



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
Sept 4, 2024**

11:30 am, At PSD Office

Members Present: Jason Butler, Nancy McKinley , Brent Hurst, Corinne Trimbach, Tracy Kossaras, Chad Gamble, Bruce Delong, and Tyler Barlage.

Other Present: Chief Kirk, Brandy Martinez 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 Bruce Delong, seconded by Tyler Barlage, motion carried.
3. **Public Comment:** Brandy Martinez commented that the businesses on the first block had trouble with access during the Mint Festival because of the fencing that is put up for the Block Party. There was discussion on signage, different barricades and volunteers to help with set up. We will hopefully get more cattle gates next year which are easier to open and close than the orange fencing and will take this into consideration next year.
4. **Motion to Approve the Consent Agenda made by Brent Hurst,** seconded by Chad Gamble, motion carried.
 - A. Minutes of meeting dated August 7,2024
 - B. Minutes of the Marketing, Executive and Events Committee Meetings
 - C. City of St Johns monthly financial report through Aug 28,2024
 - D. Director's Report

5.Communications

A. Events Committee: Corinne stated that at the last meeting we discussed the Wednesday Market which is struggling but getting better. We also talked about the Mint Festival which with the good weather was a success. We have the Event So Good It's Scary coming up and the St Nick Parade which need to be worked out at the Event Committee Meeting tomorrow. There was discussion on the pinch point at the parade and the trouble with kids crossing Railroad Street at Halloween. Chad Gamble wanted to make everyone aware that the Brush Street construction will make that area unavailable for a few weeks this fall.

B. Marketing Committee: Tyler talked about getting new banners for the Fall this year. We also ran an ad in the MTYD magazine for the fall. We are getting 2 bids for Holiday TV commercials and will start working more with Rob on the website.

C. Executive Committee : The executive Committee discussed the social district , the mint fest, finalized the parking survey questions and picked some items from the retreat to work on this year.

D. City Update: Chad announced that the Fantasy Forest project has gone out for bids. Cass Street should be completed next week. There is a plan in the works to possibly include Olympian Jaycee Simon in the Homecoming Parade this year to honor her accomplishments. The Solar Plant is back on and they hope to start up next summer. The Wilson Center project is delayed to work on the historical tax credits, probably start construction in April. The city has been busy cleaning up all the downed trees from the last storm.

6.Old Business

A. Parking Survey: The list of questions for the survey in the packet were discussed . We are going with 4 easy, short answer questions. It was decided not to put the survey on Facebook but we want to get it to the people who are directly connected. Chief Kirk said he has an email list of all the people that bought parking passes. That along with the current emails we communicate with will be a great group to send the survey to. Chad mentioned adding a map to the survey for the respondents to reference. The survey will be sent out asap and responses requested by September 25th. The board will review at the October board meeting and forward to the city council for their October Meeting.



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B. Min Fest Recap: The financials were in the packet and overall, it was a successful event.

C. Retreat Take Aways: The board would like to hold a retreat in January or February to come up with shovel ready grant projects. We would also like to learn what the benefits are of becoming a Main Street Community and would like to have a presentation at the same meeting. We would also like more information on the Heart and Soul Community engagement program. There was also discussion of hiring a secret shopper and the cost. How would that be received by the store owners, it is not cheap around \$3000. We can decide if we want to include this in our budget next year.

D. The social district was approved by the state. Now they have to approve the individual qualified establishments. Signs have been ordered and we have poles for hanging them in strategic locations. There was discussion on stickers or cups for the district. A sticker is more flexible and cheaper. We also need to know if the Heist will be starting soon or leave the Brewery on the sticker. Heather will contact the new owners.

7.New Business:

A. None.

Motion to adjourned made by Bruce Delong at 12:44 pm, seconded by Corinne Trimbach, motion carried.



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

**Meeting Minutes
Downtown Development Authority
Sept 4 ,2024**

Members Present: Jason Butler, Nancy McKinley , Brent Hurst, Corinne Trimbach, Tracy Kossaras, Chad Gamble, Bruce Delong, and Tyler Barlage.

Other Present: Chief Kirk, Brandy Martinez and Heather Hanover

1. Meeting was called to Order by Chairman Butler Hanover at 12:44 pm.

2. Additions to the Agenda: None, motion to approve the agenda as presented by Bruce Delong, seconded by Chad Gamble, motion carried.

3. Motion to Approve the Consent Agenda as presented, made by Bruce Delong, seconded by Tracy Kossaras, motion carried.

A. Minutes of meeting Aug 7,2024

B. Design Committee Meeting Minutes

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

4. Communications

A. Design Committee: Tyler said that there was no meeting this month because everyone was busy with the Mint Festival. They did end up buying more snowflakes for this year. The Flowers are looking bad in the pots, we will remove them to get ready for the Fall décor. We are still working on the art bench project.

5. Old Business

A. None

6.New Business

A. None

7. Public Comment

There was discussion on having the benches downtown to honor individuals or other acknowledgments and how the board can support individuals that have lost love ones. There was discussion on what municipalities are allowed to do versus individuals.

Motion to adjourn made by Brent Hurst , seconded by Corinee Trimbach, motion carried, meeting adjourned at 12:54 pm.