, DECEMBER 30, 2022 FOR YEAR-END FISCAL AND RECORDS ADMINISTRATION TASKS

THE COUNCIL WAS FINE WITH CLOSING THE TOWN HALL EARLY ON DECEMBER 30TH SO THE CLERK-TREASURER'S OFFICE CAN COMPLETE YEAR-END FISCAL AND RECORDS ADMINISTRATIVE TASKS.

Discussion: The Redevelopment Commission is asking the Council to re-appropriate the \$36,000 which was removed from the Redevelopment Capital Fund for Wayfinding Signs.

THE REDEVELOPMENT COMMISSION HAD REQUESTED OF THE TO REINSTATE \$36,000 IN THE REDEVELOPMENT CAPITAL FUND FOR WAYFINDING SIGNS. PRIOR TO DISCUSSION, THE REDEVELOPMENT DIRECTOR PASSED OUT INFORMATION ON THE SIGNS.

Installation \$ 1,964.70
Auger Rental & Hardware \$ 988.56

Install sign frames on street corners. Without a site survey of exact conditions these would be installed this price is a best guess and subject to appropriate changes. I.e. if a jack hammer or concrete drill/saw is required in addition to an auger.

Shipping \$ 715.20

Total: \$ 31,415.16

TERMS

Price quoted is to order all six at once. Permit submission fees, permit costs and any applicable licensing fees will be billed to you in addition to above quoted prices.

Half down is required at the time of contract signing. The price listed is for payment by cash or check only. If choosing to pay with a credit card, 3% will be added to the total of the above estimate.

Ownership of the new sign and all new sign components will become the **Town of Highland's** property after all sign project charges are paid in full to VIA Marketing. You waive all rights to your sign if any balance is not made within 30 days after installation. VIA has full rights to remove your sign(s) if all our terms on these pages have not been met. In addition to removing your sign, interest at a rate of 18% per annum will be charged on accounts past due 30 days. Should we be forced to retain attorneys to collect our invoices, reasonable attorney fees, expenses, court costs and any interest charges incurred, will be at your expense.

We reserve the right to display any work we produce for you in our agency portfolio, which may be reproduced in any reasonable way for our marketing needs.

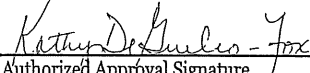
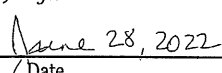
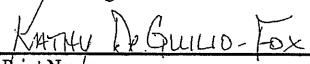
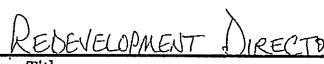
VIA Marketing assumes no responsibility and offers no warranty on this sign project regarding labor or material. All warranty issues will be addressed under the manufacturer's warranty only.

If electric is required, this proposal assumes a functioning electrical whip will be at the proposed sign location. Estimates also assume all existing electrical / sign components are in good working order. Any and all additional time / labor or material needed to complete installation will be billed separately from above quoted prices.

In the event that VIA Marketing sustains a loss as a result of a claim, suit or proceeding brought against you as a result of these projects which you approved and authorized us to produce for you, you agree to indemnify us for any such losses.

Signatures transmitted via facsimile, PDF or JPG are considered as originals for all purposes of this agreement. Signature represents and warrants that on this date you are duly authorized to bind your company to this agreement.

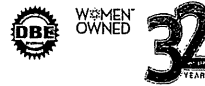
This bid is valid for (30) days.

	
Authorized Approval Signature	Date
Town of Highland	
	
Print Name	Title



2646 W. Lincoln Highway, Merrillville, IN 46410
219-769-2299
www.viamarketing.net

PROPOSAL
June 22, 2022



Kathy DeGuilio-Fox
Town of Highland
3333 Ridge Road
Highland, IN 46322
219-972-7598

Downtown Parking Lot Sign with Wayfinding Map

Scope of Project:	4' x 6' -1-sided	4' x 6' -2-sided
Agency Services	\$ 1,000.00	\$ 1,000.00
Design insert. 4-color. 1-side or 2 sided		
Gather content, downtown map found with QR code		
One set of revisions included.		
Oversee project and coordination.		
4' x 6' Metal post and panel	\$ 3,310.30	\$ 3,643.46
The metal post is 10' long and will be cut to size for space you'd like between the ground and the bottom of the sign.		
Posts and Signs match the corner signs with polymetal		
Production and installation. Includes hardware.		
Auger Rental	\$ 69.00	\$ 69.00
Shipping	\$ 475.20	\$ 475.20
	Total: \$4,854.50	\$5,187.66

TERMS

Permit submission fees, permit costs and any applicable licensing fees will be billed to you in addition to above quoted prices.

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Terms Continue on Page 3

Councilor Schocke began by reiterated his comments from the previous discussion when he pulled out his cell phone, hit a button and retrieved the same information as found on the Wayfinding Signs. His argument is that most people, even seniors have a cell phone and can do exactly what he did. It took him 30

seconds to get attain the information, inclusive of a map to find the location of the business. He saw no point in spending money for signs when the same information was available on his cell phone. The proposed signs are made up of smaller signs. When driving by the sign, your going have to put on your brakes to slow down to read the lettering on the sign, squinting to try to read all of the names. To me and I'm not a marketing guy, small signs aren't going to get my attention. I guess if you are walking by, that maybe a different story.

The Redevelopment Director then showed Wayfinding Signs that are used in Chesterton which has larger letters. Maria said a lot of the details for the signs haven't been worked out yet with the vendor. We have not given the vendor final approval as we are still working out the details. For example, we still need content approval from the businesses who will appear on the map. We are not proceeding forward until we know the Council is on board and will re-appropriate the funding. The signs being proposed can hold up to 18 businesses.

Councilor Schocke brought up about the businesses that are not located downtown that are on Indianapolis Blvd or 45th street. Why does the businesses downtown get all of the love?

Councilor Sheeman answered by saying that this project falls under Main Street which is a part of Redevelopment. This project is no different than the downtown parking lot or when the street lights were changed out to led bulbs., Its all part of a project to enhance the appearance of the downtown. Its an attempt to add culture to the downtown. He added, I doubt is the businesses on Indianapolis or 45th get lost with all the traffic using those roads. This is for our downtown as many other communities don't have a downtown but would like one. We want it to look chicky.

The suggestion was made to allow the businesses to put a sign of their building which currently is against code. The problem is that the trees have grown to such heights as they block the buildings.

Councilor Sheeman said he thought the Town should proceed with the Wayfinding Signs. This project has been going on for 2 years.

Councilor Schocke suggested charging those businesses who are on the sign an administrative fee to help cover the cost of maintaining the sign. He suggested a fee of \$1,000 as most businesses would be able to afford \$1,000.

Councilor Sheeman was opposed to charging. Maybe \$1,000 isn't anything to fancy lawyers but to say, the new dog spa downtown that started shampooing dogs, that's a lot of money. The administrative fee may be a turn-off to some businesses.

The general consensus was to place it on the agenda, instructing the proper office to advertise for additional appropriations. The Clerk-Treasurer advised that the public hearing wouldn't take place to 2023.

There being no further business necessary or desired to be discussed by the Town Council, the regular study session of the Town Council of **Monday, December 5, 2022**, was adjourned by the Town Council President, at 8:20 O'clock p.m.

Mark Herak,
Clerk-Treasurer