



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

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2024- 2025**

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CONTACT INFO

Executive Director
Heather Hanover
989-224-8944 Ext
233

**Meeting Minutes
Principal Shopping District
Feb 5, 2025
11:30 am, At PSD Office**

Members Present: Brent Hurst, Tracy Kossaras, Nancy McKinley, Bruce Delong, Jason Butler, Tyler Barlage, Emily Baudoux, Chad Gamble and Corinne Trimbach.

Other Present: Justin Louth, Liz Janetske and 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 Tyler Barlage, seconded by Brent Hurst, motion carried.
- 3. Public Comment:** Chairman Butler welcomed Justin Louth, his company Mvandi Make Up will be moving into the third block this spring. Justin is interested in being active in the downtown and is excited to be here.
- 4. Motion to Approve the Consent Agenda made by** Corinne Trimbach, seconded by Chad Gamble, motion carried.
 - A. Minutes of meeting dated Jan 8,2025
 - B. Minutes of the Marketing and Events Committee Meetings
 - C. City of St Johns monthly financial report through Jan 31,2025
 - D. Director's Report

5.Communications

A. Events Committee: Tracy talked about the bands that are being selected for Mint Fest. We are also doing a Valentines Day drawing and working on a St Patrick's Day event that will be in front of Siren's like the Oktoberfest. The next events committee meeting will be tomorrow at Sirens at 5:30pm

B. Marketing Committee: Heather talked about the ad for Valentines Day and St Patrick's Day that was placed in the MTYD mag. The committee is still working to update the Downtown Website.

C. Executive Committee : There was some confusion with the date and only Heather and Tracy attended, so it was decided to add some of the issues to this meeting and postpone some to the next executive committee meeting.

D. City Update: Chad talked about the city's plans for road improvement in the downtown. They are looking to redo all 3 blocks of Clinton Ave, Walker between Brush and Spring and Higham between Brush and Spring. The city is also looking to improve the entrance signs over the next 2 years. The goal is more impactful and less landscaping. There was discussion on signage for the downtown. There was discussion of the problems getting the Higham Street Parking lot redone. Chad also let us know the 101 E Cass Street(the Wilson Center) has requested a reevaluation of their 2022 taxes. This could be a claw back of \$30,000 from the DDA if they are successful.

6.Old Business

A. Heart and Soul program: There was discussion on the presentation from the Heart and Soul people. There was discussion on the cost(up to \$60,000) and the fact that it is more of a city project than just a downtown program, it was decided not to proceed with this program.

B. Capital Improvement Projects: The city is going to work on some infrastructure in the downtown. The other projects are the street lighting. There was discussion on adding some tree or bump out work to the CIP plan. The downtown was not in on their section of the CIP plan.

C. Budget: Each Committee has submitted their budget. The city has yet to determine our income for the next fiscal year and has said we can approve our budget in March. We will discuss it more at the next Executive Meeting.



Executive Meeting Feb 18, 2024

Members attending: Jason Butler, Tyler Barlage and Monica Ladiski on the phone.

Others: Heather Hanover

1. Main Street Community Meeting with the MEDC is this Friday 11:30am at the Fire Hall. There was discussion on who should be invited. It was decided to just invite the board and the mayor is aware.
2. Budget: There was discussion of the committee budgets and the operating cost increases from the city. The full budget with the income will be presented at the March meeting for approval. The city is still determining income and cost numbers. There was discussion on the possible loss from the Wilson Center tax reduction request. This will not affect our income but it will significantly impact our savings account if approved. There was discussion on tree maintenance and trip hazards and whose responsibility those are, the city or the DDA. There was discussion on buying more event guards. It was decided to go ahead with the tree and grate replace with DDA funds but to discuss trip hazards with the city and wait to see for the added event guards. There was also discussion on a \$5000 FIT analysis. The First Impression Tourism program is run by the MSU extension and could be a great tool for the master plan for downtown at a reasonable cost.
3. Match on Main: we can only pick 2 entrees and we have 3. All projects are worthy but the group liked the Minty Mitten idea that helped other small businesses along with their own business. They also chose Woodburys which is an icon in the downtown but under new management and in need of a heating and cooling system. .
4. MDA meeting, the board voted to pay for 2 other board members to go to the meeting along with Heather. No one is able to go this year. Heather will attend and is giving a presentation on our principal shopping district funding mechanism
5. Lugnuts St Johns Merchant Night; The merchant tables at the June 11th game are \$150 each. Heather asked if the PSD should sponsor a table and pick some of our local businesses to participate. The committee decided to host 2 tables and to allow 2 business to partner per table. We will ask for applicants and then the board will choose if there are too many requests.
6. Mater Plan/Committee: It was discussed at the strategic planning session to have a committee to work on the master plan for downtown and have a streetscape committee. The city is still in the process of working on the master plan and is going to include the PSD DDA in some way. So far, no communication on this process or a committee. The FIT analysis would be a great affordable start for our overall plan for the downtown.



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7.New Business:

- A.** Michigan Downtown Association meeting is the same day as our next board meeting so the board meeting has been changed to March 12th. Heather will be speaking at the meeting about our PSD millage. Motion by Tyler Barlage, seconded by Brent Hurst to pay for 2 board members and Heather to attend the meeting. Motion Carried.
- B.** St Johns Merchant Day at Lugnuts Stadium. The cost to be a vendor is \$150 and it is limited to 10. It is on June 11th a Wednesday and hopefully there will be other participation, i.e. suites and local attendance.
- C.** PSD Renewal: this is the last year of our current assessment. The City Commission will have to reapprove the millage or there is discussion on going to a set millage. There was a question if the millage would have to go to a vote. Heather was told no; it would be a City Commission decision.

Motion to adjourned made by Tyler Barlage at 12:30 pm, seconded by Brent Hurst, motion carried.



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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

Feb 5 ,2025

Members Present: Tracy Kossaras, Nancy McKinley, Bruce Delong, Jason Butler, Tyler Barlage, Emily Baudoux and Corinne Trimbach. (Brent and Chad had to leave).

Other Present: Justin Louth, Liz Janetske and Heather Hanover.

1. Meeting was called to Order by Chairman Butler at 12:30 pm.

2. Additions to the Agenda: No additions, motion to approve the agenda as presented by Tyler Barlage, seconded by Tracy Kossaras, motion carried.

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

A. Minutes of meeting Jan 8, 2025

B. Minutes of the Design Committee Meeting

C. City of St Johns monthly financial report through Jan 31, 2025

4. Communications

A. Design Committee: Tyler said the Design Committee worked on their budget. They also decided to go ahead with the purchase of 4 more planters to be displayed on the side streets. This was approved last year and we hope to do it again next year along with some more snow flakes. It is also their feeling that a master plan for the downtown could be completed in house

Old Business

A. None.

6. New Business

A. Main Street Community meeting is scheduled for Feb 21st 11:30am at the Fire Hall. Hopefully people can attend.

B. Wayfinding signs on 21 and 27. There has always been interest in putting up signs to direct people to Downtown but it never gets done. Maybe we need to just find a spot and put them up. This will be discussed at the executive committee meeting.

7. Public Comment

Liz stated that the grant reopening of the library will be on March 4th for 4 to 6. She hopes everyone can stop by and check out all the improvements. Heather mentioned the upcoming Citizens Committee meeting and that the signs for the social district should be up soon.

Motion by Tyler Barlage to adjourn at 12:46pm, seconded by Corinne Trimbach, motion carried.