

HIGHLAND MAIN STREET
Wednesday, April 12th, 2023
Meeting Minutes

Highland Main Street met in person at Town Hall on Wednesday, April 12th, 2023 at 6:30 PM.

Prior to the meeting, there was a presentation from Business Advisor Judith Cardenas from the Indiana Small Business Development Center.

The meeting was called to order by President Alex Robertson at 6:57 PM on Wednesday, April 12th, 2023.

1. Minutes – The Minutes from the last meeting were approved all in favor, none against.
2. Wayfinding Signs – The group was given flyers and information about the wayfinding signs and what businesses need to provide to be included on the signs. Discussion ensued. Locations of the signs were also provided to the group.
3. Downtown Pamphlets – President Alex Robertson presented the group with the pamphlet draft he had created and asked for feedback. Discussion ensued.
4. Farmers Market – The group was reminded of the dates for the Farmers Market and discussion ensued. There was also discussion about fees for the Farmers Market
5. Restaurant Crawl – Some meeting attendees asked about the date for the big Restaurant Crawl, which is the last Tuesday in August. This led to discussion on the Sidewalk Sales and Makers Market. The group discussed if the two events (Sidewalk Sale and Makers Market) should be advertised and held the same weekend, but the group decided not to do this, but would likely offer discounted tables for downtown businesses if they wanted to participate in the Makers Market. The group also discussed retail businesses possibly staying open during Restaurant Crawl nights to encourage business of all kinds.
6. Small Business Saturdays/Sidewalk Sales – Discussion was held about if Small Business Saturdays should start again, but less often than they were previously.
7. Essay Contest – Discussion was held on how to decide winners, and it was decided that everyone would score the essays and the three highest scores, when averaged out, will be the winners. There was also discussion on how winners will be notified and the group plans to take a photo and have the Gazebo Express do a piece on this once the winners

are chosen for all of the essay contests. Also, copies of the essays from the March contest were passed out to members.

8. Communications from Lance Ryskamp at the HG Chamber of Commerce – The group was given a copy of the email from Lance regarding advertising an event for downtown to bring people from Girls on the Run and Fastball Softball Competition, to get people traveling to Highland for these events to downtown businesses. The group showed support.
9. New Members – The group discussed reaching out to other businesses to join Main Street, and President Alex Robertson mentioned that Naturally Jacks will be joining the Restaurant Crawl this month.
10. New Business Resources – President Alex Robertson discussed organizing various resources for new and existing businesses in Highland so people can have a roadmap and know what they need to do.
11. Community Garden – Vice President Renee Reinhart updated the group on the check she got from a grant from the Master Gardeners Association and the signs made by Baxter Printing for the Veggie Bucks and Community Garden. She also told the group about the garden beds that are for downtown restaurants and the trellis that will be used to better utilize the space.

The next meeting will take place on Wednesday, May 10th at 6:30 PM in Town Hall.

The meeting was adjourned by President Alex Robertson at 7:44 PM.