



**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**  
**Principal Shopping District**  
**August 2, 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](mailto:psdcityofsj@gmail.com)

**Members Present:** Jason Butler, Tyler Barlage, Nancy McKinley, Chad Gamble, Tracy Kossaras and Erika Hayes

**Other Present:** Jason Denovich, Chief Kirk and Lara Boettger and Heather Hanover

1. **Meeting was called to Order by Chairman Butler at 11:35am**

2. **Additions to the Agenda** Chad would like to add Parking Plan under communications, Motion to approve agenda as amended made by Chad Gamble, seconded by Tyler Barlage, motion carried

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

A. Minutes of meeting dated July 12, 2023

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

C. City of St Johns monthly financial report through July 25,2023

D. Director's Report

**4. Communications**

A. **Events Committee:** Tracy talked about the Thursday Market and trying out the new hot dog cart. We are also getting ready for the Mint Fest and Chuckie D's and a Fish and Chip food trucks will be at the street party. We are working with the city and getting everything ready, we can always use more volunteers.

B. **Marketing Committee:** Tyler talked about the last meeting and the excitement with the new logo. Everyone felt the roll out was well received. The marketing committee also did work on the flyers and banners for the Mint Festival, along with t-shirts for volunteers and a concert t-shirt.

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

D. **Parking and Signs:** Chad presented the proposed signage for the parking changes being implemented in the downtown. Because there are a number of different districts the signs will be simple to read but cover many areas so that we do not have to have a sea of signs downtown. The police department asked that each area be given an alpha designation, which will help with enforcement. There was discussion on where employees should park and educating them on the best places. There was also discussion on how the residents park in prime parking locations during business hours. Chad said the new signs should be finalized soon.

**5. Old Business**

A **Board Membership:** Member Gamble has to leave and so we will vote on the application of Emily Baudoux. Emily has been a member of our Marketing Committee and has been active with the board. Motion by Tyler Barlage, seconded by Erika Hayes to approve recommendation to the city council of Emily Baudoux to the PSD and DDA boards, motion carried. As to Lauren Bocovik, she will be asked to first be active on a committee or at board meetings. Time is running out and it was decided to talk about Brent Hurst's application at the next meeting.

B. The Social District concept was discussed at the city council meeting. The commissioners were generally in favor but were concerned with the hours and days of operation. One even suggested that maybe it should just be available only at events. There was discussion about forming a committee and who should be on it. Jason suggested the Chief of Police and the Chief felt that maybe the committee should meet with someone from the state to get advice. There was discussion of looking at what other cities are doing. Jason, Tracy, Nancy and Corinne are interested in being on the committee.



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**Chad Gamble left 12:15pm**

**6. New Business:**

**A. None**

Motion to adjourn made by Tyler Barlage at 12:18 seconded by Erika Hayes, motion carried

**Next Regular Meeting September 6, 2023**



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Tracy Kossaras  
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Chad Gamble  
City of St. Johns

Nancy McKinley  
Castle Residence

Corinne Trimbach  
Mint Door Boutique

Craig Smith  
Main Street Café

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**Meeting Minutes**  
**Downtown Development Authority**  
**August 2, 2023**  
**After PSD Meeting, PSD Office**

**Members Present:** Jason Butler, Erika Hayes, Tyler Barlage, Nancy McKinley and Tracy Kossaras.

**Other Present:** Jason Denovich, Chief Kirk, Lara Boettger and Heather Hanover

**1. With the departure of Chad Gamble, there was not aquorum for the DDA meeting. No business was discussed**

4. **Public Comment:** Jason Denovich said the next Chamber get together will be a breakfast with the Kiwanians at Agro Liquid, it will be August 24<sup>th</sup> at 7am. Jason also showed off the new St Johns Coloring book that he is very proud of. The cost to chamber members is \$1.90 each but if you are going to sell them the price should be \$3. You can give them away for free if you want. Chief Kirk warned that there are a lot of really high quality fake ids out there. The beer tent should have an ultraviolet light to check for the watermark that would be on official ids. Jason Butler said we would like the DDA to be instrumental in developing the old federal mogul building and the Hicks property that is on the north end of downtown. He would like to work with the city to get that area developed. Maybe this is something the Executive Committee can start discussing

