



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

Emily Baudoux
Rise Up Co.

Ed Brandon
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
March 12, 2025
11:30 am, At PSD Office**

Members Present: Brent Hurst, Tracy Kossaras, Nancy McKinley, Bruce Delong, Tyler Barlage, Emily Baudoux, Monica Ladiski and Chad Gamble.

Other Present: Chief Kirk, Kristina Kinde Liz Janetske and Heather Hanover

1. **Meeting was called to Order by Vice Chair Barlage at 11:33 am**
2. **Additions to the Agenda:** We added Shop St Johns Saturdays under new business. Motion to approve the agenda as amended made by Bruce Delong, seconded by Monica Ladiski, motion carried.
3. **Public Comment:** Liz Janetske talked about the changes at the library, she invited everyone to come check them out. She would like it if we held a meeting in their new meeting space.
4. **Motion to Approve the Consent Agenda made by** Bruce Delong, seconded by Brent Hurst, motion carried.
 - A. Minutes of meeting dated Feb 6,2025
 - B. Minutes of the Executive, Marketing and Events Committee Meetings
 - C. City of St Johns monthly financial report through Feb 28,2025
 - D. Director's Report

5.Communications

A. Events Committee: Tracy talked about the St Patrick's Day event that is coming up and the need for people at the live remote at 3pm, They also talked about helping the Heist with an Easter event/Grand Opening, the 1st Mint City Motor Cycle show and getting one more band for the Mint Festival. Spring Fling is the next event and it is May 10th from 12 to 4pm.

B. Marketing Committee: The last meeting Emily and Heather discussed a list of events that could be disturbed, they also talked about more social media and possibly using Instagram. There was discussion on putting something in the city water bills.

C. Executive Committee : Tyler said there was discussion on the Main Street program that will be discussed later in the agenda and the executive committee selected the Match on Main participants, Minty Mitten and Woodburys. We also talked about the budget and the Lugnuts game.

D. City Update: Chad talked Fantasy Forest Ground breaking tentatively planned for April 15th. The city is also sending out bids for their portion of the Wilson Center in May. The city has a new employee that they are sharing with the school district, Russel Shellburg, he will be handling social media and city promotions, taking the place of King Media. The city is looking to make some improvement to the Senior Park on the north end of town by the water department. They are hoping to get a grant to help with costs. He stated that there is a survey out from the Parks and Rec department and encouraged everyone to fill it out. There was a question about the solar plant and he said they are moving forward but no definitive opening date.

6.Old Business

A. Budget: The PSD Budget was presented and discussed. Motion by Tracy Kossaras, seconded by Nancy Mckinley to approve the budget as presented, motion carried



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7.New Business:

A. St Johns Merchant Day at Lugnuts Stadium. Should the downtown board pay for 2 tables at \$150 each and offer them to downtown businesses. This process should be determined by the Marketing committee, they will discuss it at their next meeting and make a recommendation.

B. PSD Renewal: The PSD is renewed every 3 years and is up again for fiscal year 25-26. City Treasurer Kristina Kinde looked at the option of having a millage instead of an assessment. She determined that at this time it would not be a good change. The tiered pricing seems to be a good compromise for the businesses that are not on Main Street. She would recommend we continue this program with a \$10 per year increase over the next three years, which is down from the \$25 per year increases of the last 3 years but would help defray the cost-of-living increases. Motion by Bruce Delong, seconded by Monica Ladiski, to approved this as a recommendation to the city council. Motion carried. The matter will be discussed at the March Commission meeting.

C. Shop Saturdays: Brent presented a logo for use on websites of downtown businesses to promote shopping on Saturdays and activities. The downtown logo needs to be a part of it. It was recommended to send this to the Marketing Committee

Motion to adjourned made by Bruce Delong at 12:09 pm, seconded by Monica Ladiski, 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

March 12 ,2025

Members Present: Brent Hurst, Tracy Kossaras, Nancy McKinley, Bruce Delong, Tyler Barlage, Emily Baudoux, Monica Ladiski and Chad Gamble.

Other Present: Chief Kirk, Kristina Kinde Liz Janetske and Heather Hanover

1. Meeting was called to Order by Vice Chair Barlage at 12:10 pm.

2. Additions to the Agenda: DDA Budget was added under old Business, motion to approve the agenda as amended by Bruce Delong, seconded by Monica Ladiski, motion carried.

3. Motion to Approve the Consent Agenda as presented, made by Bruce Delong, seconded by Monica Ladiski, motion carried.

A. Minutes of meeting Feb 6,2025

B. City of St Johns monthly financial report through Feb 28, 2025

4. Communications

A. None

Old Business

A. Benches: There are 3 more benches in progress, one is from Ivan Iler and another one is for Tryston Bancroft

B. Façade Grants: We had 3 applications for façade improvements and we included all of them in the grant the city applied for through LEAP. We made it through the first round and should hear about the final round in April.

C. DDA 25-26 Budget: Motion to approve the budget made by Tracy Kossaras, seconded by Nancy McKinley, motion carried.

6.New Business

A. Main Street Community: a few board members met with the Main Street coordinator from the State. We really enjoyed the presentation and would like to move forward.

There is no cost to get going and if you become a member there are a lot of free benefits. We would have to form a board which could be the same as this board. Each board member has to commit to a training and there are eight survey sheets that need to be discussed and completed by the whole board. The group thought it sounded like a good idea and decided to send it to the Executive Committee to discuss.

B. MDA conference: Heather attended the conference and gave a short talk about St Johns. A lot of people were not aware that we had a Mint Festival. Heather learned a lot about best practices for a director and also about making sure your institutional knowledge is recorded for future directors



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7. Public Comment

Monica wondered about getting all the Main Street information beforehand so that she can consider her answers and better understand the process. She also feels that the downtown is in dire need of a strategic plan so that our organization can be more effective.

Motion by Brent Hurst to adjourn at 12:36pm, seconded by Chad Gamble, motion carried.