



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

**BOARD OF DIRECTORS  
2022 - 2023**

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**COMMITTEES**

**Marketing**  
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Kim Zuehlke  
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Corinne Trimbach-Chair  
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**Design**  
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**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  
989-224-8944x 233  
Email: psdcityofsj@gmail.com

**Meeting Minutes  
Principal Shopping District  
December 7, 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, Dave Kudwa and Erica Hayes.

**Other Present:** Dave Kirk, Kim Zuehlke, Adam Baudoux, Roberta Cocco 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 Bruce Delong, seconded by Erica Hayes, motion carried
3. **Motion to Approve the Consent Agenda made by** Dave Kudwa, seconded by Tyler Barlage motion carried.
  - A. Minutes of meeting dated Nov 2, 2022
  - B. Minutes of the Executive, Marketing and Events Committee Meetings
  - C. City of St Johns monthly financial report through Nov 30,2022
  - D. Director's Report

**4. Communications**

- A. **Events Committee:** Corinne and Tracy reported that they had good success selling light up toys at the parade and they made nearly \$1000. Crowd control was still a problem, the entrants had trouble getting through at the end. Chief Kirk said maybe some decorative ropes. The Chief also mentioned blocking off the blocks on Railroad from Spring to Brush. Overall, it was a success.
- B. **Marketing Committee:** Tyler stated that the marketing committee would like to officially add 4 new members: Emily Baudoux, Ethan Painter, Kim Zuehlke and Vickie Schaffer. So moved by Erica Hayes, seconded by Tracy Kossaras, motion carried. Tyler said he is very excited about this group; they had a great meeting las month and are coming up with a marketing plan to present to the board.

**5. Old Business**

**Downtown Parking Plans:** Dave Kudwa stated that we have had a lot of great discussions and he has listened to everyone's concerns and would like to go forward with some changes. He said there has been discussions on the fees and those can be changed. If we went with the 3-tiered system, they could be \$100, \$150 and \$500 possibly. He understands that people are not happy about the 3 overnight spaces on Clinton but he would like to give it a try it in front of the hotel. Dave also talked about the ease of enforcing parking lots if they were permit only, except for Gilroy's. Corinne Trimbach asked how do we stop the program if it isn't going well. Dave said we will start evaluating right away and should know by midyear what changes to make. Dave said nothing is in stone. He feels it is worth trying and tweaking as problems occur. Amber Haubert stated that she feels the plan still needs discussion. She would not like to rush into a decision. She doesn't like just making changes and see how they go. She would like a complete comprehensive plan. Amber feels that this plan doesn't address the issues at hand. She would like to hear how the county feels about overnight parking next to the courthouse. Bruce Delong said he too would like a more comprehensive plan and that the county is not in favor of the overnight parking next to the courthouse. Dave stated the block around the courthouse is already being used for long term parking by the first block. Dave is sensitive to the counties needs and is trying to build capacity with the parking changes at the Wilson Center. Jason Butler stated that ultimately the city has the power to

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create the parking plan. We are an advisory committee and have stated our concerns. Dave/the city seem very willing to work with us if we need changes to the plan. Jason did wonder how we would enforce downtown parking without cameras? Amber was not in favor of cameras but that we need better enforcement. She would not like the plan passed until how enforcement occurs is determined. She feels the businesses should get first priority in parking. Erica Hayes asked if maybe we should have different rules for different parking lots. Ed Brandon stated that in his mind the whole problem is the need for more parking. Dave said his plan will add 100 new spots. There was talk of special permits for businesses versus residents. There was talk about the permits being too much expense for staff. There was discussion that permit only in the lots would make it easier to enforce during the day and at night. Dave Kudwa asked what parts of the plan can we all agree on. The majority were in favor of permit only in the lots. The majority was not in favor of overnight parking on Clinton Ave. Ken Harris emailed everyone a completely new parking plan and fee structure that was put in the packet for consideration. There was not any movement to change to Ken's proposal. Amber says she is frustrated and would not like to try the little steps. She is not in support of the plan. Business owners are paying for permits and should have access to close spots for deliveries. She wants the plan to be more developed. Erica Hayes stated that a lot of work and discussion has gone in to this plan. Maybe we could all agree on the fee structure, 3 spaces on Clinton and no permits in the lots during the day? Tracy Kossaras said that if we want to free up spaces in the lots for the business owners the lots need to be permit only so that they can be enforced. Tyler Barlage stated that he is in favor of trying 3 overnight spots on Clinton Ave. , the board did vote to give that a try at an earlier meeting. Jason asked for a show of hands on the overnight parking on Clinton Ave, only 3 were in favor. Dave Kudwa replied that he wants to work with the downtown but it will be hard to have a plan that makes everyone happy. The new permits are usually distributed for the first of the year. Dave will ask the city council to extend the current passes until Feb. 1<sup>st</sup> and we will hold another parking committee meeting to try and nail down a plan. Heather will send out a go- to-meeting email to try and find a date in January.

Kim Zuehlke has to leave, she wanted to thank the city for trimming the tree in front of her store.

#### **B. New Business**

A. None

Motion to Adjourn made by Dave Kudwa, seconded by Ed Brandon, motion carried. Meeting adjourned at 12:27pm

**Next Regular Meeting January 11, 2023**



**Meeting Minutes**  
**Downtown Development Authority**  
**December 7, 2022**

**11:30 am, At Main Street Café**

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**Other Present:** Dave Kirk, Roberta Cocco, Adam Baudoux and Heather Hanover

**1. Meeting was called to Order by Chairman Butler at 12:28 pm**

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

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

A. Minutes of meeting dated Nov 2, 2022

B. City of St Johns monthly financial report through Nov 30,2022

**4. Communications**

A. Design Committee Up Date: Amber stated that the board awarded her \$2000 to do the planters for the holidays and she only spent \$700. Andy T removed the fall plants and added greenery to the pots. Amber added painted branches and red balls. The pots were all drained of water to prevent cracking. Everyone said it looks great.

**5. Old Business**

A. None.

**6. New Business**

A. Capital Improvement Plan. The city plans over 6 years how to use their funds strategically to make capital improvements. Dave Kudwa invited the DDA to use the city system for planning the use of their TIF dollars. If we could have ideas to add to the downtown section of the plan by December 16th, the executive committee will discuss the ideas at their next meeting on January 10<sup>th</sup> and present them to the board at the monthly meeting on the 11th. Dave will then take those ideas to the city for inclusion in their CIP.

B. Executive Director Contract will be in closed session so Jason Butler asked for Public Comment at this time

**Public Comment:** New Mayor Robert Cocco stated that she is impressed by how hard we work at our meeting and was happy to have a better understanding of our parking issues. Dave asked about taking down 2 trees on the west side of the second block. Tracy said she would like her tree removed and so would Nicole's Day Spa. The board agreed to allow the city to remove those trees when the heard of the tripping hazards that are being caused by the tree roots and the grates.

**Motion** to go into a closed session to discuss personnel issues, was made by Bruce Delong Seconded by Erica Hayes, motion carried.

After reconvening **Motion** by Bruce Delong, seconded by Dave Kudwa to go forward with the decisions made in closed session.

**Motion to adjourn made by Bruce Delong, seconded by Dave Kudwa, meeting adjourned at 1:06**

**Next meeting January 11,2023**