



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
2024- 2025**

Chairman
Jason Butler
Butler Financial

Vice-Chairman
Tyler Barlage
Community Christian Church

Secretary-Treasurer
Monica Ladiski
Lotus Health

Directors
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Rise Up Co.

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Gilroy's Hardware

Bruce Delong
Clinton County
Commissioner

Erika Hayes
Jackson,
Hayes, PC

Brent Hurst
Oh, Mi
Organics

Chad Gamble
City of St. Johns

Tracy Kossaras
Kurt's Appliance

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
Brent Hurst
Monica Ladiski

**Executive, Finance,
Strategic Planning**
Jason Butler-Chair
Tyler Barlage
Monica Ladiski
Chad Gamble
Tracy Kossaras
Corinne Trimbach

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

CONTACT INFO

Executive Director
Heather Hanover
989-224-8944 Ext
233

**Meeting Minutes
Principal Shopping District
Jan 8, 2024
11:30 am, At PSD Office**

Members Present: Brent Hurst, Tracy Kossaras, Nancy McKinley, Bruce Delong, Jason Butler, Ed Brandon and Monica Ladiski.

Other Present: Heather Hanover

1. **Meeting was called to Order by Chairman Butler at 11:30 am**
2. **Additions to the Agenda:** There were no additions to the agenda. Motion to approve made by Tracy Kossaras, seconded by Brent Hurst, motion carried.
3. **Public Comment:** None.
4. **Motion to Approve the Consent Agenda made by Monica Ladiski, seconded by Brent Hurst, motion carried.**
 - A. Minutes of meeting dated Dec 4,2024
 - B. Minutes of the Marketing, Executive and Events Committee Meetings
 - C. City of St Johns monthly financial report through Dec 31,2024
 - D. Director's Report

5. Communications

A. Events Committee: Tracy stated that at the last meeting they discussed the out come of the St Nick Parade and Community Tree Lighting. They are also working on bands for the Mint Fest, a St Patrick's Day Event, a St Valentine's Day drawing and possibly something for the Super Bowl. They also discussed having Sadie Bass come for a concert at Sirens.

B. Marketing Committee: Monica stated that we are still working with Rob to update our website. We are also looking into putting downtown St Johns on an MDOT attractions sign. We are doing welcome packets for new businesses and working on a newsletter with all the PSD DDA does over the year.

C. Executive Committee : Jason said at the executive meeting we talked about the lack of movement with the social district and the Higham Street Parking lot, we will be having a meeting with the city and the property owners this month.

D. City Update: None.

6. Old Business

A. None.

7. New Business:

A. Heart and Soul Presentation: The Group had a meeting with the Heart and Soul Group, led by Al Getner: They talked about how the program is a ground up planning mechanism. The Heart and Soul Coach guides a local team to work with the community to plan for changes that the community actually needs and would support. The program has a unique strategy that has been effective in many cities. Instead of just hiring a consultant to tell you what you should have in your master plan, the community comes up with the ideas and then heart and soul presents them and tell you about ways to accomplish them. The cost of Heart and Soul is \$20,000 for the Coach, \$20,000 for a local coordinator and \$20,000 for supplies. Heart and Soul will give a grant for the coaching and there is a grant that you can apply for \$10,000. The city would have to have some skin in the game, which could be \$30,000 but much of that amount could be in kind donations. Moncia asked about the benefit to the city for the cost and Al gave a few examples of what happened in other cities.

Brent Hurst had to get back to work at the end of the presentation so there was no longer a quorum.

Motion to adjourned made by Tracy Kossaras at 12:31 pm, seconded by Monica Ladiski, motion carried.



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Heather Hanover
989-224-8944x 233

Email: psdcityofsj@gmail.com

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Jan 8 ,2025

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Other Present: Heather Hanover.

Since there was no quorum there was a small discussion on having the Main Street Community consultants come for a talk on a day other than the monthly board meeting day. Heather will work on a date in February. There was also discussion on the required yearly Citizens Committee meeting and the need for more members. Monica asked for a flyer that she can put on the doors of renters to get some interest. There was discussion of asking for members on Facebook but the group would rather not go this way. Heather will ask for members in the Scuttlebutt.