



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
Emily Baudoux
Rise Up Co.

Ed Brandon
Gilroy's Hardware

Bruce DeLong
Clinton County
Commissioner

Chad Gamble
City of St. Johns,

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
Dec 4, 2024

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 Nov 6,2024
- B. *Minutes from Executive, Marketing and Event Meetings
- C. *City of St Johns monthly financial report through Nov 27,2024
- D. *Director's Report

4. Communications

A. Events Committee **11:41 am (3 minutes)**

December Meeting Tomorrow 5pm at Sirens

B. Marketing Committee: **11:44 am (3 minutes)**

C. Executive Committee**11:47 am (3 minutes)**

D. City Updates **11:50 am (5minutes)**

5. Old Business

A. St Nick Parade **11:55 am(5minutes)**

6. New Business

A. Meeting Dates for 2025 **12:00pm(6minutes)**

Next Regular PSD Board Meeting January 8th



St. Johns Downtown Development Authority
109 E. State, PO Box 477 – St. Johns, MI – 48879 (989) 224-8944ext. 233

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AGENDA

Downtown Development Authority Meeting

Dec 4, 2024

Immediately After 11:30 PSD Meeting at DDA Office

* Indicates an attachment

1. Call to Order 12:06 pm

2. Additions to the Agenda 12:07pm

3. Approval of the Consent Agenda: 12:08 pm

A. *Minutes of meeting dated Nov 6, 2024

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

4. Communications

A. None

5. Old Business

A. 2025-26 Budget 12:09 pm (3 minutes)

B. Higham Parking Lot Meeting 12:12 pm (3 minutes)

6. New Business

A. Executive Director Contract 12:15 pm (15 minutes) **Closed Session**

7. Public Comment (please keep to under 3 minutes) 12:30 pm (5 minutes)

Adjournment 12:35 pm

Next Regular DDA Board Meeting Dec 4, 2024



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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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
Nov 6 2024**

11:30 am, At PSD Office

Members Present: Brent Hurst, Tracy Kossaras, Chad Gamble, Nancy McKinley, Corinne Trimbach, Emily Baudoux, Erika Hayes, Monica Ladiski and Tyler Barlage.

Other Present: Chief Kirk, Tiffany Rudy(Tough Stuff Cleaning) and Heather Hanover.

1. **Meeting was called to Order by Vice Chairman Barlage at 11:30 am**
2. **Additions to the Agenda:** There were no additions to the agenda. Motion to approve made by Brent Hurst, seconded by Corinne Trimbach, motion carried.
3. **Public Comment:** Tiffany is a new business owner on Walker Street, her businesses is Tough Stuff Cleaning. Everyone welcomed Tiffany and asked about her business.
4. **Motion to Approve the Consent Agenda made by** Brent Hurst, seconded by Erika Hayes, motion carried.
 - A. Minutes of meeting dated Oct 2,2024
 - B. Minutes of the Marketing, Executive and Events Committee Meetings
 - C. City of St Johns monthly financial report through Oct 28,2024
 - D. Director's Report

5.Communications

A. Events Committee: Corinne discussed the Oktoberfest event; the weather was great but the attendance was just okay. The committee and Sirens would like to have the event again next year but will make some changes. The Event So Good is Scary is now the Downtown Candy Crawl, the event was well attended , the Boy Scouts ran the Hot Dog Cart and the Haunted Blue Bus was down by the Pavillion with some other business that are not in the downtown. The Events committee is now working on the St Nick Parade for December.

B. Marketing Committee: Monica talked about the changes we are doing to the website. We have also been running ads in the More to Your Door Magazine. For the Holidays we are offering commercial packages from WLNS and Fox to give business owners options.

C. Executive Committee : Tyler stated that most of the items discussed at the Executive meeting are already on the agenda for discussion.

D. City Update: Chad talked about the Brush Street reconstruction and everyone thanked the city for the nice changes. There was discussion on light posts on the bump outs. They are not planned to go in at this time. There was discussion about improving the streetscape and working on that in the future. The Higham Street Parking lot is not getting done this year because we could not get all the property owners to get on board but 2 lots downtown have been resurfaced. The OPRA for the Solar Plant(old Federal Mogul Building) and the payment schedule for the replacement of downtown tax loses was approved by both the city council and the property owners. This money will be provided over the life of the OPRA and can only be used on downtown projects. The Wilson Center is getting closer to starting. The anticipated start time is March 2025. There was also discussion on the Social District. We are waiting for news from the state about approving the individual establishments.

