

**Enrolled Memorandum of the Meeting  
Study Session/Meeting (Convened Electronically/Hybrid)  
Thirtieth Town Council of Highland  
Monday, July 15, 2024**

The Thirtieth Town Council of the Town of Highland, Lake County, Indiana met in a study session on **Monday, July 15, 2024**, 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 an in person meeting and lived streamed to the Town of Highland Facebook. Facebook permits the public to observe and record the proceedings but allows no interaction between and among the Town Council and members of the public. The public is able to participate in person. All councilors were simultaneously seen and heard. Councilor Georgeff, Councilor Black, Councilor Alex Robertson, Councilor Philip Scheeringa all participated in person. Councilor Turich was absent.

*Silent Roll Call:* Councilors George Georgeff, Tom Black, Alex Robertson, Philip Scheeringa, were present in person as indicated. Councilor Turich was absent. The Clerk-Treasurer, Mark Herak was present to memorialize the proceedings. *A quorum was attained.*

*Officials Present:* Fire Chief Mike Pipta, IT Director Ed Dabrowski, Redevelopment Director Maria Becerra were in person.

**General Substance of Matters Discussed.**

Appointments:

**• Statutory Boards and Commissions**

*Executive Appointments (May be made in meeting or at another time)*

1. **Waterworks Board of Directors:** (1) appointment to be made by Town Council President. *(Note: Formerly held by Curt Schroeder (D), term ending 1<sup>st</sup> Monday January 2025). Current composition of the board is two Republicans and two Democrats. No more than three of any one party under state law.*

Home Rule Commissions or Boards

2. **Shared Ethics Advisory Commission.** (1) appointment to be made by Town Council President. *(Note: Fill vacancy made by resignation of Rev. Tim Huizenga.) (Made pursuant to Article 5, Subdivision (A) of the Interlocal Cooperation Agreement Establishing the Shared Ethics Entity. Qualifications are to be persons who live work or hold property in the county. Further persons appointed must be of good character and not hold any positions within the local government.)*

*Legislative Appointments*

Home Rule Commissions

1. **Main Street Bureau Board:** (6) appointments to be made by the Town Council. Term: Two years ending 1 Jan 2025. *There are currently 11 of the 17 in place and serving. Currently serving are Rhonda Bloch, Ben Reinhart, Renee Reinhart, Allan Simmons, Diane Barr-Roumbus, James Roumbus, Sandra McKnight, Teri Yovkovich, Sandy Ray, Kathy Smailis, Ben Tomera and Laura Pilewski.*
2. **Community Events Commission Multi-year positions:** (1) appointment to be made by the Town Council. Term: 4 years. *(Note: Currently vacant)*

*Single year positions:* (9) appointments to be made by the Town Council. Term: 1 year. There are currently 5 of the 9 in place and serving. *(Note: Currently serving, Rachael Carter, Olga Briseno, Kathy Camp-Burke, Linda Carter and Jack Rowe)*

- x. **Discussion:** Controlled Event Permit. Action regarding permission to conduct a series of festivals of the Main Street Bureau on a public way submitted by it, July 30, 2024, August 27, 2024 and September 24, 2024. *This is a controlled event under Chapter 5.25. Section §5.25.020(B) requires action by the Town Council in an open regular or special session. The Council will also need to fix the amount of liability insurance, pursuant to §5.25.020 (D). Pursuant to that section, the Town Council has previously directed that the applicant procures liability insurance for the event which names the Town of Highland as an additional insured in the amount of Three million dollars (\$3,000,000) and provide a certificate or proof of this insurance before the event and those businesses serving alcohol need to name the Town of Highland as an additional insured on their liability insurance policy.*

(b) Request from Main Street Bureau seeking permission for its events of July 30, 2024, August 27, 2024 and September 27, 2024 as a controlled event.

When the applicant is the municipality, through its executive departments, its administrative bodies, or agencies, no formal application is required provided that a request shall be filed in sufficient time to permit the Town Council to act in a regular or special meeting in advance of the event. The town council must act in a regular or special meeting upon the application or request, where it may, in its discretion, issue such permit and likewise, in its discretion, may refuse the issuance of a permit.

\*\*The motion should be to move to approve the special event with alcohol permit (SEAP) for the Main Street's Restaurant Crawls to be held July 30, 2024, August 27, 2024 and September 24, 2024. The Street Closure will be Highway Avenue from 5<sup>th</sup> street to Kennedy Avenue and the additional liability insurance established at \$3,000,000 and each business serving alcohol (if the alcohol is to be carried out of the business onto Highway Avenue) needs to name the Town of Highland as an additional insured on their liability insurance policy prior to the event.

After a brief explanation by the Clerk-Treasurer that the restaurant crawl requires

a special event permit with alcohol versus the makers market which requires a special event permit without alcohol and only the Town Council can authorize a street closure, the Council President advised to place Main Street Bureau request on the agenda for the July 22, 2024 plenary meeting.

