



St. Johns Principal Shopping District and Downtown Development Authority
100 E. State, PO Box 477 – St. Johns, MI – 48879 (989) 224-8944ext. 233

www.DowntownStJohnsMi.com
psdcityofsj@gmail.com

Meeting Minutes
Principal Shopping District
October 5, 2022

11:30 am, At Main Street Café

BOARD OF DIRECTORS
2022 - 2023

Chairman
Jason Butler
Butler Financial

Vice-Chairman
Tyler Barlage
Community Christian Church

Secretary-Treasurer
Bruce Delong
Clinton County Commissioner

Directors
Ed Brandon
Gilroy's Hardware

Amber Haubert
Global Coffee

Erika Hayes
Jackson,
Jackson &
Hayes, PC

Tracy Kossaras
Kurt's Appliance

Dave Kudwa
City of St. Johns, MI

Nancy McKinley
The Castle Residence

Corinne Trimbach
Unique Reflections

Craig Smith
Main Street
Café & Pizza

COMMITTEES

Marketing
Tyler Barlage-Chair
Jason Butler
Erica Hayes

Events
Tracy Kossaras-Chair
Corinne Trimbach-Chair

Mariah Leiby
Nancy McKinley
Amber Haubert
Corrine Trimbach
Jaime Madar

Design
Amber Haubert-Chair
Mariah Leiby
Kim Zuehlke

**Executive, Finance,
Strategic Planning**
Jason Butler-Chair

Tyler Barlage
Bruce Delong
Dave Kudwa
Amber Haubert
Tracy Kossaras
Corinne Trimbach

CONTACT INFO
Executive Director

Heather Hanover
Office: 989-224-8944
Ext 233
Email: psdcityofsj@gmail.com

Members Present: Jason Butler, Tyler Barlage Ed Brandon, Amber Haubert, Tracy Kossaras, Nancy McKinley, Bruce Delong, Corinne Trimbach and Erica Hayes.

Other Present: Liz Janetzke, Dave Kirk and Heather Hanover

1. **Meeting was called to Order by Chairman Butler at 11:30am**
2. **Additions to the Agenda** There were no additions to the agenda Motion to approve by Bruce DeLong, seconded by Dave Kudwa, motion carried
3. **Motion to Approve the Consent Agenda made by** Bruce Delong, seconded by Tyler Barlage, motion carried.
 - A. Minutes of meeting dated Sept 7, 2022
 - B. Minutes of the Executive, Marketing and Events Committee Meetings
 - C. City of St Johns monthly financial report through Sept 29,2022
 - D. Director's Report

4. Communications

- A. **Events Committee:** The events committee is recommending that Corinne Trimbach and Tracy Kossaras be named Co-Chairs of the committee. Motion to approve was made by Tyler Barlage, seconded by Ed Brandon, motion carried. The event committee is helping promote the "Event So Good it is Scary" which is being run in conjunction with the Chamber, it is October 31st from 4:30 to 6pm and there will be a trunk or treat down at the depot. The next event will be the holiday parade. There will be more on that later.
- B. **Marketing Committee** is working with the marketing group from WLNS on a logo and the Fall Campaign. Logo suggestion were discussed. A logo which is specific to St Johns was the goal and with less emphasis on the words Principal Shopping District. It was discussed that the PSD and DDA words are important for grants. The majority of the board preferred the simpler logo with the mint leaves which also gives us the option of adding different icons for events. Bruce Delong will take the preferred logo and give some suggestions to the Marketing Committee to review.

5. Old Business

- A. **By Laws:** The attorney reviewed the PSD by laws and simplified them a lot . A large part of the simplification was referring to what is in the DDA by-laws and not restating sections in the PSD by laws. Motion by Dave Kudwa, seconded by Amber Haubert to recommend approval to the city council, motion carried

6. New Business

- A. None

Motion to Adjourn made by Dave Kudwa, seconded by Erica Hayes, motion carried. Meeting adjourned at 12:01pm

Next Regular Meeting Nov 2, 2022



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Meeting Minutes Downtown Development Authority October 5, 2022 Main Street Café

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Salon 989

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Members Present: Jason Butler, Tyler Barlage, Ed Brandon, Tracy Kossaras, Dave Kudwa, Amber Haubert, Bruce Delong, Corinne Trimbach, Erica Hayes and Nancy McKinley.

Other Present: Dave Kirk, Liz Janetzke and Heather Hanover

1. Meeting was called to Order by Chairman Butler at 12:01 pm

2. Additions to the Agenda: Heather added pole speakers to New Business. Motion to approved agenda as amended made by Bruce Delong, seconded by Tyler Barlage. Motion carried.

3. Motion to Approve the Consent Agenda as presented, made by Dave Kudwa seconded by Erica Hayes, motion carried.

A. Minutes of meeting dated Sept 7, 2022

B. City of St Johns monthly financial report through Sept 29, 2022

4. Communications

A. Design Committee Up Date: Amber wanted to thank the people that helped update the planters for fall. Amber also added pumpkins to the pots at a cost of \$300. Motion by Dave Kudwa seconded by Tyler Barlage to repay Amber for the pumpkins, motion carried. Amber also discussed the holiday decorations. She would like to have professionals light up the trees. She would also like to add snowflakes to the light poles that could stay up all winter. The board is worried about the cost of such a service. Amber will research costs.

B. Façade Grant program: Amber presented the Facade Grant Program. The board is whole heartedly in favor of the program. Erica Hayes asked if the board will be able to see all the grants and not just the ones selected by the Design Committee. Amber said they will. Jason Butler requested a legal review of the program and document. Heather will get with the city attorneys for their opinion. Hopefully we can approve the program at our November meeting and announce it immediately after.

5. Old Business

A. A meeting was held with Jason Denovich to discuss the pros and cons of having a CRM for the Downtown. The Chamber has one and feels it is a great benefit for communicating with members and storing data. It also allows you to take credit cards. The cost for our size sight would be \$500. Our current website costs \$300 a year and doesn't have near the amount of benefits. Motion by Dave Kudwa, seconded by Erica Hayes to go ahead with the free one month trail and see if it is a good fit for our organization, motion carried.

B. By Laws: There was discussion on how many members can be on the board. We will change the language to mirror exactly what it say in the statute. There was discussion on staggered terms and term limits. The board positions are staggered but the board did not want to put term limits on members. They only want limits on the executive positions. There was also discussion on whether the committee meetings should follow OMA. While all members did not feel this was necessary, the attorney is recommending it be included as it is good practice. The board would also like to reinsert the signature page, they felt it is important to have the dates and signatures for the record. Heather asked the city attorney about the signatures and she had no issues with the reinsertion. Motion by Erica Hayes, seconded by Dave Kudwa to approve the DDA by-laws, with the changes discussed, motion carried.

6. New Business

- A. **Match on Main:** We only have 2 applicants for the “Match on Main” grant through the MEDC. Motion by Dave Kudwa seconded by Tyler Barlage to approve putting forth Adornmint and 508 Machining to the MEDC as our proposed projects for the fall, motion carried.
 - B. **Speakers on Light Poles:** The light poles are being replaced in the downtown and Heather suggested that is a good time to put in new speakers. Our old ones are struggling and do not work very well during events. Motion by Bruce DeLong, seconded by Tyler Barlage to approve up to \$15,000 to install new speakers, motion carried.
7. **Public Comment:** None.

Motion to adjourn made by Dave Kudwa, seconded by Bruce DeLong, meeting adjourned at 1:00pm

Next Regular Meeting Nov 2, 2022