6.Old Business

A. Parking Survey: After reviewing the responses of our parking survey and doing some of their own observation, the city proposed 3 changes to the downtown parking plan. 1. Change all of the 2 hours parking to 3 hours. 2. Make the lot east of Gilroy's available for all day parking with a pass. 3. Have designated parking spaces at fee of \$500 per space. These options we presented to the Executive Committee, who were in favor of the changes. The changes were also presented to the City Council and approved. The changes will go into effect in 2025. There was discussion on how many designated spots, probably about 10% of the lots, and how it will be decided who gets the spots, probably a lottery.



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7.New Business:

A. Committee Structure: There was discussion on combining the Events Committee and the Marketing committee. The feeling was that it would make for too long of a meeting. There was discussion on increasing membership on committees and engaging more of the business owners. We need a packet for new business owners and more networking.

Motion to adjourned made by Erika Hayes at 12:08 pm, seconded by Chad Gambel, motion carried.



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Erica Hayes
Emily Baudoux
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

Nov 6, 2024

Members Present: Brent Hurst, Tracy Kossaras, Chad Gamble, Nancy McKinley, Corinne Trimbach, Emily Baudoux, Erika Hayes, Monica Ladiski and Tyler Barlage.

Other Present: Chief Kirk, Tiffany Rudy(Tough Stuff Cleaning) and Heather Hanover.

1. Meeting was called to Order by Vice Chairman Barlage at 12:08 pm.

2. Additions to the Agenda: None, motion to approve the agenda as presented by Brent Hurst, seconded by Erika Hayes, motion carried.

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

A. Minutes of meeting Oct 2, 2024

B. Design Committee Meeting Minutes

C. City of St Johns monthly financial report through Oct 28, 2024

4. Communications

A. Design Committee: Tyler talked about the façade program and working with MEDC. There was also discussion of when the design meeting is and moving it to the morning on the 3rd Thursday of the month at 8:30am

5. Old Business

A. Design: We have 3 art benches in the downtown and are still hoping to have more made. Ivan and Bach Steel have been talked to but if you know others, let Heather know.

6. New Business

A. Higham Street Parking Meeting. We are hoping to try to get all the property owners together in January to get this project moving forward. Tracy has spoken with Jody Post who had some issues with the project and he is open to meeting in January. There was discussion on the cement pad placed behind the Basic Need center and the drainage issues back there. There is a problem with snow removal too, no company wants to plow such a bumpy area.

7. Public Comment

Chief Kirk asked about blocking the streets at Railroad for the St Nick Parade. There was also discussion about placing gemstones and caution tape along the street in the 2nd and third block.

Motion to adjourn made by Monica Ladiski , seconded by Nancy McKinley, motion carried, meeting adjourned at 12:26 pm.



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Executive Director Activity for November 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. Marketing Committee meeting agenda and minutes
- F. City Council Meeting
- G. Chamber Monthly Meeting
- H. St Nick Parade Event Permit
- I. Talked with city about Holiday Décor
- J. Ordered more lights for trees
- K. Social District Application from Swany's
- L. Made yearly meeting calendar
- M. Replaced fall pole banners with winter
- N. Working with Woodburys of winter pots
- O. Created Flyer for St Nick Parade
- P. Created Flyer for Small Business Saturday
- Q. Handed out flyers
- R. Made entry tags for Small Bus Sat Basket and passed them out.
- S. Gathered prizes for Small Business Saturday Basket
- T. Talked with Michigan Arts Council about Bench Artists
- U. Meet with Chad and new city grant writer
- V. Talked with Smith Landscaping about bids for tree remove whose grate is out and fixing trip hazards on bump outs.
- W. Did commercial for the downtown with Julie from WLNS
- X. Worked with business on Holiday promotions
- Y. Collecting money for Holiday promotions
- Z. Checks for High School Bands in the parade
- AA. Checks for St Nick and the Grinch
- BB. Talked with Bob's about ride in parade for Dean Hartenburg
- CC. Working with Brandy on Plaque for Dean Hartenburg
- DD. Ninas Notion is making card to thank Dean H.
- EE. Talked with Mike Ziegler about tree lighting switch for Little Miss Mint
- FF. Turned in Bills and deposits to the City Treasurer
- GG. Sent out regular email updates
- HH. Working with Giving Paws for Hot Dog Cart and Snoopy House
- II. Get custom for snoopy house
- JJ. Getting Sound system for announcing tree lighting ceremony.
- KK. Talked to Mayor about announcing at tree lighting ceremony
- LL. Ordered Chair and cushion for St Nick for visits after the parade.



