



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

April 5, 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 Café

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, Tyler Barlage, Amber Haubert, Tracy Kossaras, Nancy McKinley, Bruce Delong, Corinne Trimbach, Kristina Kinde, Ed Brandon and Erika Hayes

Other Present: Roberta Cocco, Liz Janetzke, Chief Dave Kirk and Heather Hanover

1. **Meeting was called to Order by Chairman Butler at 11:30am**
2. **Additions to the Agenda** None, Motion to approve the agenda as presented by Bruce Delong, seconded by Ed Brandon, motion carried
3. **Motion to Approve the Consent Agenda made by Bruce Delong, seconded by Taylor Barlage motion carried.**
 - A. Minutes of meeting dated March 1, 2023
 - B. Minutes of the Executive, Marketing and Events Committee Meetings
 - C. City of St Johns monthly financial report through March 29,2023
 - D. Director's Report

4. Communications

- A. **Events Committee:** Corinne and Tracy reported that things are all set for the Bunny sHop event that is happening tomorrow. Kurt's Appliance purchased the eggs for decorating and stuffing. The Lions are loaning us the bunny costume and the singer is all set. Amber Haubert was bothered with the fact that the Design Committee was not consulted about the Easter Eggs in the planters. She has had some complaints.
- B. **Marketing Committee:** Tyler reported on attending the Michigan Downtown Association conference. He received a lot of good marketing information at the conference. The marketing committee is working on branding and the logo in the packet was just a first try and not what the committee is promoting at this time. Tyler also talked about what the marketing funds in the budget will go to. He is excited to do a wide range of marketing media. The budget also includes money to pay a professional brander and we will be working with an artist that Ethan Painter is familiar with. Jason Butler asked about working with the city if they are also rebranding to give a consistent message for the city. Tyler said the committee has talked about making our brand consistent with what the city is doing. Kristina Kinde also mentioned the possibility of utilizing King Media who the city uses for Marketing.
- C. **Executive Committee:** Jason stated that at the last Executive Meeting the main focus of the meeting was the budget for next fiscal year and that will be discussed later in the agenda. It was a long meeting but he feels we came up with a great budget and he thanked Treasurer Kristina Kinde for her aid during that meeting.

5. Old Business

A. **2023-24 Budget:** The PSD and DDA Budgets were presented. Some highlights include money for a hot dog cart and the continuation of the Façade Grant Program. While there are a lot of proposed projects for the DDA funds, we cannot do everything unless we get some grants. The Capital Region Community Foundation grant will give up to \$75,000 in matching funds. Chairman Butler presented that the city cannot give money to facades but the DDA can. The city can help with trash cans and benches. Does the board prefer to apply for \$20,000 from CRCF for trash cans or \$75,000 to help with the three large façade projects that are requesting money from us. Amber Haubert felt that the trash cans and benches would be more beneficial to the whole downtown and are what people see when they are in downtown. The other board members felt that this is the only avenue for façade grants and to get these big projects done will be a big impact on the downtown. The money for trash cans and benches could be a cost share with the city. Motion by Erika Hayes, seconded by Ed Brandon to use the CRCF grant to help with Facades. Motion Approved. Motion by Corinne Trimbach to approve the PSD and DDA budgets,



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As presented, seconded by Erika Hayes, motion carried.

6. New Business

A. None.

Motion by Erika Hayes, seconded by Ed Brandon to adjourn the meeting, motion carried.
Meeting adjourned at 12:08pm

Next Regular Meeting My 3, 2023



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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
Downtown Development Authority
April 5, 2023
After PSD Meeting, PSD Office

Members Present: Jason Butler, Tracy Kossaras, Amber Haubert, Bruce Delong, Corinne Trimbach, Erica Hayes, Tyler Barlage, Kristina Kinde, Nancy McKinley and Ed Brandon.

Other Present: Roberta Cocco, Liz Janetzke, Chief Dave Kirk and Heather Hanover

1. Meeting was called to Order by Chairman Butler at 12:08 pm

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

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

A. Minutes of meeting dated March 1, 2023

B. City of St Johns monthly financial report through March 29, 2023

4. Communications

A. Design Committee up Date: Amber stated that the grants for Jet Speed's façade and the Ken Harris building that holds Tami's Tutoring were approved at the last meeting. The money remaining to award is \$23,153.15. Amber discussed Keith Koneval's project with him and her committee decided to give him half of what it would cost to fix his east wall approximately \$9000. Erika Hayes asked about seeing the plans and the proposed application before the board votes. Amber Haubert stated that she gave a power point presentation at the last meeting. The board felt that to thoroughly consider these Façade grant requests, they need to see the applications before the meeting and would like to see the minutes from the Design Committees meeting where the grants were considered. The board did not feel qualified to make a decision without first reviewing the information. Amber Haubert stated after this discussion she is resigning her position as Design Chair and will send all information about the Façade Grant Program to the Executive Director. She will finish the planting of this year's pots because she has made those arrangement but that will be her last act as Chair. Her resignation was accepted by the board. Discussions on having a new Design Committee Chair or possibly dividing up the responsibilities were discussed. This item will be further discussed at the next Executive Committee meeting.

5. Old Business

A. None.

6. New Business

A. Communication: Chairman Butler state that he is troubled by emails criticizing the Executive Director from Amber Haubert. His preferred method to handle any problems or complaints would be to contact him to discuss and then he will make the applicable fix or recommendation. If a board member is not happy with his response they can bring the matter to the board at a meeting and go into closed session if justified.

7. Public Comment: Liz Janetzke from Briggs Library discussed a new program the our Library is participating in. It is a legal self-help station that is being placed in library's around the state. The Library is doing a soft launch in April and will have a bigger opening when more information is available. Heather



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talked about the city's plans for the parking permit changes. The city is working with King Media on signage and messaging to help with the changes to the program.

Motion to adjourn made by Erika Hayes, seconded by Tracy Kossaras, meeting adjourned at 12:32pm

Next meeting May 3, 2023