**Mark Herak**

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**From:** Maria Becerra  
**Sent:** Friday, July 5, 2024 1:17 PM  
**To:** Mark Herak  
**Cc:** Ralph Potesta; Brett Teske; Kendra Hernanadez  
**Subject:** Road Closure Council Approval for 3 Big Crawls

Mark,  
Town Council Approval for Road Closure  
July 30<sup>th</sup>  
August 27<sup>th</sup>  
September 24<sup>th</sup>  
Main Street will be having **Big Crawls**.  
We need approval to shut down Highway from Kennedy East to 5<sup>th</sup>.

Also for **Maker Market Day**  
October 5<sup>th</sup> Jewett only from Kennedy East to 4<sup>th</sup> St. (Library)

Thank you

*Maria Becerra*

Director – Redevelopment Commission  
Town of Highland  
3333 Ridge Road  
Highland, IN 46322

(219) 972-7598 [mbecerra@highland.in.gov](mailto:mbecerra@highland.in.gov)

<https://highland.in.gov>

- x. **Discussion:** Controlled Event Permit. Action regarding permission to conduct a festival of the Main Street Bureau on a public way submitted by it, October 5, 2024. This is a controlled event under Chapter 5.25. Section §5.25.020(B) requires action by the Town Council in an open regular or special session.

- (b) Request from Main Street Bureau seeking permission for its event of October 5, 2024 as a controlled event.

When the applicant is the municipality, through its executive departments, its administrative bodies, or agencies, no formal application is required provided that a request shall be filed in sufficient time to permit the town council to act in a regular or special meeting in advance of the event.

The town council must act in a regular or special meeting upon the application or request, where it may, in its discretion, issue such permit and likewise, in its discretion, may refuse the issuance of a permit.

\*\*The motion should be to move to approve the special event without alcohol permit (SEAP) for the Main Street's Maker's Market to be held October 5, 2024. The Street Closure will be Jewett Avenue from 4<sup>th</sup> Street Library) to Kennedy Avenue.

After a brief explanation by the Clerk-Treasurer that the restaurant crawl requires a special event permit with alcohol versus the makers market which requires a special event permit without alcohol and only the Town Council can authorize a street closure, the Council President advised to place Main Street Bureau request on the agenda for the July 22, 2024 plenary meeting.

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- x. **Discussion:** The September 2, 2024 Town Council Study Session falls on Labor Day. Historically, the Town Council has cancelled the meeting. At other times, the Council has cancelled the meeting and rescheduled to another day. The Council can:

Do nothing and meet on the 2nd  
Cancel the meeting and don't reschedule  
Cancel the meeting and reschedule to another day later in the week  
This is all pursuant to Section 2.05.130(D) of the Highland Municipal Code.

After some discussion amongst the Council, the Council President advised to place the item on the July 22, 2024 Plenary Meeting.

- x. **Discussion:** The July 29<sup>th</sup> Town Council Study Session is the fifth (5) meeting of the month. Historically, the Town Council has cancelled the meeting. At other times, the Council has cancelled the meeting and rescheduled to another day. The Council can:

Do nothing and meet on the 29th  
Cancel the meeting and don't reschedule  
Cancel the meeting and reschedule to another day later in the week  
This is all pursuant to Section 2.05.130(D) of the Highland Municipal Code.

After some discussion amongst the Council, the Council President advised to place the item on the July 22, 2024 Plenary Meeting.

- x. **Discussion:** Commendation Letter for Day Off and Signature Authorization. Action to approve Letters of Commendation for Exemplary Public service leading to the award of a single paid day off for several workers in the Metropolitan Police Department. Pursuant to Section 4.13 of the Compensation and Benefits Ordinance, for the day off to be effective requires the approval of the board of jurisdiction and the Town Council. The Town Board of Metropolitan Police Commissioners has granted preliminary approval to several letters of commendation regarding several employees who have worked six months without calling off sick and without experiencing an "at fault accident".

- Action should include approval of the letter and the members of the Town Council to sign the letters of commendation.

The Police Chief and the Town Board of Metropolitan Police Commissioners are asking for approval of a letter of commendation for six months of work without calling off and not having an at-fault accident for the following:

*POLICE CHIEF RALPH J. POTESTA*  
*PATROL CMDR JOHN BANASIAK*

*CORPORAL MICHAEL YONKMAN*  
*OFFICER TONY KOWAL*

*COMMANDER JASON HILDENBRAND  
ADMIN CMDR SHAWN ANDERSON  
DEPT. CMDR GLENN COX  
DET. SGT LEE NATELBORG  
DET. SGT BRIAN STANLEY  
SGT ERICH SWISHER  
SGT DAVID BYERS  
CORPORAL JOHN HINKEL  
CORPORAL RICHARD HOFFMAN  
CORPORAL THOMAS MANYEK  
CORPORAL COREY ANDERSON*

*DETECTIVE KEN NORSWEATHER  
OFFICER JAMES GLIDEWELL  
OFFICER SHANE GERINGER  
OFFICER ADDISON BARNHILL  
OFFICER JOSHUA KEMPKE  
OFFICER ZACHARY BUSS  
OFFICER CHRIS WANAT  
OFFICER ALEJANDRO ANAYA*

After a brief explanation by the Metropolitan Police Chief, the Council President advised to place the item on the agenda for the July 22, 2024 plenary meeting.