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- MM. Talked with San Miquel about doing cookies at parade
- NN. Facepainting is coming to Main Street for the parade.
- OO. Candy and light up toys for the parade.
- PP. Commercial on z92,.5 for the parade
- QQ. Changed music for the Chambers Tuesday Night Foodies Market
- RR. Got County Approval to use parking lot for parade
- SS. Turned off music during the Veterans Day Parade
- TT. Meet with new business owners
- UU. Talked with Minty Mitten about a glass with out logo for new businesses
- VV. Talked with Michigan Logo about MDOT Attraction Signs

REVENUE AND EXPENDITURE REPORT FOR CITY OF ST. JOHNS
PERIOD ENDING 11/30/2024

GL NUMBER	DESCRIPTION	END BALANCE	2024-25	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDGT
		06/30/2024	AMENDED BUDGET	11/30/2024	MONTH 11/30/24	BALANCE	USED
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY							
Revenues							
Dept 000 - REVENUE							
248-000-404.000	CURRENT PROPERTY TAX	35,014.56	45,630.00	42,579.31	0.00	3,050.69	93.31
248-000-582.000	GRANTS	10,000.00	0.00	0.00	0.00	0.00	0.00
248-000-665.000	INTEREST EARNED/INVESTMENTS	255.11	0.00	0.00	0.00	0.00	0.00
Total Dept 000 - REVENUE		45,269.67	45,630.00	42,579.31	0.00	3,050.69	93.31
TOTAL REVENUES		45,269.67	45,630.00	42,579.31	0.00	3,050.69	93.31
Expenditures							
Dept 451 - NEW CONSTRUCTION							
248-451-713.001	EMPLOYER SOCIAL SECURITY	359.98	0.00	239.99	59.99	(239.99)	100.00
248-451-713.002	MEDICARE/EMPLOYER PORTION	84.19	0.00	56.13	14.04	(56.13)	100.00
248-451-804.000	ADMINISTRATION CHARGES	3,203.00	7,310.00	3,655.00	0.00	3,655.00	50.00
248-451-818.000	CONTRACTUAL SERVICES	15,383.85	12,500.00	4,795.56	967.64	7,704.44	38.36
248-451-818.040	DOWNTOWN IMPROVEMENT	20,775.13	25,900.00	23,813.75	0.00	2,086.25	91.94
248-451-880.007	FACADE GRANTS	6,847.00	30,000.00	12,400.00	0.00	17,600.00	41.33
Total Dept 451 - NEW CONSTRUCTION		46,653.15	75,710.00	44,960.43	1,041.67	30,749.57	59.39
TOTAL EXPENDITURES		46,653.15	75,710.00	44,960.43	1,041.67	30,749.57	59.39
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:							
TOTAL REVENUES		45,269.67	45,630.00	42,579.31	0.00	3,050.69	93.31
TOTAL EXPENDITURES		46,653.15	75,710.00	44,960.43	1,041.67	30,749.57	59.39
NET OF REVENUES & EXPENDITURES		(1,383.48)	(30,080.00)	(2,381.12)	(1,041.67)	(27,698.88)	7.92

11/26/2024 01:09 PM
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DB: City Of St Johns

