



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**  
**June 7 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

Erika Hayes  
Jackson & Hayes, PC

Tracy Kossaras  
Kurt's Appliance

Kristina Kinde  
City of St. Johns, MI

Nancy McKinley  
The Castle Residence

Corinne Trimbach  
Unique Reflections

Craig Smith  
Main Street Café

**COMMITTEES**

**Marketing**  
Tyler Barlage-Chair  
Erika Hayes  
Emily Baudoux  
Ethan Painter  
Vicki Schaffer

**Events**  
Tracy Kossaras-Chair  
Corinne Trimbach-Chair  
Nancy McKinley  
Jason Butler  
Jaime Madar

**Executive, Finance, Strategic Planning**  
Jason Butler-Chair  
Tyler Barlage  
Bruce Delong  
Dave Kudwa  
Tracy Kossaras  
Corinne Trimbach

**CONTACT INFO**

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

**Members Present:** Jason Butler, Tyler Barlage, , Nancy McKinley, Bruce Delong, Corinne Trimbach, Kristina Kinde, Ed Brandon, Tracy Kossaras and Erika Hayes

**Other Present:** Amber Haubert Jason Denovich, Chief Dave Kirk, Deputy Chief Andy Tobias, Jamie Madar, Jacqueline Hudgenson and Heather Hanover

1. **Meeting was called to Order by Chairman Butler at 11:30am**

2. **Additions to the Agenda** Jaqueline Hudgenson would like to be added under communications. Motion to approve the agenda as amended by Bruce Delong, seconded by Tracy Kossaras, motion carried

3. **Motion to Approve the Consent Agenda made by Bruce Delong**, seconded by Tyler Barlage motion carried.

A. Minutes of meeting dated May 3, 2023

B. Minutes of the Marketing and Events Committee Meetings

C. City of St Johns monthly financial report through May 30,2023

D. Director's Report

**4. Communications**

A. **Events Committee:** Corinne said the committee is working on the new Thursday Market. Jamie Madar said there are currently 14 vendors but none with produce, so if you know someone who has produce ask them to sign up. Corinne said she has also been actively seeking sponsors for the Mint Fest Downtown. The next Event Committee Meeting is tomorrow at 8am.

B. **Marketing Committee:** Tyler said at the last Marketing committee meeting he informed the committee that the logo was approved by the PSD/DDA board. The committee is hoping to roll out the branding at the first of the month. The committee would also like to keep the logo for the downtown only. The city council has agreed to use our new logo on downtown parking signs and will sign an agreement with the PSD/DDA for use of the logo. The marketing committee has also decided to subscribe to Canva to help with making flyers and other promotions.

C. **Executive Committee:** Jason stated that there was a lot discussed at the meeting. There was discussion on weather this meeting should comply with OMA. It was decided that even if there is not a quorum we should try to comply as much as possible with OMA and have all meeting listed on the website. Heather will make sure and do a better job with posting all committee meetings

D. **Jaqueline Hudgenson** introduced herself. She is from LEAP and is employed by Clinton County to help all county businesses with economic development. Jaqueline will have office hours at the Courthouse from 12 to 5 pm on the first and third Tuesdays of every month but she is always available for question or concerns.

**5. Old Business**

**A Board Membership:** Motion was made by Tyler Barlage, seconded by Nancy McKinley to accept the resignation from the board of Amber Haubert and Mariah Leiby, motion carried. Motion to retain the current officers for 23-24 made by Tracy Kossaras, seconded by Erika Hayes, motion carried.

**B. Social Districts:** Chairman Butler has been looking into social district on the state website and we also did a poll to ask other city if their have been any issues. No issues were report on the downtown chat page and the procedure with the state is pretty straight forward. There was discussion about the safety for children, the need for a social district and if the businesses downtown even want it . It was decided to do a survey of the downtown through Survey Monkey.

