



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
June 4, 2025**

11:30 am, At Briggs Public Library

Members Present: Brent Hurst, Tracy Kossaras, Nancy McKinley, Bruce Delong, Tyler Barlage, Ed Brandon, Monica Ladiski, Corinne Trimbach and Jason Butler.

Other Present: Heather Hanover, Dave Kirk, Liz Janetske and Brandy Martinez

1. **Meeting was called to Order by Chair Butler at 11:30 am**
2. **Additions to the Agenda:** None, motion to approve by Bruce Delong/seconded by Monica Ladiski, motion carried.
3. **Public Comment:** Monica mentioned that Lotus Health is getting a new infrared sauna soon, and she talked about its many health reasons.
4. **Motion to Approve the Consent Agenda made by** Bruce Delong, seconded by Nancy Mckinley, motion carried.
 - A. Minutes of meeting dated May 7, 2025
 - B. Minutes of the Executive, Marketing and Events Committee Meetings
 - C. City of St Johns monthly financial report through May 28,2025
 - D. Director's Report

5.Communications

A. Events Committee: Tracy said that most things were discussed at the last board meeting because the event meeting was held before the previous board meeting because of the way the dates fell. The next meeting will be tomorrow at Swany's at 11:30am

B. Marketing Committee: Monica said we have had a lot of discussion about the website. We interviewed a new website designer Doug Marek and we will talk about some of this discussion later in the agenda.

C. Executive Committee : Jason said there was a lot of discussion about the strategic planning and the Main Street program, both of which will be discussed later in the agenda.

D. City Update: Chief Kirk talked about the upcoming Soap Box Derby. The police department will also have an intern this summer and longtime police department employee April will be retiring and there is a party for her at the police department on June 18th from 1-3pm

6.Old Business

A. Main Street Program: To become a Main Street Community the board needs to start with a self-evaluation. There are 8 surveys and we will try to complete at least one a month. This month's survey was "Real Estate: Investment in property development and building rehabilitation is the key to growing" . The group discussed and scored the survey. There was discussion on how to have a catalog of what every downtown building has in place and what are the possible open spaces that can be maximized. There was discussion on the City's Master Plan and our part in it. We have helped with technology and façade improvement in this area of the survey.

B. St Johns Lugnuts game is next Wednesday. There was discussion on how many people are going and the food. The Downtown will have to share a table with the Chamber. Brandy is working with some of the downtown businesses to have a presence at the table along with the Heist.

C. The next meeting in July will be our yearly organizational meeting/picnic. There will be food. Please let Heather know if you are coming and if you are bringing a friend/other downtown St Johns Business owner.



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7.New Business:

- A.** Harvest Fest Support: Events burden our downtown business bathrooms. We needed porta potties at the Spring Fling. We should get them for larger events. Motion by Brent Hurst, seconded by Nancy McKinley to get porta potties for the Harvest Fest, motion carried.
- B.** The Strategic Planning Session will be June 24th at the Library(if available at 11am), Heather will order food for everyone. Monica will be making up an agenda.
- C.** Website change, our last website designer is not able to complete the project. The Marketing Committee met with Doug Marek to discuss some new options. The board is okay with not having a CRM but we would still like the group email options which can be added through an ap. There was also discussion on selling ads on our website and the board was okay with the idea. It was discussed that we should look for local people to help us with the website, which Doug. But because we are governmental entity the board felt we need more than one bid for website service. Heather will contact Jason Denovich and Ethan Painter to get quotes to compare to the one we have already received from Doug.
- D.** Board and Committee Assignments: Three board members are up for renewal this year, Tyler Barlage, Jason Butler and Nancy McKinley. All are willing to continue. Motion by Bruce Delong, seconded by Tracy Kossaras to recommend their reappointment to the board, to the city council, motion carried. Heather will inform the city. There was also discussion on the chairs of our subcommittees and keeping them the same and discussion on what committees each board member is on. The July meeting is the organizational meeting and both Tyler Barlage and Jason Butler are term limited in their current executive positions. They can have a different position if the board desires but that will need to be voted on at the July meeting, i.e. we will need a new Chair and Vice Chair.

Motion to adjourned made by Bruce Delong at 12:20 pm, seconded by Monica Ladiski, motion carried.



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CONTACT INFO

Executive Director
Heather Hanover
989-224-8944x 233
Email: psdcityofsj@gmail.com

Meeting Minutes

Downtown Development Authority

June 4 ,2025

Members Present: Brent Hurst, Tracy Kossaras, Nancy McKinley, Bruce Delong, Tyler Barlage, Ed Brandon, Monica Ladiski, Corinne Trimbach and Jason Butler.

Others Present: Dave Kirk, Liz Janetske, Brandy Martinez and Heather Hanover

1. **Meeting was called to Order by Chair Butler at 12:20 pm.**
2. **Additions to the Agenda:** None, motion to approve the agenda as presented made by Bruce Delong, seconded by Brent Hurst, 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 May 7,2025
 - B. Minutes of the Design Committee Meeting
 - C. City of St Johns monthly financial report through May 28, 2025
4. **Communications**
 - A. Design Committee Tyler said that in May the group planted all the downtown pots. The next meeting is on the third Thursday of the month, June 19th at 8 am at the fire hall.

Old Business

- A. The Tax Tribunal meeting at about the Wilson requesting tax reduction from a previous year was held. There was the potential they could take back \$40,000 of the tax dollars already in our account but after some negotiations, \$8000 was agreed on. So, we are losing \$8000 but it could have been worse.
- B. Higham Street parking lot renovation is still not on the city docket. The city did discuss some options with the executive committee and will be sending out letters to property owners. The City will hopefully discuss it with the board first.

6.New Business

- A. None

7. Public Comment

None.

Motion by Brent Hurst to adjourn at 12:28pm, seconded by Monica Ladiski, motion carried.