



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

**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  
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

**Meeting Minutes  
Principal Shopping District  
November 2, 2022**

**11:30 am, At Main Street Café**

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

**Other Present:** Liz Janetzke, Dave Kirk, Jason Denovich, Kim Zuehlke, Emily Baudoux, Josh Devereaux 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 Dave Kudwa, seconded by Tyler Barlage, motion carried
3. **Motion to Approve the Consent Agenda made by** Tyler Barlage, seconded by Tracy Kossaras motion carried.
  - A. Minutes of meeting dated Oct 5, 2022
  - B. Minutes of the Executive, Marketing and Events Committee Meetings
  - C. City of St Johns monthly financial report through Oct 26,2022
  - D. Director's Report

**4. Communications**

- A. **Events Committee:** The Events committee is working on the St Nick Parade. Before the Event forms can be filled out, we need to decide if cars will be allowed on main street during the event. There was discussion on safety, ample parking spaces, crowds encroaching and the overall feel. It was decided not to have cars on main street during the parade, Motion by Erica Hayes, seconded by Bruce Delong, motion carried. The November Event Committee meeting is tomorrow morning at 8:30am.
- B. **The Marketing Committee** presented their recommendation for the logo. After last month's meeting the board asked that the words Downtown Development Authority and Principal Shopping District be incorporated somehow. The Committee is recommending a base log with 3 different additions for above the logo depending on if you are using the logo for PSD, DDA or both. There was discussion on having it be simple. There was discussion on the alignment for the little. Motion by Dave Kudwa, seconded by Erica Hayes to approve the Marketing Committee's recommendation, motion carried.

**5. Old Business**

- A. **Parking Report/Questions:** The proposed parking plan for the downtown has meet with a lot of concerns. Dave would like to set up one last meeting with the PSD/DDA parking committee to fine tune the proposed plan. Heather will send out proposed meeting times. It was also discussed that if others have concerns and questions that the commit them to writing and get them to a board member or Heather, so that they can be considered at the meeting.

**6. New Business**

- A. None

Motion to Adjourn made by Dave Kudwa, seconded by Erica Hayes, motion carried. Meeting adjourned at 12:06pm

**Next Regular Meeting Dec 7, 2022**



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**Meeting Minutes**  
**Downtown Development Authority**  
**Nov 2, 2022 Main Street Café**

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Craig Smith  
Main Street  
Café & Pizza

Mariah Leiby  
Salon 989

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Erica Hayes

**Events**

Corrine Trimbach-Chair

Tracy Kossaras-Chair

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Ext 233

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

**Other Present:** Dave Kirk, Jason Denovich, Kim Zuehlke, Emily Baudoux, Liz Janetzke, Josh Devereaux and Heather Hanover

**1. Meeting was called to Order by Chairman Butler at 12:06 pm**

**2. Additions to the Agenda:** None, motion to approve by Bruce Delong, seconded by Erica Hayes, motion carried.

**3. Motion to Approve the Consent Agenda** as presented, made by Tyler Barlage seconded by Erica Hayes, motion carried.

A. Minutes of meeting dated Oct 5, 2022

B. City of St Johns monthly financial report through Oct 27, 2022

**4. Communications**

A. Design Committee Up Date: Amber talked with some companies that we could hire to light our downtown trees. The cost was between \$800 to \$1000 per year. There was discussion about this being too big of a portion of our budget. There was talk of getting volunteers to fix the lights for this year. We still have a number of them in the storage barn. There was discussion of changing to spotlights instead. We will look into more ideas for next year. Amber also did some research on decoration for the poles. A snowflake design could be left up all winter and would cost between \$500 to \$800 per pole. If we did 12 poles it would be around \$10,000. There was talk of how much money we have to spend and having a strategic plan for how we use our DDA funds. We will work on the decorating budget for next year for these larger items. We do need a cross street banner for the holidays and it would be nice to have the planters decorated. Motion by Erica Hayes, seconded by Corinne Trimbach, to allow Amber to spend up to \$2000 to decorate the pots for the Holidays and \$1000 for a new cross street banner. The Façade grant program was given the go ahead by the city attorney. Motion by Dave Kudwa, seconded by Erica Hayes, to approve the new Façade Grant Program, and announce it to the public, motion carried. We have requests from business owners downtown to have their trees removed or trimmed all the time. Nicole's Salon recently redid their salon which looks great but you can't see it. Kurt's Appliance also has a troublesome tree as does Pictured Home. Dave and the DPW staff will investigate and see what they can do to fix the situation this fall. The board is hoping that the trees can be trimmed aggressively and we come up with comprehensive plan for trees, benches, trash cans and planters for the future.

**5. Old Business**

A. None.

**6. New Business**

A. None

**7. Public Comment:** Heather reported the funds were received for the Mini grant from the Michigan Arts Council for the Thursday Concerts. Jason Denovich reported that the Chamber Holiday event is shaping up well. The Chamber's next luncheon will be a turkey dinner at Clinton Commons and it will be Nov. 17<sup>th</sup>. Emily Baudoux from Rise up wanted to thank everyone for their support. The boutiques one-year anniversary is this weekend and she would like to invite everyone to her celebration.

**Motion to adjourn** made by Erica Hayes, seconded by Dave Kudwa, meeting adjourned at 12:45pm

**Next Regular Meeting December 7, 2022**