**6. New Business:**

A. None

Motion to adjourn made by Bruce Delong at 12:12 seconded by Erika Hayes, motion carried

**Next Regular Meeting July 12, 2023**



*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](http://www.DowntownStJohnsMI.com)



**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](http://www.DowntownStJohnsMI.com)

**Meeting Minutes**  
**Downtown Development Authority**  
**June 7 , 2023**  
**After PSD Meeting, 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

Erika Hayes  
Jackson & Hayes, PC

Tracy Kossaras  
Kurt's Appliance

Kristina Kinde  
City of St. Johns

Nancy McKinley  
Castle Residence

Corinne Trimbach  
Mint Door Boutique

Craig Smith  
Main Street Café

**COMMITTEES**

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

**Events**  
Tracy Kossaras-Chair  
Corinne Trimbach-Chair  
Nancy McKinley  
Jason Butler  
Jaime Madar

**Executive, Finance, Strategic  
Planning**  
Jason Butler-Chair  
Tyler Barlage  
Bruce DeLong  
Kristina Kinde  
Tracy Kossaras  
Corinne Trimbach

**CONTACT INFO**  
**Executive Director**  
Heather Hanover  
989-224-8944x 233  
Email: [psdcityofsj@gmail.com](mailto:psdcityofsj@gmail.com)

**Members Present:** Jason Butler, Bruce DeLong, Corinne Trimbach, Erika Hayes, Tyler Barlage, Kristina Kinde, Nancy McKinley, Tracy Kossaras and Ed Brandon.

**Other Present:** Chief Dave Kirk, Deputy Chief Andy Tobias, Amber Haubert, Jaqueline Hudgenson, Jamie Madar, Jason Denovich and Heather Hanover

1. **Meeting was called to Order by Vice Chairman Barlage at 12:12 pm**
2. **Additions to the Agenda:** There were no additions to the agenda. Motion by Tyler Barlage to approve the agenda, seconded by Erika Hayes, motions carried.
3. **Motion to Approve the Consent Agenda** as presented, made by Corinne Trimbach seconded by Erika Hayes, motion carried.
  - A. Minutes of meeting dated May 3, 2023
  - B. City of St Johns monthly financial report through May 30,2023
4. **Communications**
  - A. Design Committee Update: We are going ahead with the Façade grants already approved for the Ken Harris Building and the Jet Speed building. For the larger grants we are trying to get some more funds from the Capital Region Community Foundation and we recently received notice that we were approved to go to the next level in the grant process. Heather will work with the other three Façade grant applicants who will need to write letters of support for the grant request.

**5. Old Business**

A. None.

**6. New Business**

A. New Business protocol and New Board Member Protocol. There was discussion on what should be done when a new business comes downtown. What information should be given, how do we acknowledge and support them. Jason Denovich stated that the Chamber is always willing to do ribbon cuttings even for non-chamber members and that we could work with the downtown to welcome all businesses in town. There was also discussion on what to do when a new board member is added. Kristina Kinde mentioned Google Classroom. If we set up a new board member classroom with all the information, they need such as the by-laws, Roberts Rules of order and general city information, it will be easy for the new board member to learn about the process.

7. **Public Comment:** Heather asked about how she should handle other groups that want to use our equipment especially the expensive sound equipment. It was decided that there should be a form and a deposit equal to what the insurance deductible for replacement is. Chief Kirk introduced new Deputy Chief Andy Tobias. Andy said that he is excited to be here and everyone has been very welcoming.

Motion to adjourn made by Bruce DeLong, seconded by Erika Hayes, motion carried, meeting adjourned at 12:25pm

**Next meeting July 12, 2023**



**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](http://www.DowntownStJohnsMi.com)  
psdcityofsj@gmail.com

### **Events Committee Meeting Minutes**

**June 8, 2023**

Members Attending: Nancy McKinley, , Jason Butler, Jamie Madar, Corinne Trimbach, Tracy Kossaras

