



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

**BOARD OF DIRECTORS
2023- 2024**

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Jason Butler
Butler Financial

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Tyler Barlage
Community Christian Church

Secretary-Treasurer
Bruce Delong
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Organics

Chad Gamble
City of St. Johns

Tracy Kossaras
Kurt's Appliance

Monica Ladiski
Lotus Health

Nancy McKinley
Castle Residence

Corinne Trimbach
Mint Door
Boutique

COMMITTEES

Design
Tyler Barlage-Chair
Lori Wurm
Lara Boettiger
Theresa Levit
Brandi Martinez

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

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Strategic Planning**
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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
April 3, 2024
11:30 am, At PSD Office**

Members Present: Jason Butler, Corinne Trimbach, Emily Baudoux, Bruce Delong, Ed Brandon, Brent Hurst and Monica Ladiski.

Other Present: Brandi Martinez 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 Brent Hurst, seconded by Monica Ladiski, motion carried.
- 3. Public Comment:** None
- 4. Motion to Approve the Consent Agenda made by Brent Hurst,** seconded by Emily Baudoux motion carried.
 - A. Minutes of meeting dated March 6, 2024
 - B. Minutes of the Executive, Marketing and Events Committee Meetings
 - C. City of St Johns monthly financial report through March 27, 2024
 - D. Director's Report

4. Communications

A. Events Committee: Corinne discussed the Pot of Gold Event, there was a huge prize given out by the businesses. We are not doing the Cinco De Mayo event it is too close to Spring Fling and the Social District is not yet open. We have all the bands set for Mint Fest and are looking for food trucks and sponsors.

B. Marketing Committee: Heather stated that the committee is still looking to make changes to the website. They are working with the chamber on a flyer. The chamber is also going to try some billboards this year and they are wondering if we want to participate. The cost to us would be \$3500 for 4 months. One of the billboards would be dedicated to the downtown. There was discussion on benefit, the cost and what types of information would be on the billboard. It was decided that this is not a bad cost for our first attempt at billboards and we should go ahead and work with the Chamber. The Marketing Committee will work with the advertising company on the billboard design. Motion by Monica Ladiski, seconded by Brent Hurst to approve the Marketing Committee's recommendation of \$3500 to work with the Chamber on billboards, motion carried.

C. Executive Committee: The discussion was about the giving Keith Konevel an extension on his façade grant. The Social District issues. The replacement of the wicking for the hanging baskets, the city will pay half. There was discussion on the need for more public comment on the agenda. It was decided to keep the one at the end and add one to the beginning of the PSD meeting.

D. City Update: Chad is at a city budget meeting, so no update.

5. Old Business:

A. Social District: The city attorney added a local permit to the Social District Manager men plan. Jason discussed the permit with a local bar owner who was surprised at all the requirements at the local level. Other cities only use the forms provided by the state for any local establishment that wants to participate in the social district. There will be a discussion with the city manager about some changes.

6. New Business:

A. Barn Clean out. We need to make space for new barriers and the hot dog cart. Everyone thought a Tuesday Evening in June would be good. Heather will send out some dates.

B. Heather said the light poles for Brush Street were found, so there will be no cost to the downtown. The city is looking at the design a how to use the poles.

Motion to adjourn made by Corinne Trimbach at 11:56 am seconded by Ed Brandon, motion carried.



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Kurt's Appliance

Chad Gamble
City of St. Johns

Monica Ladiski
Lotus Health

Nancy McKinley
Castle Residence

Corinne Trimbach
Mint Door Boutique

Craig Smith
Main Street Café

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Vicki Schaffer
Monica Ladiski
Brent Hurst

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

**Meeting Minutes
Downtown Development Authority
April 3,2024**

Members Present: Jason Butler, Monica Ladiski, Corinne Trimbach, Bruce Delong, Emily Baudoux, Ed Brandon, Brent Hurst and Erika Hayes(Arrived at 11:56am).

Other Present: Brandy Martinez and Heather Hanover

- 1. Meeting was called to Order by Chairman Butler at 11:56 am.**
- 2. Additions to the Agenda:** Monica would like to add information about the Michigan Downtown Association Conference she attended, Motion to approve the agenda as amended made by Emily Baudoux seconded by Brent Hurst, motion carried.
- 3. Motion to Approve the Consent Agenda** as presented, made by Emily Baudoux, seconded by Brent Hurst, motion carried.
 - A. Minutes of meeting dated March 6,2024
 - B. Design Committee Meeting Minutes
 - C. City of St Johns monthly financial report through March 27,2024
- 4. Communications**
 - A. Design Committee: The Design Committee is working on some Design Standards to help with Façade grant applicants. Keith Koneval has a grant to fix up the façade of the old Alibi Bar building. He is grant deadline is approaching and he would like an extension. Keith is doing a good job and putting a lot of work into that building. Motion by Ed Brandon seconded by Emily Baudoux to extend his grant contract to July 30th, motion carried.
 - B. Michigan Downtown Association Conference: Monica and Jason attended the conference. Monica reported some of the ideas she brought back from the conference. There was discussion on being a Redevelopment Ready Community and what that entails. It might be nice to have the MEDC give a talk to the downtown on the subject. Monica also liked the idea of applying for the MDA annual awards with some project we are already doing in the downtown. One town applied with the painted sidewalks they did for the Social District. They also mentioned having board retreats for brain storming and information. It might be nice to have a facilitator for the retreat. There was discussion of having pocket projects so we are ready when grants come up. Monica also mentioned working on a community survey and how to get the community more engaged with the downtown. They also taking about updating your Master Plan.
- 5. Old Business**
 - A. LEAP grant: Heather is working with the Art's Council on the grant to fix up the rail cars. The grant deadline has been moved to May 15th.
 - B. Put You City on the Map grant. Heather showed her presentation in progress. It is due to Consumers next week. She would like each board member to sit on one of our benches and look sad for a picture to include in the presentation.
 - C. Match on Main: We had three businesses interested and we can only pick two. Brunos has decided to drop out because with their façade they have a lot going this year. Minty Mitten is excited to go for the grant. Gill-roys was thinking façade but that is not allowed in this grant. Ed stated that they need interior work also and will work on the application. The board decided to start the grant process with Minty Mitten.
 - D. USDA HVAC Grant, there are a few businesses interested in this grant. Heather will work with them to apply.



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6. New Business

A. None

7. Public Comment

None

Motion to adjourn made by Corinne Trimbach, seconded by Ed Brandon, motion carried, meeting adjourned at 12:37 pm.