



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

**Meeting Minutes
Principal Shopping District
March 1, 2023**

11:30 am, At PSD Office

**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 & Hayes, PC

Tracy Kossaras
Kurt's Appliance

Dave Kudwa
City of St. Johns, MI

Mariah Leiby
Salon 989

Nancy McKinley
The Castle Residence

Corinne Trimbach
Unique Reflections

Craig Smith
Main Street Caf 

COMMITTEES

Marketing
Tyler Barlage-Chair
Erica Hayes
Emily Baudoux
Ethan Painter
Kim Zuehlke
Vicki Schaffer

Events
Tracy Kossaras-Chair
Corinne Trimbach-Chair

Nancy McKinley
Jason Butler
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
989-224-8944x 233
Email: psdcityofsj@gmail.com

Members Present: Jason Butler, Amber Haubert, Tracy Kossaras, Nancy McKinley, Bruce Delong, Corinne Trimbach, Mariah Leiby, Kristina Kinde, Ed Brandon and Craig Smith.

Other Present: Roberta Cocco, Jamie Madar, Jason Denovich, Chief Dave Kirk and Heather Hanover

1. **Meeting was called to Order by Chairman Butler at 11:30am**
2. **Additions to the Agenda** Chairman Butler asked to have the Executive Committee added to the agenda under Communications, Motion to approve the agenda as amended by Bruce Delong, seconded by Mariah Leiby, motion carried
3. **Motion to Approve the Consent Agenda made by Corinne Trimbach**, seconded by Bruce Delong motion carried.
 - A. Minutes of meeting dated Feb 1, 2023
 - B. Minutes of the Executive, Marketing and Events Committee Meetings
 - C. City of St Johns monthly financial report through Feb 28,2023
 - D. Director's Report
4. **Communications**
 - A. Events Committee: Corinne and Tracy reported that they are still working on the new Easter event and a Thursday Farmers Market. Jason has contacted a few stage vendors for the Mint Fest and is going with a more complete set up this year.
 - B. Marketing Committee: Tyler was unable to attend today. Heather stated that the committee is working on the rebranding and have narrowed down a few options. They are also working on a tag line. The marketing committee is also assessing what forms of media are best for promoting the downtown. They are asking for \$12,000 in next year's budget. The breakdown of costs will be presented at the budget meeting.
 - C. St Johns Chamber: Jason Denovich reported that the next Chamber Luncheon will feature Bob Trezise from LEAP. The chamber is also creating a St Johns coloring book which they will sell at cost for businesses to hand out. Jason passed around some of the proposed images for the coloring book. Mariah stated that there are quite a few vendors for the Spring Fling and the chamber will be getting some porta johns for the event, since the Depot is already reserved.
 - D. Executive Committee: Jason said he would like to give a report on matters that were discussed at the executive committee meeting. Many of the subjects later on the agenda where discussed. Jason also mentioned the talks with Treasurer Kinde related to the CIP and parking lots. The parking lot in the most need would be the West Higham Street lot. The city would be more in favor of putting money toward that project if the DDA contributed. Jason would also like the neighboring businesses to be able to weigh in on the lot plans. Jason would like to have a meeting to discuss. The Mayor, Tracy Kossaras and Nancy McKinley would like to be a part of that discussion. Heather will send out a go to meeting email to shop times for the meeting.
5. **Old Business**
 - A. 2023-24 Budget: Because of the lack of progress on the Wilson Center the board of review decreased the value of the property. This decrease caused the DDA TIF funds to go down \$26,000, giving us less budget to work with next year. All committees need to have their budgets to Heather before the next Executive meeting so that they can have a budget to present to the board at the April Board Meeting. The Budget will then go to the City Council for inclusion in the city budget. Kristina Kinde stated, they like to have the budget completed in April for adoption in May with the fiscal year starting on July 1st.



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6. New Business

- A. Downtown Camera Opportunity: We have one remote TV camera already in downtown and a competing station would also like to place a camera. The decision was to send this discussion to the Marketing committee.
- B. Match on Main: 2 stores downtown were chosen to participate, Clinton County Art Gallery and Rise Up Co. Both grants have been turned in to the MEDC.
- C. Social Districts: Jason Butler was heard that social district are being added to many towns in Michigan with good results. Heather asked for comment on the MDA website and received only positive responses. There was discussion of the need to allow people to walk around with alcohol. There was discussion on limits and hours of operation. There were concerns about allowing alcohols at youth centered events. Chairman Butler went round table and asked for board opinions, most were okay with investigating the options. Chairman also asked the Chief of police about any issues and he felt if it was properly restricted it could be doable. Chairman Butler will do some more investigation.
- D. Meeting Location: This is our second meeting at the Fire Hall/PSD office. How do people feel about this location versus Main Street Café? While some miss the ability to eat while they are at the meeting, in general most like the office for less distractions and the use of the screen as a visual aide. We will continue the meetings at the Fire Hall/PSD office.

Motion by Bruce Delong, seconded by Tracy Kossaras to adjourn the meeting, motion carried.
Meeting adjourned at 12:31pm

Next Regular Meeting April 5, 2023



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Executive, Finance, Strategic

Planning Jason Butler-Chair

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Tracy Kossaras

Corinne Trimbach

CONTACT INFO

Executive Director Heather

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

Meeting Minutes

Downtown Development Authority

March 1, 2023

After PSD Meeting, PSD Office

Members Present: Jason Butler, Tracy Kossaras, Amber Haubert, Bruce DeLong, Corinne Trimbach, Erica Hayes, Mariah Leiby, Craig Smith, Kristina Kinde, Nancy McKinley and Ed Brandon.

Other Present: Roberta Cocco, Jason Denovich, Chief Dave Kirk, Jamie Madar and Heather Hanover

1. Meeting was called to Order by Chairman Butler at 12:31 am

2. Additions to the Agenda: None, motion to approve by Bruce DeLong, seconded by Tracy Kossaras, motion carried.

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

A. Minutes of meeting dated Feb, 1, 2023

B. City of St Johns monthly financial report through Feb 28,2023

4. Communications

A. Design Committee up Date: Amber presented a slide show about her proposed changes for the downtown benches and waste receptacles. To replace every bench and receptacle with the exact number we have now, the current bid is \$41,827.21 from Kirby Built. Amber is researching one more bid. There was discussion of the city chipping in. There was discussion of powder coating that was found not to be a cost savings. There was discussion of if we could use the CRCF grant for these items and it was decided to give it a try. Heather stated that the grant is due by the end of April and she will need specific costs to write the grant. Amber also presented the Façade Grant Applications; there were 5 that were considered and it was decided to go with 2 of the applications which we would fund at 50% Ken Harris's building which houses Tami's Tutoring, \$4836.85 and 50% Jet Speed Printing in the third block \$2010 for a total of \$6846.85. This leaves us with \$23,153.15 to divide up amongst 3 very large façade projects. There was discussion on corner buildings needing more work. There was discussion on stucco versus brick. It was decided that the board needs more time to make a decision on the rest of the projects and will discuss them at the April Meeting.

5. Old Business

A. None.

6. New Business

A. Capital Region Community Foundation Impact Grant: as mentioned above it was decided not to use this grant for further Façade improvements but to try for the benches and receptacles.

7. Public Comment: No public comment

Motion to adjourn made by Corinne Trimbach, seconded by Tracy Kossaras, meeting adjourned at 1:38pm

Next meeting April 5, 2023