GL ACTIVITY REPORT FOR CITY OF ST. JOHNS
TRANSACTIONS FROM 11/01/2024 TO 11/30/2024

Page: 1/3

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
Fund 248 DOWNTOWN DEVELOPMENT AUTHORITY							
11/01/2024			248-000-001.000 POOLED CASH		BEG. BALANCE		1,999.55
11/13/2024	PR	CHK	SUMMARY PR 11/13/2024			1,041.67	957.88
11/30/2024			248-000-001.000	END BALANCE	0.00	1,041.67	957.88
11/01/2024			248-000-002.000 CASH - IMM/PRI ACCT 1289		BEG. BALANCE		88,443.94
11/30/2024			248-000-002.000	END BALANCE	0.00	0.00	88,443.94
11/01/2024			248-000-002.007 DEBIT CARD-CASH		BEG. BALANCE		(3,339.00)
11/30/2024			248-000-002.007	END BALANCE	0.00	0.00	(3,339.00)
11/01/2024			248-000-390.000 Fund Balance		BEG. BALANCE		(89,827.42)
11/30/2024			248-000-390.000	END BALANCE	0.00	0.00	(89,827.42)
11/01/2024			248-000-404.000 CURRENT PROPERTY TAX		BEG. BALANCE		(42,579.31)
11/30/2024			248-000-404.000	END BALANCE	0.00	0.00	(42,579.31)
11/01/2024			248-451-713.001 EMPLOYER SOCIAL SECURITY		BEG. BALANCE		180.00
11/13/2024	PR	CHK	SUMMARY PR 11/13/2024		59.99		239.99
11/30/2024			248-451-713.001	END BALANCE	59.99	0.00	239.99
11/01/2024			248-451-713.002 MEDICARE/EMPLOYER PORTION		BEG. BALANCE		42.09
11/13/2024	PR	CHK	SUMMARY PR 11/13/2024		14.04		56.13
11/30/2024			248-451-713.002	END BALANCE	14.04	0.00	56.13
11/01/2024			248-451-804.000 ADMINISTRATION CHARGES		BEG. BALANCE		3,655.00
11/30/2024			248-451-804.000	END BALANCE	0.00	0.00	3,655.00
11/01/2024			248-451-818.000 CONTRACTUAL SERVICES		BEG. BALANCE		3,827.92
11/13/2024	PR	CHK	SUMMARY PR 11/13/2024		967.64		4,795.56
11/30/2024			248-451-818.000	END BALANCE	967.64	0.00	4,795.56
11/01/2024			248-451-818.040 DOWNTOWN IMPROVEMENT		BEG. BALANCE		23,813.75
11/30/2024			248-451-818.040	END BALANCE	0.00	0.00	23,813.75
11/01/2024			248-451-880.007 FACADE GRANTS		BEG. BALANCE		12,400.00
11/30/2024			248-451-880.007	END BALANCE	0.00	0.00	12,400.00
TOTAL FOR FUND 248 DOWNTOWN DEVELOPMENT AUTHORITY					1,041.67	1,041.67	(1,383.48)

PERIOD ENDING 11/30/2024

GL NUMBER	DESCRIPTION	END BALANCE 06/30/2024	2024-25 AMENDED BUDGET	YTD BALANCE 11/30/2024	ACTIVITY FOR MONTH 11/30/24	AVAILABLE BALANCE	% BDGT USED
Fund 251 - PRINCIPAL SHOPPING DISTRICT							
Revenues							
Dept 000 - REVENUE							
251-000-452.006	DOWNTOWN BUSINESS DISTRICT	38,921.60	41,725.00	35,525.00	0.00	6,200.00	85.14
251-000-541.000	GRANTS	0.00	0.00	0.00	0.00	0.00	0.00
251-000-653.001	FARMERS' MARKET	1,905.93	1,500.00	1,724.84	(25.00)	(224.84)	114.99
251-000-653.003	CAR SHOWS	3,848.31	3,000.00	3,397.00	0.00	(397.00)	113.23
251-000-653.005	MINT FESTIVAL	42,969.12	30,000.00	38,961.27	0.00	(8,961.27)	129.87
251-000-653.010	SPRING FESTIVAL	0.00	0.00	0.00	0.00	0.00	0.00
