



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

**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

COMMITTEES

Marketing
Tyler Barlage-Chair
Jason Butler
Erica Hayes

Events
Mariah Leiby-Chair
Tyler Barlage
Tracy Kossaras
Nancy McKinley
Amber Haubert
Corrine Trimbach

Design
Amber Haubert-Chair
Mariah Leiby
Kim Zuehlke

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

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**Meeting Minutes
Principal Shopping District
September 7, 2022**

11:30 am, At Main Street Café

Members Present: Jason Butler, Ed Brandon, Amber Haubert, Tracy Kossaras, Nancy McKinley, Mariah Leiby, Bruce Delong, Corinne Trimbach and Erica Hayes.

Other Present: Julie Tadgerson, Todd Pride, Liz Janetzke, Dave Kirk and Heather Hanover

1. Meeting was called to Order by Chairman Butler at 11:32am

2. Additions to the Agenda There were no additions to the agenda

3. Motion to Approve the Consent Agenda made by Mariah Leiby, seconded by Tracy Kossaras, motion carried.

- A. Minutes of meeting dated August 3, 2022
- B. Minutes of the Executive and Events Committee Meetings
- C. City of St Johns monthly financial report through August 31, 2022
- D. Director's Report

4. Communications

- A. Events Committee: Even with rain on Saturday, the Mint Fest downtown made money for downtown projects. There were a lot of great comments about the new set up. It will need to be changed slightly for next year but overall, it worked well. Dave Kirk said there was one problem on Friday night. We need to have the volunteers wear the event vests so that they are easily recognized. Jason Butler commented on the amount of help we received from the city. It was a lot and we really appreciated their help. Mariah said the Mint Fest overall went well. She also said that the Chamber will be running the "Event So Good It's Scary" on Halloween from 4:30 to 6pm and there will be no charge to businesses that want to participate.
- B. Marketing Committee: Julie Tadgerson presented the program for "St Johns Its on Your Way" campaign. We received \$7500 grant from the MRA. We will be combining this money with some from the PSD (\$5000) and individual business owners (20 owners at \$150 each, \$3000). The grant is allowing businesses to participate for \$150 this year instead of \$250. The businesses will get a commercial and a place on the WLNS Facebook Carousel. There was also talk of the downtown logo and the message it represents. Todd Pride from WLNS presented their ideas for the logo. The current logo was discussed and it was decided to refer the logo to the Marketing Committee, who will give a recommendation for next month

5. Old Business

- A. Event Policy Update: The Executive Committee is working on the policy. Heather is checking with the Rotary Club to see what policy they came up with. The Policy will come back to a future meeting

6. New Business

- A. New Event Chair: The current Event Chair, Mariah Leiby, is also the Chamber Event Chair. She would still like to help but prefer not to be the Downtown chair. Jason referred the Event Chair position to the Event Committee for a recommendation to the entire board
- B. Banner Across Main Street: Heather would like to have something put up. Bruce Delong stated that because of the issues we have had in the past we do not have a presentable banner to put up. It was also discussed that we should not get a new banner until the logo issue is ironed out.

Motion to Adjourn made by Erica Hayes, seconded by Mariah Leiby, motion carried. Meeting adjourned at 12:16pm

Next Regular Meeting October 5, 2022



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Meeting Minutes
Downtown Development Authority
September 7, 2022 Main Street Café

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Salon 989

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Erica Hayes

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Amber Haubert
Tracy Kossaras
Jason Butler
Corrine Trimbach
Jaime Madar

Design
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Mariah Leiby
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Bruce DeLong
Dave Kudwa
Jason Butler

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Members Present: Jason Butler, Ed Brandon, Tracy Kossaras, Amber Haubert, Bruce DeLong, Mariah Leiby, Corinne Trimbach, Erica Hayes and Nancy McKinley.

Other Present: Dave Kirk and Heather Hanover

1. Meeting was called to Order by Chairman Butler at 12:18 pm

2. Additions to the Agenda: No additions

3. Motion to Approve the Consent Agenda as presented, made by Mariah Leiby seconded by Tracy Kossaras, motion carried.

A. Minutes of meeting dated August 3, 2022

B. City of St Johns monthly financial report through August 31, 2022

4. Communications

A. Design Committee Up Date: Amber presented the new Façade Grant Program. She developed it closely along the lines of the Petoskey Façade Grant Program. There was a question on how the grant award decisions will be made. Amber stated that final approval will be by the whole board. Erika asked that the board be allowed to see all applications and not just the ones being recommended by the Design Committee. Jason asked about the legality of the document. Heather will check with Dave Kudwa about getting a legal opinion. There was also discussion on how much of our budget we can allot to the Facade Grant Program, motion by Mariah Leiby, seconded by Amber Haubert to budget \$30,000 to the program for this year, motion carried.

B. Amber also received some bids for putting chrysanthemum in the flower pots for the all. The bid from the Country Store for 48 mums was \$576. Motion by Amber Haubert, seconded by Mariah Leiby to approve the bid from the County Store, motion carried.

5. Old Business

A. CRM was discussed at the Executive meeting. We need a whole meeting to discuss the pros and cons of this service. Heather will send out a "go to meeting" email to get times. The whole board is welcome to attend.

6. New Business

A. **Meeting Length:** Chairman Butler asked what the preferred length of time for the monthly board meetings should be. The general consensus was for an hour, with the possibility of going an hour and a half if needed but the goal should be to keep the agenda items low enough to have an hour meeting.

7. Public Comment: Heather announced the Match on Main Grants are again being awarded this fall and she will announce it to all downtown business owners.

Motion to adjourn made by Bruce DeLong, seconded by Ed Brandon, meeting adjourned at 12:46pm

Next Regular Meeting October 5, 2022