

## HIGHLAND MAIN STREET

February 8<sup>th</sup>, 2023

### Meeting Minutes

The meeting was called to order by President Alex Robertson at 6:33 PM on Wednesday, February 8<sup>th</sup>, 2023.

1. Valentines Hunt – Updates were given on the Valentines Hunt event. It was announced that there were 1,123 valentines in total and approximately 25 businesses participated. Potentially doing a similar event for Easter was also discussed.
2. New Membership Interest – A few downtown businesses that have expressed interest in joining HMS were mentioned, and President Alex Robertson suggested creating a document/pamphlet to pass out to businesses to recruit them/share information, and asked about bidding the project out. Possibly using the Gazebo Express to advertise was also discussed.
3. Car Shows – Dates and Times? Someone from Winamac reached out and asked about bringing their shows to potential car shows. Main Street discussed including car shows in other events rather than on their own.
4. Farmer’s Market – HMS decided holding the Farmers Markets on Thursdays from 4-8 from June 1<sup>st</sup> to October 26<sup>th</sup>. They discussed potentially holding other events concurrent with the market once a month, possibly a wine garden.
5. Restaurant Crawl – Some businesses expressed poor turnout and were questioning why this might have been the case. It was pointed out that the weather was bad, as it was only 7 degrees outside.
6. March Essay Contest – Topic is discussed, and everyone decided that the teachers will be the first to read the essays, and submit one from each class to HMS to judge. Everyone talked about advertising for the Contest and possibly printing a poster. It was decided that businesses would “sponsor” the Contest, contributing to the prizes. The prize amounts were also discussed. There was a motion to approve the essay contest and a unanimous vote in favor.

7. Easter Egg Hunt – Discussion was held, but the group decided not to have an Easter egg hunt.
8. Street Art Fair – The group had discussion about the Street Art Fair and decided that they will coordinate with the Arts Council. It was discussed that they could temporarily shut down the road to paint murals in various areas on the street, live, while people are walking around. Possibly making it a vendor fair was also discussed in deciding funding.
9. Community Garden – Renee Reinhart delivered updates on Community Garden, including the possibility of growing plants specifically for different restaurants, and labeling the garden beds with the name of the restaurant, in addition to the food going to the pantry. They also discussed getting a sign, and looking for more volunteers. Budget updates were also given, and the group decided to work towards getting their money back that had been taken away and put into Highland’s Cash Fund.
10. Budgets and Appropriations – More discussion ensued about budgets and line items.
11. Minutes – The group voted unanimously to approve the minutes from the January 11<sup>th</sup> meeting.

The meeting was adjourned by President Alex Robertson.