251-000-653.013	WINTER FESTIVAL	2,845.05	2,000.00	0.00	0.00	2,000.00	0.00
251-000-665.000	INTEREST EARNED/INVESTMENTS	189.77	0.00	0.00	0.00	0.00	0.00
251-000-674.005	CORPORATE SPONSORS	0.00	0.00	0.00	0.00	0.00	0.00
251-000-675.008	MURALS & SCULPTURES	0.00	0.00	0.00	0.00	0.00	0.00
251-000-677.000	MISCELLANEOUS REVENUE	1,506.50	0.00	220.00	0.00	(220.00)	100.00
251-000-679.000	MARKETING CO-OP	3,500.00	2,500.00	2,250.00	2,250.00	250.00	90.00
Total Dept 000 - REVENUE		95,686.28	80,725.00	82,078.11	2,225.00	(1,353.11)	101.68
TOTAL REVENUES		95,686.28	80,725.00	82,078.11	2,225.00	(1,353.11)	101.68
Expenditures							
Dept 172 - ADMINISTRATION DEPARTMENT							
251-172-713.001	EMPLOYER SOCIAL SECURITY	359.94	0.00	239.96	59.99	(239.96)	100.00
251-172-713.002	MEDICARE/EMPLOYER PORTION	84.18	0.00	56.12	14.03	(56.12)	100.00
251-172-730.000	OFFICE SUPPLIES/ADM	47.47	100.00	0.00	0.00	100.00	0.00
251-172-751.000	EVENT COLLABORATION	658.70	4,400.00	850.75	0.00	3,549.25	19.34
251-172-751.001	FARMERS' MARKET	706.39	1,000.00	852.68	0.00	147.32	85.27
251-172-751.002	CAR SHOWS	3,902.75	3,000.00	0.00	0.00	3,000.00	0.00
251-172-751.003	MINT FESTIVAL	15,096.64	20,000.00	30,091.96	0.00	(10,091.96)	150.46
251-172-751.007	WINTER FESTIVAL	2,130.54	0.00	1,454.00	550.00	(1,454.00)	100.00
251-172-751.010	FALL FESTIVAL	500.00	1,500.00	988.20	0.00	511.80	65.88
251-172-804.000	ADMINISTRATION CHARGES	4,600.00	6,600.00	3,300.00	0.00	3,300.00	50.00
251-172-814.002	WEBSITE	810.00	4,500.00	0.00	0.00	4,500.00	0.00
251-172-818.000	CONTRACTUAL SERVICES	12,913.48	12,500.00	3,870.56	967.64	8,629.44	30.96
251-172-818.040	DOWNTOWN IMPROVEMENT	2,843.14	12,000.00	6,478.42	0.00	5,521.58	53.99
251-172-826.086	AUDIT FEES	0.00	500.00	0.00	0.00	500.00	0.00
251-172-853.004	MONTHLY & LONG DISTANCE SERV	751.68	500.00	164.85	0.00	335.15	32.97
251-172-880.008	MARKETING	10,710.73	4,500.00	4,894.90	0.00	(394.90)	108.78
251-172-882.000	MARKETING CO-OP	0.00	3,000.00	0.00	0.00	3,000.00	0.00
251-172-956.000	MISCELLANEOUS	560.48	500.00	220.62	0.00	279.38	44.12
251-172-960.000	EDUCATION AND TRAINING	565.93	500.00	0.00	0.00	500.00	0.00
251-172-961.000	PROFESSIONAL DUES	125.00	200.00	350.00	0.00	(150.00)	175.00
251-172-969.000	GRANTS	0.00	0.00	435.00	0.00	(435.00)	100.00
251-172-969.001	MUSIC	1,234.00	1,000.00	0.00	0.00	1,000.00	0.00
251-172-985.000	CAPITAL OUTLAY	3,794.94	0.00	0.00	0.00	0.00	0.00
Total Dept 172 - ADMINISTRATION DEPARTMENT		62,395.99	76,300.00	54,248.02	1,591.66	22,051.98	71.10
TOTAL EXPENDITURES		62,395.99	76,300.00	54,248.02	1,591.66	22,051.98	71.10
Fund 251 - PRINCIPAL SHOPPING DISTRICT:							
TOTAL REVENUES		95,686.28	80,725.00	82,078.11	2,225.00	(1,353.11)	101.68
TOTAL EXPENDITURES		62,395.99	76,300.00	54,248.02	1,591.66	22,051.98	71.10