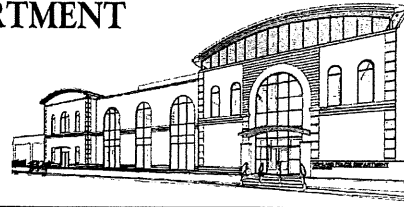




# HIGHLAND POLICE DEPARTMENT

3315 RIDGE ROAD  
HIGHLAND, IN 46322-2097  
(219) 838-3184

RALPH J. POTESTA, CHIEF OF POLICE



July 1 , 2024

Chief Ralph Potesta  
Patrol Commander John Banasiak  
Commander Jason Hildenbrand  
Admin Cmdr Shawn Anderson  
Dept Cmdr Glenn Cox  
Det Sgt Lee Natelborg  
Det Sgt Brian Stanley  
Sgt Erich Swisher  
Sgt David Byers  
Corp Michael Yonkman  
Corp John Hinkel  
Corp Richard Hoffman

Corp Thomas Manyek  
Corp Corey Anderson  
Ofcr Tony Kowal  
Detect Ken Norsweather  
Ofcr James Glidewell  
Ofcr Shane Geringer  
Ofcr Addison Barnhill  
Ofcr Joshua Kempke  
Ofcr Zachary Buss  
Ofcr Chris Wanat  
Ofcr Alejandro Anaya

Working six months without calling off sick and not having an at-fault accident is a tremendous achievement that exemplifies the conscientious effort you have put forth. This accomplishment reflects your concern for the welfare of your fellow officers and a conscientious attitude toward the department and the community.

On behalf of the Metropolitan Board of Police Commissioners, I commend you for your dedication.

Highland Board of Metropolitan  
Police Commissioners

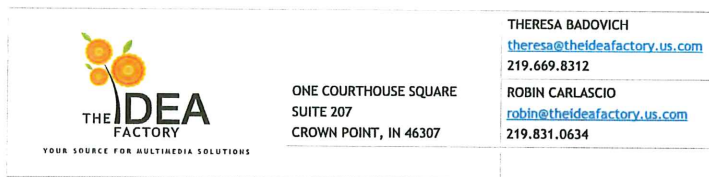
Highland Town Council

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- x. **Discussion:** Review proposal E from the Idea Factory. Currently, the contract with the Idea Factor is month to month. Proposals A, B, C and D are attached. This is to perform Professional Communications and Media Design and Development services for the Municipality for the year 2024.

Theresa Badovich, a principle in the Idea Factory began by passing out Proposal E to the Council and other handouts.



Highland IT Director Ed Dabrowski  
Highland Town Council

**From:** The Idea Factory

**Subject:** 2024 Contract - **Proposal E**

**Proposal E offers bi-monthly/quarterly publishing and printing options:**

Bi-monthly 6-page - custom content and design = \$650 per page = **\$3,900**  
**\$5,938** (includes \$2,038 printing costs) every other month or **\$35,628**

Quarterly 6-page - custom content and design = \$750 per page = **\$4,500**  
**\$6,538** (includes \$2,038 printing costs) four times a year or **\$26,152**

**Printing Options for 6-page newsletter**

6-page newsletter - one piece - full color, 70# gloss coated = **\$2,038**  
6-page newsletter - one piece - full color, 70 #matte coated = **\$2,038**  
6-page newsletter - one piece - two color, 70# gloss coated = **\$1,922**  
6-page newsletter - one piece - two color, 60# offset uncoated = **\$1,608**