**Next meeting September 6, 2023**



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**Events Committee Meeting Minutes**

**August 3, 2023 8am**

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

Others: Heather Hanover

- 1) Thursday Market: The second Thursday Market went better down at the depot. We still had trouble with weather and not all the vendors that signed up showed up. Jamie is trying to encourage produce vendors. We will send out a new post encouraging produce. The Hot dog cart had a trial run at the market. Everything worked well and we made a list of what we needed for operation. Heather purchased most of the items, now we just have to wait for the Health Department to inspect before we can use it for the public. There was discussion about letting people know about the market, some people commented that they didn't even know we were having one. It was decided to ask the marketing committee for help. Louie Longoria will be the singer at the next Market.
- 2) Mint Fest: Do we want to use credit cards again this year. Yes, Jamie will let us use her tablet and Heather and Jamie will work out the details next week. What tables should we use; Jamie, Jason and Heather have some, along with all the old tables and chairs from the depot. The hot dog cart may not be licensed in time but if it was we would just need more volunteers. We have Chuckie D and a fish and chip food truck coming, that will probably be enough. The foot ball team will help with set up and we will try and take down as much as we can on Saturday night before volunteers go home. We have a security guard watching the stage on Friday and Saturday night. Volunteers, we need a few more, Nancy, Jessica and Corinne will fill in gaps and Jason volunteered his wife. Heather will be there the whole time. Tracy is running the car show sign up and Jason will set up his tent for the car show. The barriers and tables will have to be moved to the side to allow the parade to go through. Tracy talked with Andy t about using some of his hay to make an entrance. He said we can use them for free if we return them but if we want him to pick them up and return them it will be \$30. Everyone thought that was a good deal. The police chief said a lot of fake ids are going around and we will need an ultraviolet light to help check them. We need a check for the booze, stage and bands. Also signs and trash cans. Heather will meet with the city to discuss what we need help with.
- 3) US 27 Car Tour is August 24 from 9 to 11am. Should we have the hot dog cart there? No, no one wants hot dogs for breakfast. Heather will make up a map again with open stores and restaurants. Kirk Gartside is making up shirts. We may need some volunteers to run the booth during the event.



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## **Executive Committee Meeting Minutes**

### **August 22, 2023**

Members attending: Jason Butler, Tyler Barlage, Tracy Kossaras, Bruce Delong, Corinne Trimbach and Chad Gamble

Others: Heather Hanover

1. Brent Hurst/Lauren Bukovcik Board Applications: There was discussion on board size. There was discussion on past board issues. There was discussion about having all potential board members first become part of a standing committee. Heather will offer the different applicants the options of working with our different committees. .
2. Fall Festival and supporting non DDA events: There was discussion on how events are permitted and how we and the city decide what services are available. The Fall Festival committee is looking for financial help with bathrooms and trash. They would also appreciate some volunteers. The trash seems to be a city issue. What does the city supply for trash and for what size event? If no trash support is supplied it just makes for a messier downtown and still work for the city. Either we need a policy requiring the event coordinators keep the area trash free or the city needs to have a plan to keep the downtown clean during large events. The bathrooms of store owners get over run during large events if no bathrooms are provided. There is no bathroom requirement on the event permit, so at large events it might be smart for the DDA to sponsor bathrooms so that our businesses don't experience problems and say they don't want any events. We will have the board vote on if they are willing to pay for the bathrooms for the Fall Festival or some portion.
3. Tree Trimming: Jason Butler asked about getting the trees trimmed downtown. City Manager Gamble said it is on the contractor's list. They are just waiting till the appropriate time of the year, which should be mid-September to October. The trees will be trimmed similar to the test tree in the first block.
4. Gillroy's Lot lines: City manager Chad Gamble said the lines are on the contractors list and should be done fairly soon.
5. Façade Grant/ Ken Harris. Jason Butler asked about the stative of this year and next year's façade grants. The façade grants were announced in September last year and we can do the same thing. We do have all the information from last year and we can go with the same time line. Our first façade grant has been completed, Ken Harris' building in the first block. The grant contract documents were reviewed and a check will be cut for half of the project costs.
6. Planter Use and Winterization: Jason asked about what happens to the planters for the winter. Heather stated that the hanging baskets are removed by the city and stored in the barn for the winter. The planters will be drained but stay in place. Last fall we did a fall design in the planters and a winter design. Heather is talking to Woodburys about the winter design and she and Tracy will work on a fall design.
7. Social District Committee was discussed: The Committee members will be Chris Hyzer from the city council, Jason Butler, Chad Gamble, Nancy McKinley and hopefully a bar owner.