REVENUE AND EXPENDITURE REPORT FOR CITY OF ST. JOHNS
PERIOD ENDING 11/30/2024

GL NUMBER	DESCRIPTION	END BALANCE	2024-25	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDGT
		06/30/2024	AMENDED BUDGET	11/30/2024	MONTH 11/30/24	BALANCE	USED
Fund 251 - PRINCIPAL SHOPPING DISTRICT							
NET OF REVENUES & EXPENDITURES		33,290.29	4,425.00	27,830.09	633.34	(23,405.09)	628.93
TOTAL REVENUES - ALL FUNDS		140,955.95	126,355.00	124,657.42	2,225.00	1,697.58	98.66
TOTAL EXPENDITURES - ALL FUNDS		109,049.14	152,010.00	99,208.45	2,633.33	52,801.55	65.26
NET OF REVENUES & EXPENDITURES		31,906.81	(25,655.00)	25,448.97	(408.33)	(51,103.97)	99.20

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
Fund 251 PRINCIPAL SHOPPING DISTRICT							
11/01/2024			251-000-001.000 POOLED CASH	BEG. BALANCE			26,702.41
11/13/2024	PR	CHK	SUMMARY PR 11/13/2024			1,041.66	25,660.75
11/18/2024	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 11/18/2024		2,250.00		27,910.75
11/26/2024	CD	CHK	Check: PC 200299	200299		100.00	27,810.75
11/26/2024	CD	CHK	Check: PC 200300	200300		200.00	27,610.75
11/26/2024	CD	CHK	Check: PC 200333	200333		250.00	27,360.75
11/29/2024	CD	CHK	Check: PC 8154	8154(A)		25.00	27,335.75
11/30/2024			251-000-001.000	END BALANCE	2,250.00	1,616.66	27,335.75
11/01/2024			251-000-002.000 CASH - IMM/PRI ACCT 1289	BEG. BALANCE			54,113.34
11/30/2024			251-000-002.000	END BALANCE	0.00	0.00	54,113.34
11/01/2024			251-000-002.007 DEBIT CARD-CASH	BEG. BALANCE			(1,119.45)
11/30/2024			251-000-002.007	END BALANCE	0.00	0.00	(1,119.45)
11/01/2024			251-000-202.000 ACCOUNTS PAYABLE	BEG. BALANCE			0.00
11/06/2024	AP	INV	REIMBURSE; FACEBOOK ADS - FARMERS MA	10/24/2024-1		25.00	(25.00)
11/18/2024	AP	INV	WINTER FEST; HIGH SCHOOL BAND	11/15/2024		250.00	(275.00)
11/18/2024	AP	INV	WINTER FEST; HIGH SCHOOL BANK	11/15/2024		200.00	(475.00)
11/18/2024	AP	INV	WINTER FEST; ST NICK	11/15/2024		100.00	(575.00)
11/26/2024	CD	CHK	Check: PC 200299	200299	100.00		(475.00)
11/26/2024	CD	CHK	Check: PC 200300	200300	200.00		(275.00)
11/26/2024	CD	CHK	Check: PC 200333	200333	250.00		(25.00)
11/29/2024	CD	CHK	Check: PC 8154	8154(A)	25.00		0.00
11/30/2024			251-000-202.000	END BALANCE	575.00	575.00	0.00
11/01/2024			251-000-390.000 Fund Balance	BEG. BALANCE			(19,209.26)
11/30/2024			251-000-390.000	END BALANCE	0.00	0.00	(19,209.26)
11/01/2024			251-000-452.006 DOWNTOWN BUSINESS DISTRICT	BEG. BALANCE			(35,525.00)
11/30/2024			251-000-452.006	END BALANCE	0.00	0.00	(35,525.00)
11/01/2024			251-000-653.001 FARMERS' MARKET	BEG. BALANCE			(1,749.84)
11/06/2024	AP	INV	REIMBURSE; FACEBOOK ADS - FARMERS MA	10/24/2024-1	25.00		(1,724.84)
11/30/2024			251-000-653.001	END BALANCE	25.00	0.00	(1,724.84)
11/01/2024			251-000-653.003 CAR SHOWS	BEG. BALANCE			(3,397.00)
11/30/2024			251-000-653.003	END BALANCE	0.00	0.00	(3,397.00)
11/01/2024			251-000-653.005 MINT FESTIVAL	BEG. BALANCE			(38,961.27)
11/30/2024			251-000-653.005	END BALANCE	0.00	0.00	(38,961.27)
11/01/2024			251-000-677.000 MISCELLANEOUS REVENUE	BEG. BALANCE			(220.00)
11/30/2024			251-000-677.000	END BALANCE	0.00	0.00	(220.00)
11/01/2024			251-000-679.000 MARKETING CO-OP	BEG. BALANCE			0.00
11/18/2024	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 11/18/2024			2,250.00	(2,250.00)
11/30/2024			251-000-679.000	END BALANCE	0.00	2,250.00	(2,250.00)
11/01/2024			251-172-713.001 EMPLOYER SOCIAL SECURITY	BEG. BALANCE			179.97
11/13/2024	PR	CHK	SUMMARY PR 11/13/2024		59.99		239.96
11/30/2024			251-172-713.001	END BALANCE	59.99	0.00	239.96
11/01/2024			251-172-713.002 MEDICARE/EMPLOYER PORTION	BEG. BALANCE			42.09
11/13/2024	PR	CHK	SUMMARY PR 11/13/2024		14.03		56.12
11/30/2024			251-172-713.002	END BALANCE	14.03	0.00	56.12
11/01/2024			251-172-751.000 EVENT COLLABORATION	BEG. BALANCE			850.75
11/30/2024			251-172-751.000	END BALANCE	0.00	0.00	850.75
11/01/2024			251-172-751.001 FARMERS' MARKET	BEG. BALANCE			852.68
11/30/2024			251-172-751.001	END BALANCE	0.00	0.00	852.68
11/01/2024			251-172-751.003 MINT FESTIVAL	BEG. BALANCE			30,091.96
11/30/2024			251-172-751.003	END BALANCE	0.00	0.00	30,091.96
11/01/2024			251-172-751.007 WINTER FESTIVAL	BEG. BALANCE			904.00
11/18/2024	AP	INV	WINTER FEST; HIGH SCHOOL BAND	11/15/2024	250.00		1,154.00
11/18/2024	AP	INV	WINTER FEST; HIGH SCHOOL BANK	11/15/2024	200.00		1,354.00

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GL ACTIVITY REPORT FOR CITY OF ST. JOHNS
TRANSACTIONS FROM 11/01/2024 TO 11/30/2024