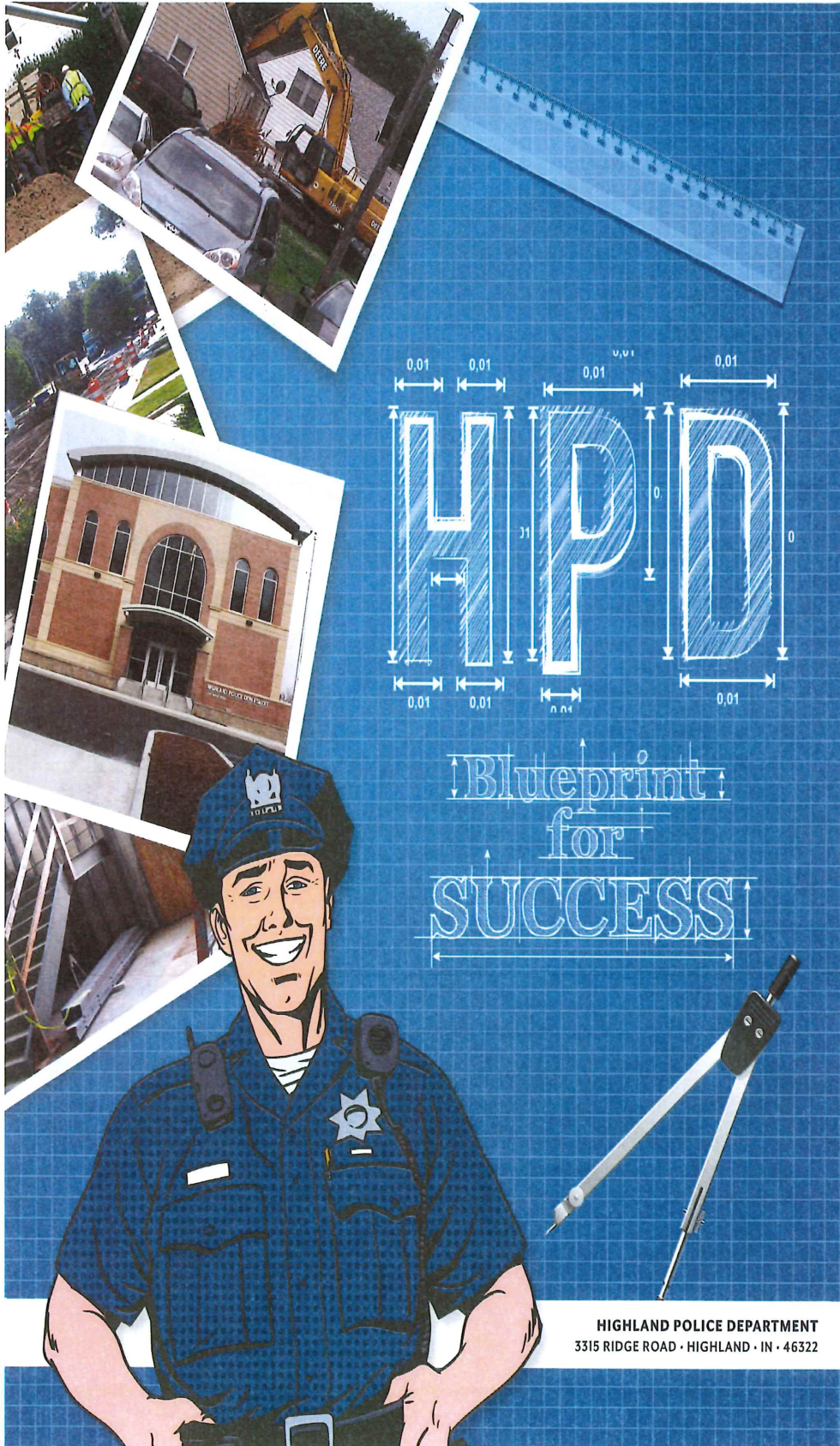
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**Under Proposal A (with 3% increase)**

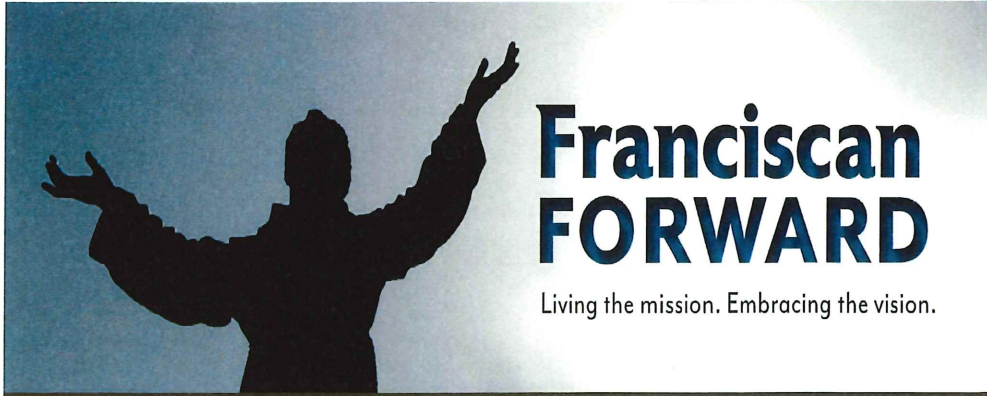
4-page newsletter - custom content and design = \$507.13 per page = **\$2,028.52**  
4-page newsletter - two color - 60# offset = **\$1,102**  
**\$3,130.52 per month or \$37,566.24**

**Under Proposal B (no increase with Gazebo Facebook page)**

4-page newsletter - custom content and design = \$492.36 per page = **\$1,969.44**  
4-page newsletter - two color - 60# offset = **\$1,102**  
**\$3,071.44 per month or \$36,857.28**



**HIGHLAND POLICE DEPARTMENT**  
3315 RIDGE ROAD • HIGHLAND • IN • 46322



## THE FUTURE IS FRANCISCAN!

Franciscan Alliance is continuing to optimize our system of care for success in the changing face of healthcare. No matter the vagaries of Washington politics, the system in-the-making is designed to be standardized, quality-driven and flexible. Combined, the three components are the cornerstones of success—today and in a future chock full of unknowns.

