



St. Johns Principal Shopping District
109 E. State, PO Box 477 – St. Johns, MI – 48879 (989) 224-8944ext. 233

**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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Erika Hayes
Jackson,
Hayes, PC

Brent Hurst
OhMi Organics

Tracy Kossaras
Kurt's Appliance

Nancy McKinley
Castle Resident

Corinne Trimbach
Mint Door
Boutique

Marketing
Monica Ladiski -Chair
Tyler Barlage
Erika Hayes
Emily Baudoux
Vickie Schafer
Brent Hurst

Design
Tyler Barlage-Chair
Lori Wurm
Lara Boettger
Brandi Martinez

Events
Corrine Trimbach-Chair
Tracy Kossaras-Chair
Brent Hurst
Nancy McKinley
Jason Butler
Monica Ladiski

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

CONTACT INFO
Executive Director
Heather Hanover
989-224-8944: Ext 233
psdcityofsj@gmail.com

AGENDA

Principal Shopping District Meeting

Jan 8, 2025

11: 30 am, PSD Office/Fire Hall

* Indicates an attachment

1. Call to Order 11:30am

2. Additions to the Agenda 11:30am

3. Public Comment 11:31am (10 minutes)

4. Approval of the Consent Agenda: 11:40 am

- A. *Minutes of meeting dated Dec 4,2024
- B. *Minutes from Executive and Event Meetings
- C. *City of St Johns monthly financial report through Dec 31,2024
- D. *Director's Report

4. Communications

- A. Events Committee 11:41 am (3 minutes)
- B. Marketing Committee: 11:44 am (1 minutes)
- C. Executive Committee 11:45 am (3 minutes)
- D. City Updates 11:48 am (5minutes)

5. Old Business

- A. None 11:53 am(1minutes)

6. New Business

- A. Heart and Soul Program Zoom Meeting 11:53 am(30 minutes)
- B. Budget 12:23 pm(3 minutes)

Next Regular PSD Board Meeting February 5th



St. Johns Downtown Development Authority
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AGENDA

Downtown Development Authority Meeting

Jan 8, 2024

Immediately After 11:30 PSD Meeting at DDA Office

* Indicates an attachment

- 1. Call to Order 12:26 pm**
 - 2. Additions to the Agenda 12:27 pm**
 - 3. Approval of the Consent Agenda: 12:28 pm**
 - A. *Minutes of meeting dated Dec 4, 2024
 - B. City of St Johns monthly financial report through Dec 31,2024
 - 4. Communications**
 - A. None
 - 5. Old Business**
 - A. Higham Parking Lot Meeting 12:29 pm (3 minutes)
 - 6. New Business**
 - A. Main Street Community Meeting 12:32 pm (3 minutes)
 - B. Need Residents for Committee Feb Meeting 12:35 pm (3 minutes)
 - 7. Public Comment (please keep to under 3 minutes) 12:38 pm (5 minutes)**
- Adjournment 12:43 pm**

Next Regular DDA Board Meeting Feb 5,2025



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Executive Director Activity for December 2024