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Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
251-172-751.007 WINTER FESTIVAL					(Continued)		
11/18/2024	AP	INV	WINTER FEST; ST NICK	11/15/2024	100.00		1,454.00
11/30/2024			251-172-751.007	END BALANCE	550.00	0.00	1,454.00
251-172-751.010 FALL FESTIVAL					BEG. BALANCE		988.20
11/01/2024							
11/30/2024			251-172-751.010	END BALANCE	0.00	0.00	988.20
251-172-804.000 ADMINISTRATION CHARGES					BEG. BALANCE		3,300.00
11/01/2024							
11/30/2024			251-172-804.000	END BALANCE	0.00	0.00	3,300.00
251-172-818.000 CONTRACTUAL SERVICES					BEG. BALANCE		2,902.92
11/01/2024							
11/13/2024	PR	CHK	SUMMARY PR 11/13/2024		967.64		3,870.56
11/30/2024			251-172-818.000	END BALANCE	967.64	0.00	3,870.56
251-172-818.040 DOWNTOWN IMPROVEMENT					BEG. BALANCE		6,478.42
11/01/2024							
11/30/2024			251-172-818.040	END BALANCE	0.00	0.00	6,478.42
251-172-853.004 MONTHLY & LONG DISTANCE SERV					BEG. BALANCE		164.85
11/01/2024							
11/30/2024			251-172-853.004	END BALANCE	0.00	0.00	164.85
251-172-880.008 MARKETING					BEG. BALANCE		4,894.90
11/01/2024							
11/30/2024			251-172-880.008	END BALANCE	0.00	0.00	4,894.90
251-172-956.000 MISCELLANEOUS					BEG. BALANCE		220.62
11/01/2024							
11/30/2024			251-172-956.000	END BALANCE	0.00	0.00	220.62
251-172-961.000 PROFESSIONAL DUES					BEG. BALANCE		350.00
11/01/2024							
11/30/2024			251-172-961.000	END BALANCE	0.00	0.00	350.00
251-172-969.000 GRANTS					BEG. BALANCE		435.00
11/01/2024							
11/30/2024			251-172-969.000	END BALANCE	0.00	0.00	435.00
TOTAL FOR FUND 251 PRINCIPAL SHOPPING DISTRICT					4,441.66	4,441.66	33,290.29



Principal Shopping District and Downtown Development Authority 100
E. State, PO Box 477 – St. Johns, MI – 48879
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Events Committee Meeting Minutes
Nov 7, 2024

Members Attending: Tracy Kossaras, Brent Hurst, Nancy McKinley, Corinne Trimbach and Monica Ladiski.

Others: Heather Hanover

- 1) Bands for Mint Fest: There was discussion on getting the bands for next year's Mint Fest. Jason Butler is talking to an AC/DC cover band. There was talk on if we need a warm up band or not. The group said yes. Brent said he also knows an AC/DC cover band and will see how much they charge. There was discussion on having the Loaner Project and Miranda and the M 80's on the same night. There was discussion on country music and on having performers that people don't already see a lot around town. There was also discussion on attracting the younger crowd with bands they prefer. We talked about getting more cattle gates versus fencing.
- 2) Event So Good It's Scary: Went well, we need to have more people walking around in costumes for the Kids. Corinne will talk to the people who dress up like supper heroes. The Mickey and Minnie went over well. We also need a cut out or 2 to have at the holidays.
- 3) St Boniface went well next year no vendors just food and music . Maybe face painting and axe throwing for the kids. Zap Zone came to the Fall Festival for free. Kasen Gavalis is the name, kasen@zapzonexl.com. We should start at 3 instead and have a polka band at first. Then move into the rock music. Tents should be in the street.
- 4) St Nick Parade: the event was discussed and the use of the pavilion, for the tree lighting and the depot for a silent auction for the arts council. We need someone for cookie decorating. Heather will contact San Miquel Cookies. Alissa's Dance will be performing a musical number and Bob's Auto will be doing the St Nick Float again. There was discussion on having smores and using the candy houses. One house will be placed by Lotus and one by Giving Paws. We need the cut carnival boards for this event too.
- 5) St Valentine's Day: It would be nice to do some kind of package deal for dinner and a craft or card or ceramic thing. We need to work with the restaurant and the different craft stores to do this and then help them promote.
- 6) St Patrick's Day: it would be nice to do this similarly to how we did the St Boniface festival. Work with Sirens, run from 3 to 11 . Also try to include the other bars somehow and have a food trucks and Work with Siren's again.
- 7) There was discussion on working with and promoting the Autumn Foodies Market that the chamber is doing. This can be a combined event for the downtown stores. Heather will send it out in her Scuttlebutt.