Franciscan Alliance has already begun transitioning to a new model where there is no room for business as usual. Medicine is driven by consumer choices now more than ever before. Patients can tap on-demand services anywhere, anytime around the country. The market is crowded with options and health systems are going the extra mile to convince patients to choose them. We need to give them more reasons to choose us.

Succeeding in any environment is simply a matter of thinking differently, working creatively inside the boxes drawn by regulators and market forces.

Our future success is all about mindset; determining how we go about changing what we do and how we do it. As a system, we know healthcare. We've been taking exemplary care of patients for over 140 years. What we must do now is standardize and optimize our processes in order to provide great patient care and become the provider of choice in the communities we are privileged to serve.

**Kevin Leahy**  
President and CEO  
Franciscan Alliance

### HOW DO WE OPTIMIZE OUR SYSTEM OF HEALTHCARE?

The successful hospital of tomorrow will have developed tools that rein in spiraling costs, provide consistent quality and retool the patient experience to improve patient safety and satisfaction.

Advancements for the future have less to do with medical innovations and more to do with improving how healthcare is accessed, provided – and compensated. Four areas ripe for transformation include:

> **NEW CARE DELIVERY OPTIONS** that make care more affordable, convenient and responsive.

> **REVAMPED CLINICAL TEAMS** that include new players beyond a traditional physician and nurse in an environment that allows all caregivers to practice at the top of their license.

> **DATA ANALYTICS** already make information more accessible than ever before. The analytics industry of the future will be transformed with predictive algorithms that identify at-risk individuals before they ever get sick.

> **VALUE-BASED PAYMENT MODELS** for care are in their infancy following decades of volume-based payments. The reimbursement model of tomorrow will reimburse providers for keeping patients healthy.

*Welcome!*

Franciscan Health is creating pathways that better connect our leaders, departments and employees.

Franciscan Forward is another big step in that direction.

This quarterly publication is a companion to I am Franciscan initiatives already underway. It will keep you in-the-know on programs and processes that are planned to launch over time.

Franciscan Forward showcases the best practices of each of our hospitals while celebrating the ingenuity and dedication that is helping this healthcare system grow.

It also serves as a reminder of what it means to be Franciscan and how our Franciscan values guide what we do every day at every level of the organization.

Welcome to Franciscan Forward!



Theresa began by explaining proposal E. She was asked by the Council if she would recommend leaving the Gazebo as four (4) pages or go to a six (6) page format. She said she would definitely recommend a six (6) page newsletter just so they could fit everything in. She then explained the pricing of bi-monthly six (6) page and quarterly six (6) page. She noted that the printing costs are a direct bill to the Town. She said the Idea Factory does not upcharge the printing cost. The Town pays exactly what Litho charges. She then referred to the handouts which was an example of a six (6) page, full color gloss newsletter. She also passed out a piece they did on the new Highland Police Station. She said it is really informative and it was a way for the residents to understand the reasoning behind the decision. She said that is considered a special section and is something the Redevelopment Commission might consider when rolling out the design plan or if the Town Council decides to build a new Town Hall. She did remind the Council that by changing the frequency, if a particular event doesn't hit on the publication cycle, the newsletter will cover the event after it already happened. She said the monthly publication really helps the Park Department in promoting their programs as the program is initially promoted in the Park Department's seasonal brochure and as it gets closer to the event date, they promote it in the Gazebo. Theresa told the Council to keep in mind that the Department heads have been trained that with a monthly newsletter, they have to have the information in by a particular date if they want to have the article appear in the upcoming gazebo.

There was discussion amongst the Council members to maybe roll out doing the Gazebo bi-monthly and see what feedback the Council receives, before trying quarterly.

Councilor Robertson reiterated he is not in favor of the Facebook proposal as we have too many Highland Facebook pages currently. He felt the Town needed to consolidate some of those pages. He felt the annual cost of the gazebo was almost that of someone's salary. He felt that either this Council or the next needed to take the band aid off and get away from a printed version when everything is digital. He said as he looked out at the audience, with the exception of one (1) person, everyone was on their phone and that's digital. If you go to restaurants, everyone is on their phone. The Town will need someone to handle the digital content. You would save money on printing but incur a cost of a digital manager.

Councilor Black said he too is in favor of digital but agrees it should be rolled out slowly at first.

