



St. Johns Principal Shopping District and Downtown Development Authority
100 E. State, PO Box 477 – St. Johns, MI – 48879 (989) 224-8944 ext. 233 www.DowntownStJohnsMI.com

Meeting Minutes
Principal Shopping District
Oct 4, 2023
11:30 am, At PSD Office

BOARD OF DIRECTORS
2023- 2024

Chairman
Jason Butler
Butler Financial

Vice-Chairman
Tyler Barlage
Community Christian Church

Secretary-Treasurer
Bruce DeLong
Clinton County Commissioner

Directors
Emily Baudoux
Rise Up Co.

Ed Brandon
Gilroy's Hardware

Erika Hayes
Jackson,
Hayes, PC

Tracy Kossaras
Kurt's Appliance

Chad Gamble
City of St. Johns, MI

Nancy McKinley
The Castle Residence

Corinne Trimbach
Mint Door
Boutique

Craig Smith
Main Street Café

COMMITTEES

Marketing
Tyler Barlage-Chair
Erika Hayes
Emily Baudoux
Ethan Painter
Vicki Schaffer
Brent Hurst
Monica Ladiski

Events
Tracy Kossaras-Chair
Corinne Trimbach-Chair
Nancy McKinley
Jason Butler
Jaime Madar
Brent Hurst
Monica Ladiski

Executive, Finance, Strategic Planning
Jason Butler-Chair
Tyler Barlage
Bruce DeLong
Chad Gamble
Tracy Kossaras
Corinne Trimbach

CONTACT INFO
Executive Director
Heather Hanover
989-224-8944x 233
Email: psdcityofsj@gmail.com

Members Present: Jason Butler, Tyler Barlage, Nancy McKinley, Chad Gamble, Tracy Kossaras, Emily Baudoux, Ed Brandon and Erika Hayes

Other Present: Monica Ladiski, Amber Haubert, Jenina Halitsky, Brent Hurst and Heather Hanover

Before the meeting Brent Hurst wanted to thank the board for their help with the Fall Festival. All thought it was a great event. He also wanted to announce his latest project, a Farm to Table dinner at 319 Pierson on November 12th. The Eat Healthy board is still working on the details but he wanted to share with the board and hopes they can attend or sponsor.

1. Meeting was called to Order by Chairman Butler at 11:34 am

2. Additions to the Agenda None, motion to approve by Tyler Barlage, seconded by Nancy McKinley, motion carried.

3. Motion to Approve the Consent Agenda made by Tyler Barlage, seconded by Chad Gamble motion carried.

A. Minutes of meeting dated September 6, 2023

B. Minutes of the Marketing, Executive and Events Committee Meetings

C. City of St Johns monthly financial report through September 26,2023

D. Director's Report

4. Communications

A. Events Committee: Tracy stated that at the last Event Committee Meeting they discussed the Thursday Market which wasn't very successful but it did give us a chance to try out the new hot dog cart and it is a learning process. They also discussed the US 27 tour and what shirts to buy next year, the shirts were very popular and we sold out of most sizes. They also discussed getting car dealership sponsors. Tracy also gave updates on the Mint Fest and the preparations for next year. The committee is looking ahead to the St Nick parade and is forming a committee to help choose this year's Saint. The barn is going to get cleaned out to make room for the hot dog cart. And they committee will again be selling light up toys at the St Nick parade as a fund raiser. There was also discussion on using proceeds from the Mint festival to help the city get better barriers for events. Over all the Mint Festival Downtown was a success.

B. Marketing Committee: Tyler said their committee is looking at advertising for the St Nick Parade and also working on merchandise with our new downtown logo. The main discussion is on how to make our website more attractive for consumers. The current wild apricot website is more for the business side of the PSD/DDA. Ethan painter and Jason Denovich proposed plans for adding a more attractive consumer friendly website. There was discussion on hosting, maintenance and initial costs. There was discussion on having 2 websites or just making the first page of the wild apricot website more customer friendly. The board would like the Marketing Committee to do a little more research and get back to us. Jenina asked what the Marketing Committee is doing to get more attention to the downtown, like flyers with a Q-R code or signage. They stated that both are in the works.