Executive Meeting

Nov 19, 2024

Members attending: Jason Butler, Tracy Kossaras, Chad Gamble and Corinne Trimbach.

Others: Heather Hanover

1. St Nick Parade: There was discussion on the different jobs and volunteers needed. Chad said the DPW might not be able to do everything on our list. He will check it twice and get back to Heather. It was decided not to try marshgenerally agreed with trying it but felt like a lottery system would be best. There was discussion on gifting the St of the Year a chamber bucks gift card. There was discussion on staffing the parade entry line up. The city is having new lights put on the city tree and Mike Ziegler will be adding a switch for Little Miss Mint.
2. Higham Street Parking Lot. We need to meet with all the property owners in January. Tracy will talk with Jody Post to see what are good days for him.
3. Executive Director Contract: The yearly contract renewal is in January, so the board needs to review and vote on the contract at the December meeting. Chad and Jason will poll the board and meet with Heather to discuss on December 2nd.
4. Next Years Meeting Calendar: we also approve the yearly meetings calendar in December. It was decided to move the January, March and July meetings to the second Wednesday of the month to avoid conflicts and take it to the board for approval.
5. Jason brought up the idea of having a Master Plan for the downtown district. The plan would include ideas for the streetscape and the best use of the depot/silo area that the city owns. A subcommittee meeting of Jason, Chad and Heather will need to be arranged for further discussion.
6. There was also discussion on using LEAP or MEDC to obtain a grant for facades in the downtown. Further information is needed but this needs to be determined before the end of the year.
7. Chad also mentions that it is budget season again. The board will be discussing the budget during the first of the year.



St. Johns Principal Shopping District and Downtown Development Authority
109 E. State, PO Box 477 – St. Johns, MI – 48879 (989) 224-8441 ext. 233
www.DowntownStJohnsMi.com psdcityofsj@gmail.com

Marketing Committee Minutes
Oct 10 , 2024
9am PSD Office

Committee Members Present: Monica Ladiski, Tyler Barlage and Erika Hayes

Others Present: Heather Hanover

1. Downtown Website: Rob wasn't sure when the meeting was so, he missed it but he will be at the December meeting to present his ideas.
2. MDOT Attractions Sign, Heather is still gathering info on this.
3. Holiday Promotion: Everyone signed up for the WLNS promotion, no one signed up for Fox. The problem was probably the cost difference. Heather agreed to let more people sign up for the WLNS campaign than the original 10 because the package was more popular. We will probably just do WLNS next year but it would be nice to work with Fox on some other projects
4. There was discussion on other marketing ideas and projects we could do to get participation in the downtown. After much discussion it was decided to have some sort of gift and welcome package for new businesses, create a newsletter that will talk about what we do as a PSD DDA, who the members are, when the meetings are and how people can get involved and there was also discussion on having one of our board meetings be a free lunch to draw more participation. March at a downtown restaurant seemed like a good idea



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2025 Committee Meeting Dates: **(exceptions are in red)**

PSD DDA Board Meetings are held on the first Wednesday of the month at 11:30am at the PSD/ Fire Hall Conference Room: Jan 8, Feb 5, Mar 12, Apr 2, May 7, June 4, July 9, Aug 6, Sept 3, Oct 1, Nov 5, Dec 3.

DDA Required Meetings:

Informational/Citizens Council Feb 11 9am

Informational Meeting 11:15am

Followed by Annual Meeting, July 9 11:30am

Executive Committee third Tuesday of the month at 8 am, Butler Financial Offices 301 N Clinton Ave.: Jan 20, Feb 18, Mar 18, Apr 15, May 20, June 17, July 15, Aug 19, Sept 16, Oct 21, Nov 18, Dec 16.

Marketing Committee second Thursday of the month at 9 am, PSD/Fire Hall Conference Room : Jan 9, Feb 13 Mar 13, Apr 10, May 8, June 12, July 10, Aug 14, Sept 11, Oct 9, Nov 13, Dec 11.

Events Committee on the first Thursday of the month at 8:30am PSD/Fire Hall Conference Room : Jan 9(8am) , Feb 6, Mar 6, Apr 3, May 1, June 5, July 10(8am), Aug 7, Sept 4, Oct 2, Nov 6, Dec 4

Design Committee on the third Thursday of the month at 8:30 am PSD/Fire Hall Conference Room Jan 16, Feb 20, Mar 15, Apr 17, May 15, June 19, July 17 Aug 21, Sept 18, Oct 16, Nov 20, Dec 18