Others: Heather Hanover

- 1) Thursday Farmers Market: First Market is next Thursday June 15<sup>th</sup>. Jamie has 12 vendors coming. She will handle vendor registration. The streets need to be closed down starting at 2 so the vendors can start setting up at 3. Jason will set up the tent for the singer. We will try to have tables set up. Tracy will help with set up and take down. Nancy will help with the yard games. We have corn hole and Jamie has some yard Yahtzee.
- 2) Mint Fest: Corinne has a few sponsors ; Jason got the main stage sponsor and Jamie would like the form to give to a few people. After that we will send it out to everyone. We will talk with Sports stop about volunteer tee shirts with just a simple logo and bright color, yellow. We will talk to CEP about the car show t shirts and plaques. The parade route is back to usual and we will have to talk to the city about the turn at Higham or Railroad. We would prefer not to have to move everything. We will need the fire department to help put water in the stage. The Marketing committee is working on flyers for the Mint Fest downtown. We would like to advertise, WLNS said we can get \$1000 of commercial for \$500 if we make them a sponsor. We will need a lot more sponsors this year.
- 3) US 27 Car Tour: They will be in St Johns on August 24<sup>th</sup> from 9 to 11am. Last year the stores that stamped the participant passports were Adornmint and Pictured Homes. This year we are choosing Woodburys and Roselyn's or Sprots Stop if Roselyn's aren't open.
- 4)



*St. Johns Principal Shopping District and Downtown Development Authority*  
100 E. State, PO Box 477 – St. Johns, MI – 48879 (989) 224-8441 ext. 233

[www.DowntownStJohnsMi.com](http://www.DowntownStJohnsMi.com)  
[psdcityofsj@gmail.com](mailto:psdcityofsj@gmail.com)

**Marketing Committee Minutes**  
**June 8, 9 am**  
**PSD Office**

**Committee Members Present:** Tyler Barlage , Ethan Painter, Vicki Schafer

**Others Present:** Amber Haubert and Heather Hanover

1. Brand Roll Out: The goal is July 1<sup>st</sup>. The new logo will go on the website, have a public post, be put in the St Johns Indy and maybe the new St Johns Magazine. The logo will be offered to local businesses for use in there promotional material under restriction. Ethan created a letter to distribute to downtown business owners on our guide lines to use the logo. It was suggested that the business owners should ask for the hi res version of the logo and that all merchandise with the logo be distributed from the PSD.

2. Designing Flyers for the Mint Fest: Jamie and Emily will start working on Canva to come up with a flyer.

3. Marketing for the Mint Fest Downtown. In the past we have just worked with z92.5 and had a remote. The committee is recommending \$500 for Z92.5, \$500 for WLNS and \$500 for social media. We will start advertising the mint fest 3 weeks before.

4. Pure Michigan Website: At the MDA conference the marketing presentation mentioned that there is a Pure Michigan Page for every city. They recommend each city to check out their page and see if any changes are needed. Each marketing committee member should check it out.

Executive Committee Meeting Minutes

June 20, 2023

Members attending: Jason Butler, Bruce DeLong, Tyler Barlage

Others: Heather Hanover

1. Façade Grant application to CRCF is due July 12 for the second round.
2. Event Policy: Jason Butler presented an event policy for consideration that is more comprehensive than the city's current form. It is his hope that the city would be willing to work with this document and make improvements to prevent confusion and issues with events that have happened in the past. The form was discussed and it was decided to include this in the packet for the next board meeting. The interim and the new city manager will be in attendance.
3. Board Membership and Packet: When we have new board members, they should receive a packet and some training to help them transition on to the board. The committee discussed a welcome letter provided by Heather and the different documents that should be included. There was also discussion on having this information in a Google Classroom. The committee felt that this information should be on our website. This will formalize the new board member with our website and keep all of our info in the same spot. The committee also discussed having a code of conduct for meetings. This may be discussed at a future date.
4. Social District Survey: Heather provided some possible questions for the survey and explanation of what a social district is. The committee only really wants the answer to one question: "Would you be in favor of having a Social District in Downtown St Johns?" They also felt the benefits of having a social district should be included in the explanation. One question is a poll. Heather will modify the explanation and send out the poll to her usual email list for the downtown.
5. Courtney Brandley Photography, what is a good day for a grand opening? June 26, 27 or 28 work and lunch time is a good time. The swim team would like to pick up the cans this year at the beverage tent, usually the dance team does it. Heather will contact Michelle Lindquist from the dance team to see if she has an opinion. There was discussion on the benches and trash cans. Heather will get with the DPW about what their views are and bring back some options in the near future.
6. Other Items for the Agenda: None
7. Next Meeting July 17th.