



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
July 12, 2023
11:30 am, At PSD Office

BOARD OF DIRECTORS
2023- 2024

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

Chad Gamble
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
Chad Gamble
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, Chad Gamble , Ed Brandon, Tracy Kossaras and Erika Hayes

Other Present: Kristina Kinde, Emily Baudoux, Liz Janetske and Heather Hanover

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

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

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

A. Minutes of meeting dated June 7, 2023

B. Minutes of the Marketing, Executive and Events Committee Meetings

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

D. Director's Report

4. Communications

A. Events Committee: Corinne talked about the new hot dog cart, it is on its way. We will also be needing volunteers for the Mint Fest Street Party. The Thursday Markets have not been a hit but we are still doing the 4 we have scheduled. The next committee meeting is tomorrow.

B. Marketing Committee: Tyler announced that the new downtown branding was released on schedule and there were many positive comments. The marketing committee is working on flyers for the Mint Fest Downtown and is putting \$1500 toward advertising. We are trying to get a cross street banner made up for the Mint Festival. The committee will talk about the banner at their next committee meeting which is scheduled for tomorrow.

C. Executive Committee: Jason stated that the committee discussed social districts, board members and board member welcome packets.

5. Old Business

A Board Membership: The board discussed how many members we have and the possibility of adding more. We do have a few applications but it was decided to first announce to the whole downtown that we are looking to add new board members. The board will review all applications at the next meeting and make a recommendation to the city council. The board also felt that participation in committees, board meetings and events should be a big consideration when selecting new board members. Motion by Bruce Delong, seconded by Erika Hayes to post for more members and vote at the next meeting, motion carried. Attendance of board meetings was also discussed. In the new by-laws there is a standard for attendance. The board felt we need to stick to the by-laws and have that discussion with any board member that aren't regularly attending. We still appreciate their willingness to be on the board and should encourage them to participate in other ways but with the amount of interest we should have the board positions filled by district members who are actually able to attend. Motion by Bruce Delong, seconded by Tracy Kossaras, to talk with members who have low attendance at board meetings. Motion Carried.

B. Social Districts: The downtown district members were polled about their interest in have a Social District in downtown St Johns. The majority were in favor but they had some questions about how it will be organized. There was talk on forming a committee. There was talk on getting city council input because they will have final approval. It was decided to send the poll information to the city council and ask them to weigh in on the proposed social district.

6. New Business:

A. Event Policy: Jason Butler stated that the current event policy that the city has leaves a lot of unanswered questions when an event is proposed. Jason presented an alternative application that he modified from another city. Kristina Kinde responded that the city is aware



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that they need to make some changes. The event application is scheduled to be reviewed and updated in the fall. Since many of the events are held in the downtown Jason requested the PSD/DDA board be a part of the discussions.

Motion to adjourn made by Tyler Barlage at 12:33 seconded by Erika Hayes, motion carried

Next Regular Meeting August 3, 2023



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Church

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Clinton County Commissioner

Directors
Ed Brandon
Gilroy's Hardware

Erika Hayes
Jackson & Hayes, PC

Tracy Kossaras
Kurt's Appliance

Chad Gamble
City of St. Johns

Nancy McKinley
Castle Residence

Corinne Trimbach
Mint Door Boutique

Craig Smith
Main Street Café

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Planning**
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Meeting Minutes
Downtown Development Authority
July 12 , 2023
After PSD Meeting, PSD Office

Members Present: Jason Butler, Bruce Delong, Corinne Trimbach, Erika Hayes, Tyler Barlage, Chad Gamble, Nancy McKinley, Tracy Kossaras and Ed Brandon.

Other Present: Kristina Kinde, Emily Baudoux, Liz Janetske and Heather Hanover

1. **Meeting was called to Order by Vice Chairman Barlage at 12:34 pm**
2. **Additions to the Agenda:** There were no additions to the agenda. Motion by Erika Hayes to approve the agenda, seconded by Chad Gamble, motion carried.
3. **Motion to Approve the Consent Agenda** as presented, made by Erika Hayes, seconded by Chad Gamble, motion carried.
 - A. Minutes of meeting dated June 7, 2023
 - B. City of St Johns monthly financial report through June 30,2023
4. **Communications**
 - A. None
5. **Old Business**
 - A. Façade Grants: The Deft Brothers would applied for a façade grant and they were willing to work with the larger façade grant that we are apply for from Capital Region Community Foundation were we could get them more funds But because of the need to get tenants in their buildings, they have had to move forward and would just like to be considered for just the local façade grant dollars. Their total application was for \$32,280 but we can not afford to pay for half of that like we did with the other grants we approved and the company has already completed some of the work. Motion by Ed Brandon, seconded by Nancy McKinley to grant them at the most \$8000 toward their façade project, motion carried 8 to 1(Hayes).
6. **New Business**
 - A. Ad Hoc Committee for a Comprehensive Plan for Streetscape. It was discussed to have a temporary committee to make an overall plan for downtown improvements that will all work together and then be paid for as funds become available. Chad Gamble stated that he has had a lot of experience on streetscapes and would like to be on the committee. Tyler Barlage and Ed Brandon are also interested. There was discussion on getting some design or landscape design committee members also. Heather will work on setting up that Ad Hoc Committee.
7. **Public Comment:** Chad Gamble wanted to inform everyone that the city is getting closer to starting the new parking plans. The signage and informational material are getting approved and will be sent out soon. .

Motion to adjourn made by Erika Hayes, seconded by Chad Gamble, motion carried, meeting adjourned at 12:54pm

Next meeting August 3, 2023