



**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  
Nov 1, 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:** Tyler Barlage, Chad Gamble, Tracy Kossaras, Emily Baudoux, Corinne Trimbach, Bruce Delong and Craig Smith

**Other Present:** Monica Ladiski, Amber Haubert, Jenina Halitsky, Chief Dave Kirk and Heather Hanover

1. **Meeting was called to Order by Vice Chair Barlage at 11:30 am**
2. **Additions to the Agenda** One, Chad Gamble would like to report on the Downtown parking plan progress, motion to approve the agenda as amended by Bruce Delong, seconded by Corinne Trimbach, motion carried.
3. **Motion to Approve the Consent Agenda made by Bruce Delong**, seconded by Tracy Kossaras motion carried.
  - A. Minutes of meeting dated October 4, 2023
  - B. Minutes of the Marketing, Executive and Events Committee Meetings
  - C. City of St Johns monthly financial report through October 25,2023
  - D. Director's Report
4. **Communications**

A. **Events Committee:** Tracy presented that at the last meeting there was discussion of the Thursday Market, which was not successful and will not be repeated next year. The St Nick parade was discussed and we will be selling light up toys again as a fund raiser. There will be burn barrels face painting, cookie decorating, chili from the Lions and Knights of Columbus and we will be selling hot dogs again from the Downtown hot dog cart. We also sold hot dogs at the Event So Good It's Scary.

B. **Marketing Committee:** Tyler discussed the boards questions about having 2 websites, one for the business of the board and one for tourism. The board is hesitant to have 2 websites and unsure how they would both be managed There were also concerns about the best use of tax payer dollars. The Marketing committee will do some more work on the issue.

C. **Executive Committee:** Tyler stated that the main discussion at the executive meeting was the social district program and that will be discussed later in the agenda.

D. **Downtown Parking:** City Manager Chad Gamble reported that the chief has come up with an interesting proposal for parking enforcement in the downtown. Other cities have designated their downtowns as "chalking zones". There would be signage warning drivers that they are entering a chalking zone and there is the potential for chalk to be placed on their car tires. The Chief is talking to the city attorney's to check the legality of the program, but this could be a great low cost solution to the parking enforce issue. Chad also said he has been talking with MDOT about getting wayfinding signs that would point to historic downtown St Johns. One possibly on an overpass. He also expects the new parking rules signs to be in place by Thanksgiving . At first, parking violators will just receive a warning, tickets will not be written until after the first of the year.

**5. Old Business:  
Member Gamble left at 11:59AM**

A. **Social District:** The cost to each business that wants to be a part of the social district is \$250 for a yearly license and \$70 for a one-time inspection fee. There will also be cost for the stickers that are required on every cup and the signage that identifies the social district. There was discussion on how to pay and if the PSD could cover the costs in the first year. Tyler Barlage stated that the program is well thought out and an interesting concept but not something he could vote for. With alcoholism and other issues, he would not support more encouragement of drinking in the downtown. Since we only have a quorum (6 board members) in attendance it was discussed that to pass we may have to have all positive votes. Heather will check with the city



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attorney on the quorum issues. Motion by Bruce Delong, seconded by Corinne Trimbach to table this issue until our next meeting. Motion carried.

**6. New Business:**

A. Holiday Party is planned for December 6<sup>th</sup> at the St Johns Brewery 5-7pm.

Motion to adjourn made by Burce Delong at 12:10 seconded by Erica Hayes, motion carried

**Next Regular Meeting December 6, 2023**



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

**Meeting Minutes**  
**Downtown Development Authority**  
**Nov 1 , 2023 After PSD Meeting, PSD Office**

**Members Present:** Emily Baudoux, Tyler Barlage, Corinne Trimbach, Bruce Delong, Craig Smith and Tracy Kossaras.

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

1. **Meeting was called to Order by Vice Chairman Barlage at 12:10 pm**
2. **Additions to the Agenda:** None, motion to approve the agenda by Bruce Delong, seconded by Corinne Trimbach, motion carried.
3. **Motion to Approve the Consent Agenda** as presented, made by Bruce Delong, seconded by Tracy Kossaras, motion carried.
  - A. Minutes of meeting dated Oct 4, 2023
  - B. City of St Johns monthly financial report through October 25,2023
4. **Communications**
  - A. None.
- B. **Old Business**
  - A. Design Committee: Tyler Barlage has taken on the Design Committee as the chair. The first matter of business will be getting the Holiday Decorations up. Bruce Delong said that the banner decision needs to be made yesterday. A Design Committee meeting is scheduled for December 8<sup>th</sup> at 8am.
5. **New Business**
  - A. None.

**7.Public Comment:** Amber Haubert commented that she is not in favor of the social district. She has had family members affected by alcoholism and does not see the need to encourage more drinking. There are already issues that she has had to deal with as a resident of downtown with drunk people behaving badly. She does not think a social district would be a benefit to downtown. Monica Ladiski commented that the social district is not about encouraging alcoholism which is a terrible thing but about improving the atmosphere of events and welcomeness of downtown. The social district can actually make social drinking more organized and controlled. Emily Baudoux asked that if the social district causes unforeseen problems, can it be rescinded. Bruce Delong said, yes, after a year we will evaluate it for issues. Vice Chair Barlage stated that a social district is a puzzle piece making along the way to making downtown a vibrant space.

**Motion to adjourn made by Bruce Delong, seconded by Emily Baudoux, motion carried, meeting adjourned at 12:27pm.**

**Next Meeting dec 6, 2023**