- A. Added Agenda to City Website
- B. Posted events and happenings on Downtown and Community Facebook pages
- C. Events Committees agenda and minutes
- D. Executive Committee meeting, agenda and minutes
- E. Agenda and info for the Strategic Planning meeting
- F. Chamber Monthly Meeting
- G. Working ABC/CBS on Holiday ads
- H. Collected funds for commercial co op
- I. Did a commercial with WLNS to promote the downtown
- J. Obtained a quote for tree removal
- K. Obtained quote for bump out leveling
- L. Worked the Brandy for Saint Proclamation
- M. Worked with Ninnas for card for Saint of the year.
- N. Got checks for bands
- O. Got a check for Santa and Grinch
- P. Talked with city about replacing overhead light in Pavilion before Tree Lighting
- Q. Worked with Design Committee to replace all tree lights
- R. Put up a couple of trees up lights
- S. Worked with Willow to set you sound for tree lighting
- T. Contacted Mike Ziegler to make a Switch for Little Miss Mint at Tree Lighting
- U. Made a Tree Lighting script for the mayor
- V. Made a parade Script for Tyler
- W. Set up Hot Dog Cart
- X. Complete County review of Hot Dog Cart
- Y. Candy for Gingerbread house and Snoopy House.
- Z. Took Peanuts costumes to Giving Paws,
- AA. Unlocked Depot bathrooms for the parade
- BB. Talked with Nick and Jason about having a Sadie Bass Concert
- CC. Had a city meeting with manager, chief and fire department about possibly having a concert with Sadie Bass at Sirens during the Mint Fest
- DD. Talked with Nick about doing the Sadie Bass Concert a different time.
- EE. Took after photos of Facades for grant
- FF. Met with Keith Koneval to complete his grant
- GG. Talked with the state about wayfinding signs
- HH. Talked with 21 Gun Salute about Mint Fest
- II. Talked with Atomic Annie about Mint Fest
- JJ. Work with Grant Writer on T Mobile grant for Train Cars
- KK. Work on façade grant proposal to LEAP
- LL. Gathered all grant info for our local façade program.



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- MM. Wrote a letter of support for the T mobile grant
- NN. Wrote a letter of support for the LEAP Grant
- OO. et with the city Turned in Bills and deposits to the City Treasurer
- PP. Sent out regular email updates
- QQ. Attended ribbon cutting at Extra Cards and Giving Paws.
- RR. Talked with Community Heart and Soul program.
- SS. Talked with Bands for the St Nick Parade
- TT. Talked with Bob's Auto about the ST Nick Float
- UU. Arranged a Saint Nick for the parade and tree lighting ceremony
- VV. Changed Music to Holiday Musid



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Theresa Levit
Brandi Martinez

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Jaime Madar
Brent Hurst
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Vicki Schaffer
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**Meeting Minutes
Principal Shopping District
Dec 4 2024**

11:30 am, At PSD Office

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

Other Present: Chief Kirk, Mandi Rutherford(MVNDI Make Up), Brandy Martinez, Scott Dzurka 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:** Jason welcomed new business owner Mandi Rutherford, Her clean make up business will be going in on the third block into the space that was Giving Paws before they moved across the street. Brandy Matinez wanted to voice her appreciation of the changes on Brush Street, she said it makes it so much easier to park there.
4. **Motion to Approve the Consent Agenda made by Erika Hayes,** seconded by Bruce Delong, motion carried.
 - A. Minutes of meeting dated Nov 6,2024
 - B. Minutes of the Marketing, Executive and Events Committee Meetings
 - C. City of St Johns monthly financial report through Nov 27,2024
 - D. Director's Report

5.Communications

A. Events Committee: At the events committee meeting we talked about the October fest and what events we want to have next year. The committee also talked about the Saint Nick parade and the tree lighting event that is coming up on Friday. The next event committee meeting is going to be at Sirens this Thursday at 5pm.

B. Marketing Committee: The holiday commercial co-op was done with WLNS this year and it went very well. There were 14 participants. The committee is working with Rob Blackwell to improve the look of our website for patrons of the downtown and not just a working website for the downtown board.

C. Executive Committee : The city commission approved credit cards for the department heads and they are going to have one available for the DDA executive director. The limit would be \$5000 per order with a \$10,000 per month limit. Motion by Erika Hayes, seconded by Brent Hurst to authorize the Executive Director credit card, motion carried. The board would like to do some strategic planning and they are going to hold a meeting on December 17th at 8:30am right after the usual executive committee meeting all are invited to attend. One of the goals of the meeting will be to come up with current items that we would like to include in the city's downtown section of the Capital Improvement Plan. The CIP is part of the city's budget process. We also need to start planning our downtown budget. Each committee chair needs to discuss budget with their committee in January.