IT Director Ed Dabrowski was asked to weigh in and he too agrees that everything is going digital. He too cautioned the Council that not everyone is into digital. The goal is too make it lively and reach more people. But again, he warned the Council about an event that happened this weekend and the need to have one (1) administrator only. The Council will have to trust that administrator because that administrator is talking on behalf of the Council. With print, it is your own words. With digital, it is an administrator speaking for you. Ed said you can download the Gazebo onto Highland's Facebook page. The Town would want a non-commenting page as social media is not federally regulated now.

Councilor Georgeff felt that the Town should extend the contract till the end of the year, keeping the Gazebo at four (4) pages and going to bi-monthly. He asked Theresa if an event was happening between publications, could a special insert be produced, like for example like leaf collection or the Fire Department Open House. She responded in the affirmative.

Councilor Robertson will meet with the Clerk-Treasurer tomorrow and review the various proposals and come up with a hybrid proposal and present to the Council to review. The Council was leaning toward Proposal A and permitting the 3% increase, leaving the gazebo newsletter at four (4) pages, going full color gloss and being produced bi-monthly.

- x. **Discussion:** Request from the Tree Board to amend the Parkway Ordinance No. 1670 to permit the Town to contract with a professional arborist tree service to prune trees identified as hazardous in the parkways. To establish a line item in the 2025 Budget within the MVH Fund called Pruning of Hazard Trees and to fund it at \$19,000. Currently, it is the responsibility of the homeowner to prune the trees in the parkway. The Town only prunes trees in the parkway when a branch or limb is blocking a stop sign or traffic control signal or as the aftermath of a storm and the branch or limb is viewed as a hazard to public safety. The Council might want to expand this discussion to include the pruning of trees along Highway & Jewett.

Richard Underkofler, a member of the Tree Board passed out to a Council, an amendment to Ordinance 1640 which would allow the Town to prune trees in the resident's parkway and an exhibit of trees that are approved and not approved to be planted in the parkway.

Councilor Black asked if the \$19,000 requested for 2025 the entire amount or would more money be requested later? Mr. Underkofler advised that they would not be asking for money and a 50% matching could be attained and the program would be tapped out at the \$19,000 figure.

Rich said he had an opportunity to talk with Mr. Knesek at the recent Chamber Golf Outing. He said Mark said he is all in favor of having the trees pruned but he can't fund it out of MCCD. Currently, \$25,000 is allocated for the removal of trees and that doesn't cover all of the needs. He added that Mark didn't care if the money came out of the general fund as MCCD is already tapped out for street projects. He said tree pruning is important as trees are considered an infrastructure.

Councilor Georgeff said he is in favor of the program if the funds are used to removed tree branches or limbs that are obstructing stop signs or traffic signals. Richard Underkofler said that was true. Councilor Georgeff then asked Mr. Underkofler if trees that pose a hazard have been identified and a pruning cycle identified? . He said yes to both questions. The trees identified are found in the 2017 Tree Inventory which needs to be updated. Councilor Georgeff then asked if it was capped at \$19,000 and

Public Works Director would oversee the spending of the money? Again, Mr. Underkofler responded in the affirmative. He said the amount of pruning would be dependent upon the money spent on the removal of tree limbs and branches obstructing stop signs and traffic control signals.

Councilor Scheeringa said he is constantly receiving texts about trees or branches that are blocking public access. He said he didn't know if the trees or branches were in the park or in the parkway but it is something we need to look at but since the Public Works Director wasn't in attendance, he would like an opportunity to hear from him.

**Town of Highland  
 Council Decision Request**

MEETING DATE: 7/15/24 Study Session	CDR NO: 2024-001	SUBJECT: FY 2025 Budget Request Parkway Tree Pruning Services
SUBMITTAL DATE: July 10, 2024		
SUBMITTED BY: Tree Board by Richard Underkofler, Secretary		
ADVANCE COPY: Public Works Director Mark Knesek [mknesek@highland,in.gov] Tree Board Liaison Alex Robertson [arobertson@highland,in.gov]		
EXHIBITS (If applicable): Updated Tree Inventory & Urban Forest Management Plan Section 8, Pruning Services		

EXPENDITURE ESTIMATE:	AMOUNT BUDGETED:	CONTINGENCY FUNDING REQUIRED:
\$ 19,000	\$ 0	\$ 0

IF IT IS THE WISH OF THE COUNCIL TO SUPPORT RECOMMENDATIONS CONTAINED IN THIS REPORT, THE FOLLOWING MOTION IS SUGGESTED:

"I move to ask the Clerk-Treasurer to include \$19,000 in the 2025 Fiscal Year Budget to fund a Street Parkway Tree Pruning Contract for trees identified as "Hazard Prunes" in the first quarter of 2025 by a professional arborist tree service contractor to be selected by a competitive Request for Proposals.