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- Heather will ask Dean Mazzolini and shop some times for a meeting. We are also in need of a Design Committee. There are a number of people interested in being on the committee but we need a board member to be the Chair. Heather will talk to our new board member Emily Baudoux. Emily is currently on the Marketing committee but may be willing to switch.
8. Hicks Property Discussion: Jason Butler stated that the Hicks Elevator property is a central aspect of our downtown. How can the DDA help to make this area become more vital. City Manager Chad Gamble state that there has been some discussion with developers to help activate that area. Silo conversion is an expensive but intriguing project. The city is also meeting with Senator Slotkin next week and will talk to her about potential participation from the government.
  9. Parking Plans/ Higham Lot: Chad handed out a packet with the sign array for the new parking plan in the downtown. The post for signs will be placed in Octoer and the signs by the end of the same month. There is a special ticket that will be placed in car windows during the early stages to get everyone acclimated. The plan will start to be enforced in 2024. There was discussion on having a QR code on the signs. The city was thinking no QR code but it might still be considered. The was general approval of the designs of the signs and appreciation to the city for the work they have done on the issue. There was discussion on the progress for the Higham Street Parking lot. The ownership is being worked on and most likely construction will be next summer. Since the plans were discussed with past city manager Dave Kudwa and acting city manager Kristina Kinde, Chairman Butler thought it would be nice to do a walk through with the new city manager. We will set up a meeting next week and also a walk through the downtown with Director of Public Services Justin Smith.
  10. Chad announced that there will be 2 special city council meetings coming up to discuss the Wilson Center. The first is September 12<sup>th</sup>, 6pm at the Police Station. The second will be October 10<sup>th</sup> 6pm also at the police station. The first will be discussion and the second will be for the decision.



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**Marketing Committee Minutes**  
**August 10, 2023**  
**9am PSD Office**

**Committee Members Present:** Tyler Barlage , Emily Baudoux, Vicki Schafer

**Others Present:** Heather Hanover

1. Promoting Fall Festival and other downtown events: The committee would like a list of what events need promotion. Then they can decide how best to use their budgeted funds. Vicki talked about promoting the downtown on the 517 Facebook group. She will send an invitation to the downtown. There was also discussion on having a photographer take regular photos of events and activities in the downtown so that we can use them for promotion. Courtney Bradley was mentioned as a possible photographer.
2. Year-round t-shirts, mugs and other merchandise. We need to start getting this set up. Should products only come from us or are different businesses allowed to use our brand as long as they stay within the brand guidelines. There was discussion of different activities for the downtown. Vicki mentioned that Mason does a find the Bulldog event. Emily talked about a day for teachers or nurses or other service professional.
3. Website: On our branding schedule, the next phase is working on the website. It is good for board functions and our DDA requirements but we also need a fun, energetic face for the public. Possibly a video of the downtown on the first page.