D. City Update: Chad talked about 2025 downtown parking permits which are now available from the police department. The new reserved space permits will be \$500 and we will see how much demand there is for these permits. Chad wanted to give a shout out to Justin Smith and Jeremey Ritter for all their work on Brush Street, it looks great. The next project downtown will be Higham Street. The Higham Street Parking lot remodel was discussed and the meeting with property owners that needs to be held in January. The city is starting work on their budget for the next fiscal year and will be wanting input from the Downtown.

6.Old Business

A. There was discussion about plans for the St Nick Parade/Community Tree lighting. The Chief plans to have extra people down by Railroad Street to help with crowd control.



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7.New Business:

A. 2025 Meeting Dates: The calendar for 2025 was presented. There were a few exceptions that were discussed. Heather has been asked to talk at the MDA Conference in March so that board meeting will be moved to the second Wednesday of the month. The January and July meetings will also be moved to the second Wednesday. Motion to approve the meeting dates as discussed made by Erika Hayes, seconded by Chad Gamble, motion carried

Motion to adjourned made by Erika Hayes at 11:58 am, seconded by Brent Hurst, motion carried.



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Meeting Minutes

Downtown Development Authority

Dec 4, 2024

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

Other Present: Chief Kirk, Mandi Rutherford(MVNDI Make Up), Brandy Martinez, Scott Dzurka and Heather Hanover.

1. Meeting was called to Order by Chairman Butler at 11:59 pm.

2. Additions to the Agenda: It was decided to move public comment to before the closed session so that people do not have to wait around. Motion to approve the agenda as amended by Erika Hayes, seconded by Tyler Barlage, motion carried.

3. Motion to Approve the Consent Agenda as presented, made by Erika Hayes, seconded by Chad Gamble, motion carried.

A. Minutes of meeting Nov 6, 2024

B. City of St Johns monthly financial report through Nov 27, 2024

4. Communications

A. Design Committee: Tyler said the Design Committee did not have a formal meeting last month, the committee just came together to install new lights on the downtown trees for the Holidays.

5. Old Business

A. 2025-26 Budget needs to be delivered to the City before their March Meeting, we will need to vote on it at the Feb Board Meeting. Each Committee should complete their budget at their January Meeting.

B. There will be a meeting in January with the DDA, City and the property owners to discuss completing the renovation of the Higham Street Parking Lot.

7. Public Comment

None

6. New Business

A. Motion to go into Closed meeting to discuss Executive Director Contact made by Erika Hayes, seconded by Brent Hurst: Meeting reopened at 12:22pm, The contract was approved for renewal with a compensation package that will total \$30,000 for 2025.

Motion to adjourn made by Chad Gamble, seconded by Brent Hurst, motion carried, meeting adjourned at 12:29 pm.

Community Heart & Soul begins with a four-phase, step-by-step process that brings residents together to identify and honor the unique character of their town and the emotional connection of the people who live there. This program, from pre-work to Phase 4 completion, can take up to 2 years and will be highly dependent on your residents and core team's timeline and process.

Phase 1—Imagine: Heart & Soul teams are formed to build awareness, interest, and commitment in all segments of the community.

Phase 2—Connect: stories are gathered from residents, leading to the development of Heart & Soul Statements that identify what matters most and reflect what they love about their towns.

Phase 3—Plan: residents develop action plans to guide future town planning based on their Heart & Soul Statements.

Phase 4—Act: Heart & Soul Statements are officially adopted by town and city councils, incorporated into comprehensive and other plans, and are used to guide future policies and decisions.

Community Heart & Soul is unique in how it engages residents as it's a highly inclusive process that reaches deep into communities to ensure all voices are represented in determining a town's future. Instead of bringing residents to the table, Community Heart & Soul brings the table to residents at community events, neighborhood block parties, schools, businesses, and virtual gatherings. Our model is designed for small cities and towns with populations up to 30,000. The process can be initiated by local residents, government officials or community-based organizations.