C. Executive Committee: Jason asked about the walk through the downtown Heather had with the City Manager, the director of public services and the Director of public works. Many issues were discussed including broken bollards, electrical boxes, street light outages, trip hazards on the bump out bricks, missing sidewalk where trees were removed, parking lot lines, trees and the curb and gutter and condition of the streets on Brush and Spring. The city has already started addressing many of the issues. Chairman Butler wanted to thank City Manager Gamble for their quick work on the issues and the continued support the city provides to the downtown. City Manager Gamble state that there is a lot that needs to be done especially on Spring and Brush but funds are limited. The city understands the downtown's



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Issues and will work in as much as can be afforded with the street millage. He also discussed the event form process and that the city is looking to improve the event form.

5. Old Business:

A. Social District: The committee has held one meeting and scheduled a second for October. The work completed to date is in your packet.

6. New Business:

A. The Event So Good It's Scary will be downtown on October 31st from 3:30 to 5:30pm.

Motion to adjourn made by Erika Hayes at 12:24 seconded by Tyler Barlage, motion carried

Next Regular Meeting Nov 1, 2023



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Meeting Minutes

Downtown Development Authority
October 4 , 2023 After PSD Meeting, PSD Office

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2022 - 2023

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Church

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**Executive, Finance, Strategic
Planning**

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Members Present: Jason Butler, Emily Baudoux, Erika Hayes, Tyler Barlage, Chad Gamble, Nancy McKinley, Ed Brandon and Tracy Kossaras.

Other Present: Monica Ladiski, Amber Haubert, Jenina Halitsky and Heather Hanover

1. Meeting was called to Order by Chairman Butler at 12:24 pm

2. Additions to the Agenda: City Manager Gamble would like to give a quick update on the downtown parking signage. Motion by Erika Hayes to approve the agenda as amended, seconded by Tracy Kossaras, motion carried.

3. Motion to Approve the Consent Agenda as presented, made by Erika Hayes, seconded by Tracy Kossaras, motion carried.

A. Minutes of meeting dated Sept 6, 2023

B. City of St Johns monthly financial report through September 26,2023

4. Communications

A. City Manager Gamble stated the signs will be going out for bid soon. They are waiting on a final decision on the logo. New poles are need but the goal is to keep the signs and poles to a minimum. The hope is that the signs will be up before Thanksgiving.

5. Old Business

A. Design Committee: We did not receive the larger grant from Lansing for facades. We have committed \$14,847 of our budgeted façade grant funds to 3 projects so far. We have 2 large projects left to fund. Motion by Tyler Barlage, seconded by Nancy McKinley to use the remaining funds(\$15,000) on the Keith Koneval/Alibi Bar remodel and have Brunos apply for next year. Motion carried. It is time to announce this year's façade grants. We will use the same time line as last year. We are also in need of a new Design Committee Chair, Tyler Barlage has volunteered to take this on. Motion by Erika Hayes, seconded by Chad Gamble to approve Tyler Barlage as the new Design Chair, motion carried.

6. New Business

A. None.

7.Public Comment: Amber Haubert commented that she tried going with an expensive firm for her website and never saw the benefit. She has worked with Jason Denovich and he has done a great and economical job on the Global Coffee website and she would hope the board would consider the less expensive option. She also discussed getting interns or other volunteers that will help with websites, photos and other downtown promotional projects for free or low cost. If we are to save money on the website that will leave more funds available for new benches and trash cans. Monica Ladiski announced that she is teaming will Jessie Salters from Wolf pack to put on a Women's Health Event. The event will be November 18th at the UAW Hall and she will be getting more information out and is looking for sponsors. Jenina Halitsky wanted to thank everyone that came out to her ribbon cutting last Saturday. She really appreciates the support.

Motion to adjourn made by Erika Hayes, seconded by Nancy McKinley, motion carried, meeting adjourned at 12:39pm.

Next Meeting November 1, 2023