**SUMMARY OF THE TOPIC FOR WHICH A COUNCIL DECISION IS REQUESTED:**

Excluding capital projects, the Public Works Department has historically budgeted \$25,000 per year for tree care in its Motor Vehicle Highway Fund. Practically all of this amount has been expended for tree planting and removal of trees afflicted with disease and damaged by windstorms. Very little pruning has occurred except for branches taken down by trash collection trucks.

In a Purdue Extension publication, Lindsey Purcell, now Executive Director of the Indiana Arborist Association wrote, "The most important reason to prune is to reduce the risk of tree failure, especially in the crown. This includes removing defective branches on a declining tree or branches damaged by a storm. Risk reduction and the improvement of tree stability are important pruning objectives. Begin this type of pruning when the tree is young and newly established. A larger, mature tree often requires professional arborists to remedy structural concerns and other issues affecting clearance, risk, and safety."

An attached exhibit is an update to Section 8, Pruning Services of Highland's 2017 Tree Inventory & Urban Forest Management Plan. It provides a plan and cost estimates for needed pruning services.

**Title 8 Highland Municipal Code**

**Present Code**

**8.20.020 Responsibility for maintenance and care – Paving prohibited.**

(A) Except where the town has accepted responsibility for maintenance of parkway streetscape (i.e., the downtown area), the person whose property abuts a street or alley shall maintain and care for any parkway that adjoins or is a part of his property. Such maintenance and care shall include, but not be limited to, the planting and regular mowing of grass, planting, trimming and removal of bushes and trees and the maintenance of flower beds, all in good condition. The town will assume responsibility for parkway tree planting, pruning, maintenance and removal where limbs obstruct use of streets. A person whose property abuts a street shall be responsible for pruning trees where limbs overhang and obstruct use of sidewalks or driveways.

**Suggested Amendment**

**8.20.020 Responsibility for maintenance and care – Paving prohibited.**

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EXHIBIT SPECIES of TREES NOT APPROVED AND APPROVED

NOT APPROVED	APPROVED SPECIES (ANYWHERE)			PARKS ONLY
	Large Trees	Medium Trees	Small Trees	Large Trees
AILANTHUS	BALDCYPRESS	ALDER	AMERICAN REDBUDD	CHESTNUT-CHINESE
AMUR CORKTREE	BEECH-AMERICAN	AMUR MAACKIA	BUCKEYE-RED	MAGNOLIA-CUCUMBER
APPLE-CRAB	BEECH-EUROPEAN	BIRCH-RIVER	DOGWOOD-SPP	Medium Trees
ASH-EUROPEAN	BLACK LOCUST	BIRCH-WHITE	HAWTHORN-COCKSPUR	GOLDEN RAINTREE
ASH-GREEN	BUCKEYE-OHIO	BLACKGUM	HAWTHORN-SPP	MOUNTAIN ASH
ASH-WHITE	BUCKEYE-YELLOW	ELM-CHINESE	LILAC-TREE	PEAR-EDIBLE
BOYELDER	CATALPA	HARDY RUBBER TREE	ROSE OF SHARON	SASSAFRASS
BUCKTHORN	DAWN REDWOOD	HAZELNUT-TURKISH	SERVICEBERRY-SPP	SEVENTH SON FLOWER
BURNING BUSH	ELM-HYBRID	HORNBEAM-AMERICAN	SMOKETREE	Small Trees
CHERRY-BLACK/PIN	GINKGO*	HORNBEAM-EUROPEAN		APPLE-EDIBLE
COTTONWOOD	HACKBERRY	IRONWOOD		CHERRY-ORNAMENTAL
ELM-AMERICAN	HICKORY-SPP	KATSURA		LILAC-SHRUB
ELM-SIBERIAN	HONEYLOCUST	MAPLE-HEDGE		MAGNOLIA-SAUCE
HONEYSUCKLE	HORSECHSTNUT	MAPLE-MIYABEI		MAPLE-AMUR
MAPLE-NORWAY	KENTUCKY COFFEETREE*	MAPLE-PAPERBARK		MAPLE-JAPANESE
MAPLE-SILVER	LARCH	MAPLE-RED		PEACH/NECTARINE
MULBERRY-SPP	LINDEN-AMERICAN	MAPLE-SHANTUNG		PLUM-SPP
PEAR-CALLERY	LINDEN-LITTLELEAF	MAPLE-TRIFLORUM		WITCH HAZEL
POPLAR-SPP	LONDON PLANETREE	OAK-CHINKQUAPIN		Evergreens
POPLAR-WHITE	MAPLE-ARMSTRONG	OAK-ENGLISH		ARBOR VITAE
PRINCESS TREE	MAPLE-AUTUMN BLAZE	OAK-SHINGLE		DOUGLAS FIR
RUSSIAN OLIVE	MAPLE-SUGAR	PERSIAN IRONWOOD		EASTERN REDCEDAR
WALNUT-ANY	OAK-BURR	YELLOWWOOD		FIR-CONCOLOR
WILLOW-SPP	OAK-PIN			HEMLOCK-SPP
	OAK-RED			JUNIPER-COMMON
	OAK-SWAMP WHITE			PINE-AUSTRIAN
	OAK-WHITE			PINE-MUGO
	PAGODATREE			PINE-WHITE
	PERSIMMON			SPRUCE-BLUE
	SWEETGUM			SPRUCE-NORWAY
	SYCAMORE			SPRUCE-SPP
	TULIPTREE			YEW
	ZELKOVA			

Do Not Plant

Plant limited quantities

Plant in abundance

\* - Male Only

After discussion amongst the Council, the Council President advised not to put the item on the July 22, 2024 plenary meeting agenda as he wanted the opportunity to talk with Public Works Director Kneseck first.