The cost for this program can also vary depending on the resources available to your community. In general, towns can expect to pay anywhere from \$20,000 to \$100,000 over the course of 2 years. You can find a sample budget for a program in our **Getting Started with Community Heart & Soul Workbook**, linked below. Also linked below is information about our Community Heart & Soul Seed Grant. Qualified communities are provided a "seed" fund of \$10,000 to help them get started with the program.

You can apply for a grant from to cover some of the funding:

The Community Heart & Soul Seed Grant Program provides \$10,000 in funding for resident-driven groups in small cities and towns to start the Community Heart & Soul model. Grant funding requires a \$10,000 cash match from the participating municipality or a partnering organization.



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Events Committee Meeting Minutes

Dec 5, 2024

Members Attending: Tracy Kossaras, Nancy McKinley, Corinne Trimbach, Jason Butler and Monica Ladiski.

Others: Emily Baudoux, Nick Boyer and Heather Hanover

- 1) St Nick Parade: The preparations and assignments for the St Nick Parade/Community Tree Lighting were briefly discussed
- 2) Bands for Mint Fest: The AC DC cover band is \$6500. Probably too rich for our event. There was discussion on other groups. Nick has a lot of contacts and will get back to us with some options.
- 3) St Valentines drawing: Sell tickets, win a dinner and VIP seating at the Miranda and the M-80s concert on Valentines Day. Drawing will be live on February 7th at Sirens. \$5 per ticket, you get dinner voucher, flower voucher, chocolates, card, VIP seating at Mirandas. Run event from January 27th to Feb 7th.
- 4) St Patrick's Day similar to St Boniface Oktoberfest. Nick will get the Louderthins, we could have an entrance fee of \$5, food trucks and a tent from 4 to 8pm ?
- 5) Other discussion: having a bet jar for Superbowl Sunday. Participating stores can decide how people enter? Or should they buy something? A winner will be chosen from the winning jars. Prize?



Executive Meeting

Dec 17, 2024

Members attending: Jason Butler, Tracy Kossaras, Chad Gamble, Monica Ladiski, Tyler Barlage and Corinne Trimbach.

Others: Scott Dzurka and Heather Hanover

1. Sadie Bass Concert: Nick at Sirens has a connection to Sadie Bass an up and coming country artist from Laingsburg. He would like to do a concert out of his building during Mint Fest. The city has concerns about traffic flow, blocking other businesses and parking during the Mint Fest. There would also be some conflict with the other stage and the car show. The cost for Sadie would be \$7000 for a 1-hour performance. The city was not in favor of doing this event during the Mint Fest maybe another day. And the fee for one hour is pretty high. Heather will talk with Nick about possibly doing the event on another weekend.
2. There was discussion on the downtown working with the city on a grant for the railcars at the depot and the facades, there was discussion about the Heist not doing as well as they had hoped, there was discussion on Social Districts and there was discussion on 2 grand openings this week, one at the new card shop in the first block and one at Giving Paws in the third block, 3:45 and 4 pm.

Strategics Planning session started at 8:30am:

There was discussion of 2 kinds of items that are needed: Capital Improvement Projects that we can do now and put in the city's CIP/Budget for this year and long-term visioning projects that will need years to complete and possibly a master plan to organize.

There was discussion on hiring a consultant to aid with a master plan. The cost can be up to \$75,000 depending on the intricacies of the plan. There maybe grant funds to help with the plan. Mayor Dzurka talked about forming a Streetscape Committee that would include, the city and the DDA. There was discussion on what to do with the side streets. Do we need a landscape architect to lead the discussion and what would be the scope. Does the Main Street program or the Michigan Downtown Association help with these types of plans. Chad knows a couple of consultants and can get us a ballpark number of the cost of the plans. This master plan would be a joint effort with the city and the DDA. Heather will see if she can get a Main Street consultant to come to talk to the Board. Jason state that it should be a separate meeting.

Heather had some bids from Smith Lawnsaping for some now projects like fixing tree grates and lighting. We also need to maintain our bump outs and fix the trip hazards. Heather got a quote for realigning the pavers on the bump outs.

There was discussion on not spending money on projects until we have a master plan, so that we do not waste money.