



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  
psdcityofsj@gmail.com

**Meeting Minutes**  
**Downtown Development Authority**  
**August 3, 2022 Main Street Café**

**BOARD OF DIRECTORS**  
2021 - 2022

**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,  
Jackson &  
Hayes, PC

Tracy Kossaras  
Kurt's Appliance

Dave Kudwa  
City of St. Johns, MI

Nancy McKinley  
The Castle Residence

Corinne Trimbach  
Unique Reflections

Craig Smith  
Main Street  
Café & Pizza

Mariah Leiby  
Salon 989

**COMMITTEES**

**Marketing**  
Tyler Barlage-Chair  
Jason Butler  
Erica Hayes

**Events**  
Mariah Leiby-Chair  
Tyler Barlage  
Amber Haubert  
Tracy Kossaras  
Jason Butler  
Corrine Trimbach

**Design**  
Amber Haubert-Chair  
Mariah Leiby  
Kim Zuehlke

**Executive, Finance,  
Strategic Planning**  
Tyler Barlage  
Bruce Delong  
Dave Kudwa  
Jason Butler

**CONTACT INFO**

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

**Members Present:** Jason Butler, Tracy Kossaras, Nancy McKinley, Amber Haubert, Bruce Delong, Mariah Leiby, Tyler Barlage and Nancy McKinley.

**Other Present:** Therese Levitt, Jaime Madar, Kim Zuehlke, Nicky Butler and Heather Hanover

**1. Meeting was called to Order by Chairman Butler at 12:27 pm**

**2. Additions to the Agenda:** Amber asked to add CRM system to the agenda, Motion by Bruce Delong, seconded by Amber Haubert to approve the agenda as amended, motion carried.

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

A. Minutes of meeting dated July 13, 2022

B. City of St Johns monthly financial report through July 28, 2022

**4. Communications**

A. Design Committee Up Date: Amber stated that the next meeting will be on August 8<sup>th</sup> at 10 am at Global Coffee. They will be discussing the Facade Grant program which will then be presented to the board for approval in September. The application will be digital and closely mirrors what Petoskey uses which was development by Becky Goodman with the help of a paid professional. Because the light poles will be coming down this fall, the design committee will not be doing cornstalks but instead would like to put Chrysanthemums in the new planters. Amber will get a price and will encourage store owners to add mums to their own stores. For Christmas they would like to put some greenery in the new planters. The design will depend on the budget.

**5. Old Business**

A. None

**6. New Business**

**A. CRM set ups:** Heather will talk with Jason Denovich about doing a presentation on the advantages and costs of setting up a CRM system for the Downtown.

**7. Public Comment:**

None

**Motion to adjourn** made by Bruce Delong, seconded by Tracy Kossaras, meeting adjourned at 12:48pm

**Next Regular Meeting September 7, 2022**



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**Meeting Minutes**  
**Principal Shopping District**  
**August 3, 2022**

**11:30 am, At Main Street Café**

**BOARD OF DIRECTORS**  
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Kim Zuehlke

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Strategic Planning**  
Jason Butler-Chair  
Tyler Barlage  
Bruce Delong  
Dave Kudwa  
Mariah Leiby  
Amber Haubert

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**Executive Director**  
Heather Hanover  
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233  
Email: psdcityofsj@gmail.com

**Members Present:** Jason Butler, Amber Haubert, Tracy Kossaras, Nancy McKinley, Mariah Leiby, Bruce Delong, Tyler Barlage and Erica Hayes.

**Other Present:** Jaime Madar, Theresa Levitt, Steve Martin, Kim Zuehlke, Nicky Butler and Heather Hanover

1. **Meeting was called to Order by Chairman Butler at 11:30am**
2. **Additions to the Agenda** Heather added the Clinton County Catalyst invoice, Motion to approve the agenda as amended made by Bruce Delong, seconded by Tyler Barlage. Motion carried.
3. **Motion to Approve the Consent Agenda made by** Bruce Delong, seconded by Mariah Leiby, motion carried.
  - A. Minutes of meeting dated July 13, 2022
  - B. Minutes of the Executive and Events Committee Meetings
  - C. City of St Johns monthly financial report through July 28,2022
  - D. Director's Report

**4. Communications**

- A. An update of the St Johns Area Chamber activities was given by Mariah Leiby. She stated that they are still deciding if they will have a luncheon or a breakfast meeting next. The Mint Fest 3on3 already has 70 teams, the parade has 100 entries and there are 140 crafters. Things are coming together.
- B. Events Committee: Mariah reported on the Beverage Tent. The corn hole tournament on Friday now has 15 teams. We will be accepting credit cards. We could still use a few volunteers and Z92.5 will be doing a live remote..
- C. Marketing Committee: Tyler reported that we are working with WLNS and the Michigan Retailers Association for our fall campaign/grant. We will be meeting with them again on August 9<sup>th</sup>.

**5. Old Business**

- A. Optimize Main Street Program: The Executive Committee chose Spun Confection, Pictured Home, Maehem Handcrafted and Redwing Barber Shop to participate in the program. Applications open August 15<sup>th</sup> and Heather will work with the businesses to get them filled out.
- B. Mint Fest and Car Show: Still looking for volunteers
- C. Parking Committee: A meeting was held with city manager Dave Kudwa yesterday. The consensus was that no overnight parking be allowed on Clinton Ave. Enforcement is an issues. Permits and fees need to be ironed out before the first of the year.

**6. New Business**

- A. Event Policy: There was much discussion on how events are approved at the city level and the PSD level. Ultimately the city approves events but the PSD board can decide how much financial support to give to events non-PSD events. There was discussion on having a policy to help us decide versus approving individual requests. There was discussion on financial support of the Fall Festival, in the form of providing bathrooms and trash receptacles. Motion by Mariah Leiby, seconded by Amber Haubert, that we do not provide bathrooms and trash receptacles for the Fall Festival, the vote was 4 ayes (Leiby, Haubert, Hayes and Delong), 4 nays, Kossaras, Butler, McKinley and Barlage). Motion fails. We will postpone the issue to September.

B. Clinton County Catalyst: We received their bill for \$1000 to continue our membership. With the lack of support from this group and the change in leadership, a motion by Barlage, seconded by Haubert to not approve payment of membership dues at this time. Motion carried with one abstention from Bruce Delong who is a member of the Clinton County Catalyst board.

Motion to Adjourn made by Bruce Delong, seconded by Erica Hayes, motion carried. Meeting adjourned at 12:26pm

**Next Regular Meeting September 7, 2022**