



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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2025- 2026**

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COMMITTEES

Design
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Lori Wurm
Lara Boettiger
Brandi Martinez

Events
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Corinne Trimbach-Chair
Nancy McKinley
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Nick Boyer
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**Executive, Finance,
Strategic Planning**
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Chair
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Tracy Kossaras
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Marketing
Emily Baudoux-Chair
Erika Hayes
Vicki Schaffer

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

**Meeting Minutes
Principal Shopping District
August 6, 2025**

11:30 am, At Briggs Public Library

Members Present: Tracy Kossaras, Nancy McKinley, Bruce Delong, Tyler Barlage, Monica Ladiski, Corinne Trimbach, Emily Baudoux, Chad Gamble, Erika Hayes and Jason Butler.

Other Present: Heather Hanover, Ethan Walthorn, Chris Khorey, Delani Schmaltz, Trevor Hollis, Scott Dzurka, Kristina Kinde, Dave Kirk and Liz Janetske.

1. **Meeting was called to Order by Chair Ladiski at 11:30 am**
2. **Additions to the Agenda:** Heather asked to add The 9-11 Golf Outing, motion to approve the agenda as amended by Bruce Delong/seconded by Corinne Trimbach, motion carried.
3. **Public Comment:** None.
4. **Motion to Approve the Consent Agenda made by Bruce Delong**, seconded by Corinne Trimbach, motion carried.
 - A. Minutes of meeting dated July 9, 2025
 - B. Minutes of the Executive, Marketing and Events Committee Meetings
 - C. City of St Johns monthly financial report through July 26, 2025
 - D. Director's Report

5. Communications

A. Events Committee: Tracy talked about the last meeting that was at the Heist. The committee decided to have a live band during the car show because the open mike coordinator is not available. The food trucks are set and we will be working with Brunos for the Ice We are going to let Sirens use our guard rails for their country music concert. And we are starting to work on fall projects.

B. Marketing Committee: Emily says the committee work and deliberated and decided to go with Doug Marek from WEB local to update our website. More will be discussed on this matter later in the agenda. Emily welcomed everyone to be a part of the Marketing committee.

C. Executive Committee : Monica said that all the items discuss at the Executive meeting will be discussed later in the agenda.

D. City Update: Chad reported that Fantasy Forest is nearing completion. There will be a community planting day in September. The Wilson Center project is having an issue with the roof but that will be fixed soon and the city owned portion on the building will start construction soon. The city also approved a design for lot #4 the parking lot behind Gilroy's. The Golf Cart ordinance made it through its first reading so we are one step closer to allowing golf carts in St Johns.

6. Old Business

A. Website Change: In an effort to have a more customer friendly website the Marketing Committee has been interviewing Web designers and is recommending the bid from Web Local. There was discussion of the monthly costs proposed by WEB local for social media and content posts. The Marketing committee plans to keep this cost low by supplying some of their own content and doing less in the slow months. The Marketing committee is also requesting that half of the cost of the website come from the general fund and not totally from the Marketing Budget. Motion by Jason Butler seconded by Emily Baudoux to use account balance to cover half of the cost, motion carried. Motion by Jason Butler, seconded by Tracy Kossaras to approve the bid from Web Local for the website redesign, motion carried

B. Strategic Planning Session Mission and Vision Statement: Monica is almost done with the statements that were also discussed at the executive meeting. She will bring them to the next Executive Meeting and then to the September Board Meeting.

C. Match on Main grant was successful for Minty Mitten. They will be activating the bump out in front of their store and making a work space with a commercial kitchen for their and other start up business use.



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7.New Business:

A. Port Johns for the Sirens Country Music Event: There was discussion of supporting other events by purchasing porta potties or other amenities. There was a discussion of a policy. There was talk about our last discussions on this matter. There was talk of consistency and fairness. The policy will be forwarded to the Executive Committee for discussion. But the Siren Country Music Festival will be before the meeting and we need to vote now. Motion by Monica Ladiski, seconded by Bruce Delong to pay for the Porta Johns for this event, motion carried with 6 yes to 4 nos.

B. Ethan and Chris from Mckenna and Associate the consulting firm that the city is using to great the Master Plan, discussed the section of the plan that are of most interest to the downtown. The discussion on zoning the area as what you would like it to become, so that in the future when the projects and grants become available you will know where and how they should be placed. There was discussion on the proposed plans and the benefits to the downtown and the city. There was a through presentation of the plan and the Commitee appreciated being included in the process and thanked the city for the presentation.

C. 911 Golf Outing: Jason Butler is working with the Emerald on a golf outing that would benefit emergency services in the area. They are looking for teams, volunteers and sponsors.

Motion to adjourned made by Chad Gamble at 1:01 pm, seconded by Emily Baudoux, motion carried.



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Meeting Minutes

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Because of the length of the PSD meeting, many members had to return to work and there was no longer a quorum. The DDA meeting was for discussion only.

The only matter that was discussed is the city ordinance change referring to how outdoor furniture is permitted. Would the DDA like input on this matter. It was the general feeling that they would and it should be referred to the Design Committee.