



**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](http://www.DowntownStJohnsMI.com)

**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  
Giroy's Hardware

Erika Hayes  
Jackson,  
Hayes, PC

Tracy Kossaras  
Kurt's Appliance

Chad Gamble  
City of St. Johns

Nancy McKinley  
Castle Residence

Corinne Trimbach  
Mint Door  
Boutique

Craig Smith  
Main Street Café

**COMMITTEES**

**Design**  
Tyler Barlage-Chair  
Lori Wurm  
Lara Boettiger  
Monica Ladiski  
Theresa Levit

**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

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

**CONTACT INFO**  
**Executive Director**  
Heather Hanover  
989-224-8944 Ext  
233

**Meeting Minutes  
Principal Shopping District  
January 10,2024  
11:30 am, At PSD Office**

**Members Present:** Jason Butler, Tyler Barlage, Kristina Kinde, Tracy Kossaras, Corinne Trimbach, Bruce DeLong, Ed Brandon and Nancy McKinley

**Other Present:** Monica Ladiski, Brent Hurst, Amber Haubert, Jason Denovich, Sarah Beauchamp-Hicks, Brandi Martinez, Chief Dave Kirk and Heather Hanover

1. **Meeting was called to Order by Chairman Butler at 11:30 am**

2. **Additions to the Agenda:** None, motion to approve the agenda as presented made by Tyler Barlage, seconded by Nancy Mckinley, motion carried.

3. **Motion to Approve the Consent Agenda made by Tyler Barlage**, seconded by Corrine Trimbach motion carried.

A. Minutes of meeting dated Dec 6, 2023

B. Minutes of the Executive and Events Committee Meetings

C. City of St Johns monthly financial report through Dec 31,2023

D. Director's Report

**4. Communications**

A. Events Committee: Tracy said at their last meeting the committee discussed the St Nick parade. The sound worked great; the weather wasn't the best. The cones and caution tape worked well in the third block and should be extended to the second block for sure. We need to do some work on the Gingerbread house and peekaboos. Not sure if we should have the horse and carriage or not next year but we need more hot dogs. We are also working on the bands for Mint Fest. The scavenger hunt was a success, the Jingle Mingle not as much. We need to do better on that next year.

B. Marketing Committee: Tyler said the marketing committee is meeting tomorrow at 9am. They are working on the budget for next year which will include talks on the website, radio and tv commercials, bill boards, down town map and downtown merchandise.

C. Executive Committee: Jason said there was discussion on the budget for this coming year and some of the financial changes. The budget will be discussed later in the agenda.

**5. Old Business:**

A. 2024-2025 Budget: The city's fiscal year starts on July1st. The city council must approve the PSD and DDA budgets. We need to have every committee develop a budget for approval at the February meeting so that we can have it for city council approval in March. Jason asked each committee to look at their last year's budget and add to it anything they would like to do differently in the next fiscal year.

**6. New Business:**

A. None

Motion to adjourn made by Tyler Barlage at 11:39 am seconded by Corinne Trimbach, motion carried.



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

**Meeting Minutes**  
**Downtown Development Authority**  
**January 10,2024**

**Members Present:** Jason Butler, Tyler Barlage, Corinne Trimbach, Bruce Delong, Nancy McKinley, Kristina Kinde/Chad Gamble(arrived at 12:05), Ed Brandon and Tracy Kossaras.  
**Other Present:** Monica Ladiski, Brent Hurst, Amber Haubert, Chief Kirk, Jason Denovich, Sarah Beauchamp-Hicks, Brandy Martinez and Heather Hanover

- 1. Meeting was called to Order by Chairman Buter at 11:40 am**
- 2. Additions to the Agenda:** Chair Butler asked to add Executive Director Contract to the agenda under new business. Motion to approve the agenda as amended made by Corinne Trimbach, seconded by Ed Brandon, motion carried.
- 3. Motion to Approve the Consent Agenda** as presented, made by Corinne Trimbach, seconded by Nancy McKinley, motion carried.
  - A. Minutes of meeting dated Dec 6, 2023
  - B. Design Committee Minutes from November
  - C. City of St Johns monthly financial report through Dec 31,2023
- 4. Communications**
  - A. None
- 5. Old Business**
  - A. Design Committee: Tyler Barlage stated that the next design committee meeting will be next Thursday at 9am. There was no meeting in December but the committee worked on the holiday décor in November. The new snowflakes were great and Woodburys did a great job on the platers. This month they will be discussing trash cans, façade grants and creating a budget for the next fiscal year.

- 6.New Business**
  - A. Match on Main: We were hoping to apply for another round of the Match on Main program but the State announced on Monday that they are not offering the program for now but will be looking for a better more business-friendly program.
  - B. Capital Improvement Projects: Along with the yearly budget the city will be evaluating their Capital Improvement Plan. The plan covers 5 years of projects that the city hopes to fund over that period. Heather will be meeting with the city to discuss the downtown portion of the current CIP and take about any changes for the coming year. If anyone has any ideas before the meeting on the 16<sup>th</sup>, let Heather know.
  - C. Executive Director Contract: The city attorney's opinion is that under the statute the executive director position should be an employee of the authority, not contracted labor. There was much discussion of the associated problems and benefits of a contract laborer versus an employee. The city stated that they would not be favor of going against the city attorney recommendation and would recommend such to the city council who has final say on the hiring of the downtown executive director. The city treasurer stated that the different employer costs of having and employee(social security, state and federal withholdings) could be deducted from the salary in such a way to make the change to employee from contract laborer, be cost neutral for the downtown. Motion by Chad Gamble to make the executive director position an employee of the DDA with the expenses of the employers' costs to be managed in



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the manner mentioned above, seconded by Tracy Kossaras, motion carried. There was also discussion on creating an employee handbook.

**7.Public Comment:** Heather discussed the need for more members of the required citizens council. The council meets usually once a year and must consist of members who reside in the DDA district. If anyone knows of someone who would be a good fit, let Heather know. Heather also talked about the downtown brochure that is being created by the city intern. She and the intern are trying to make sure everything is included and have decided to make it into a trifold for easier distribution. Jason Denovich from the St Johns Area Chamber of commerce mention that the chamber is doing a new membership plan. There will be a free membership level. This will allow everyone in the 48879-zip code to be a member of the Chamber and to accept Chamber Bucks' Making the Chamber bucks a valuable way to keep local dollars local. He also talked about the Night Walks the chamber is holding and the possibility of sharing the expense of a billboard with the downtown. City Manager Chad Gamble talked about the MSU program that the city was chosen to participate in. Five students are taking a 6-credit course that has charged them with developing a plan for the old elevator property on the north end of downtown. The students will be coming to town starting next week to do come public engagement and scope out the area. With the information they gather they will be formulating a strategy for developing that area. Chad is very excited about the work they will be doing. Chief Kirk stated that it is taking a little longer to get the signage up than expected for the parking downtown. The 2024 parking passes are available now at the police department. The enforcement will not begin now until February 1st. Before that time, parking violators will just be given warnings.

**Motion to adjourn made by Chad Gamble, seconded by Tracy Kossaras, motion carried, meeting adjourned at 12:24pm.**