- x. **Discussion:** (this is a placeholder) Works Board Order disposing of the FEMA bought trailers by the Fire Department and donating them to Crown Point.

Attorney Reed was absent from the meeting and Attorney Scott Bilse said he was not prepared to discuss this topic tonight.

- x. **Discussion:** Continuing discussion on the goals & objectives of the Department Heads

Councilor Turich could not attend tonight's study session but he had emailed a list to the Council his Top 5 Goals he'd like to see accomplished.

**Mark Herak**

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**From:** Doug Turich <doug.turich@gmail.com>  
**Sent:** Sunday, July 14, 2024 11:54 PM  
**To:** Mark Herak  
**Cc:** jpratlaw@aol.com; Phil Scheeringa  
**Subject:** Top 5 Goals - Doug Turich

Mark,

Good evening! I am on vacation and I won't be able to attend tomorrow's meeting. Could you please present my top 5 goals as discussed in previous meetings:

1. Gain alignment with the other members of the council on a vision for Highland's future
  - > Develop a strategic plan
  - > Foster collaboration and solicit feedback from the community.
  - > Establish transparent, clear and measurable goals for growth
  - > Regularly review progress
2. Improve our parks
  - > Increase the appeal and add amenities that attract a broad range of ages to ensure the parks are enjoyed by the entire community.
3. Revitalize our downtown
  - > Foster a sense of community in the downtown area by hosting events, festivals and other activities.
  - > Support small businesses as they are the lifeblood of the downtown area
  - > Work to maintain the character and charm of the downtown area
4. Attract new business
  - > Emphasize the appeal of a well-maintained and inviting downtown area
  - > Highlight the opportunity to take advantage of improved public spaces for outdoor seating and events.
  - > Emphasize the benefits of being part of a vibrant and engaged community
  - > Streamline the process to make it easier for a business to establish themselves in the community.

5. Establish clear Key Performance Indicators (KPIs) and metrics for town hall meetings, ensuring effectiveness, engagement, and continuous improvement in communication and transparency.

- Define KPIs: Identify and define the key metrics that will gauge the success and impact
- Develop Measurement Framework: Create a structured framework for collecting, analyzing, and reporting on the identified KPIs
- Implement Tracking Mechanisms: Integrate tools or systems to effectively track and monitor the defined KPIs in real-time or post-event, ensuring accurate measurement and data-driven decision-making.
- Establish Baselines and Targets: Set initial benchmarks (baselines) for each KPI and establish realistic targets for improvement based on historical data and organizational objectives.
- Continuous Improvement: Regularly review and evaluate the effectiveness of the KPIs and metrics framework, making adjustments as necessary to enhance the impact and relevance
- Communicate Results and Insights: Share insights and outcomes derived from the KPIs with stakeholders to foster transparency and accountability.

Thanks,

Doug

Councilor Scheeringa began to read each of the items of Councilor Turich's and asked for input from the Council members as he read each one. After reading Doug's first item, "Gain alignment with the other members of the Council on a vision for Highland's future" Councilor Scheeringa commented that he felt the Town was already doing that by creating a comprehensive plan for the Town. Once you have the initial outline he said, then you have community meetings to get input from the public and department heads.

On the second item "increase the appeal and add amenities to improve our parks" Councilor Scheeringa said he felt that was more properly done through the Park Board of which Councilor Turich is the liaison.

On the third item "revitalize our downtown" Councilor Scheeringa said he felt that was more properly done through and taking place through the Redevelopment Commission of which the Town Council serves as the Redevelopment Commission. The topic of lighting downtown has been discussed and quotes received and other festivals added. He added that many of the items on Councilor Turich's listed are already work in progress and the Council is already aligned on a strategic plan and is chipping away at them.

Councilor Robertson said there aren't too many vacant businesses downtown. It has improved over the years and he felt they were heading in the right direction. He mentioned that we have a developer who wants to redevelop the old theater property. Councilor Robertson said he would like to add one. He'd like to see the Town revisit solar energy and seek a Sol-Smart certification. He said he would like to see the revising of the building and design standards and make them more user friendly.

Councilor Scheeringa asked if there were any additional agenda items. Hearing none, he adjourned the meeting at 7:30 p.m.