



**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  
Sept 6, 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**  
Emily Baudoux  
Rise Up Co.

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  
Mint Door Boutique

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, Corinne Trimbach and Erika Hayes

**Other Present:** Chief Kirk, Monica Womack, Liz Janetske, Amber Haubert, Scott Dzurka and Heather Hanover

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

2. **Additions to the Agenda** None, motion to approve by Tyler Barlage, seconded by Corinne Trimbach, motion carried.

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

A. Minutes of meeting dated August 2, 2023

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

C. City of St Johns monthly financial report through August 28,2023

D. Director's Report

**4. Communications**

A. **Events Committee:** Tracy and Corinne stated that at the last meeting the Mint Festival was the main discussion. We are also working on the hot dog cart. The next meeting is tomorrow and we will be evaluating the events that happened in August and start talking about the events coming up. The Event So Good It's Scary and the St Nick Parade are the next events. Tyler thanked the event committee for all the good work they have been doing. The Mint Festival Downtown was a success.

B. **Marketing Committee:** Tyler said the next task will be making the website more attractive for the general public. The branding is done and he would like to encourage the city to look at our color palate so that the city's new logo can have a similar feel. Chad mention that the city has hired 2 high school students as marketing interns. The interns will be available to help the DDA with Marketing.

C. **Executive Committee:** Jason stated that the committee discussed board applications and the policy of having all board applicants work on committees prior to being on the board. There was also discussion on how we support non PSD events and the city's event application and the need to fix that process. Other items discussed at the executive meeting were: tree trimming, parking lot lines, development of the Hicks property and the new parking plan which will be discussed later in the agenda.

**5. Old Business**

A **Board Membership:** The City Council approved Emily Baudoux as our newest board member, welcome Emily.

B. **Mint Fest Recap:** overall it was our most financially successful Mint Fest to date. The weather cooperated and there was a good turnout. Chairman Butler wanted to thank the city and the city workers for all their help. It really was a team effort. The events committee will be discussing the event in detail at their meeting tomorrow and will make a few changes from things we learned this year. Chairman Butler also mentioned that it was an event without incident, he wanted to thank the police department for their low-key presences. He also thought having food at the event helped people's behavior. Everyone though the stage was great and the sound system was a big improvement.



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**6. New Business:**

A. **Fall Festival Support:** There was discussion on how the board decides to help with non DDA events. Our policy to date is to review requests at board meetings and bring them to a vote. This year we budgeted \$1000 to help with other events. Erika Hayes still feels that we need a criterion to help us decide which events we help sponsor. The selection should be based on non-subjective facts such as the number of attendees, if it is open to the public and the effect it will have on the downtown. There was discussion on when porta johns should be required and the city's event form. City Manager Gamble said this is something the city needs to fix. Trash can also be a strain on the downtown and these issues need to be well defined in the event application process. The Fall Festival is looking for support for the Porta Johns they have ordered for the event. The cost is \$1085 and we have a yearly budget of \$1000 to help with non-PSD events. There was a discussion of the strain these events can have on the businesses in the downtown and that having them should be a requirement when large crowds are expected. Motion by Tracy Kossaras, seconded by Tyler Barlage to sponsor the bathrooms with \$500 of PSD funds, motion carried 6 to 1 (Hayes, likes the event but would like a better process for making the decision)

B. **Fall Planters:** Just a FYI, we budgeted \$1000 this year for fall planter décor, the planters will be changed out soon for fall.

Motion to adjourn made by Erika Hayes at 12:13 seconded by Corinne Trimbach, motion carried

**Next Regular Meeting Oct 4, 2023**



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**Meeting Minutes**  
**Downtown Development Authority**  
**September 6 , 2023 After PSD Meeting, PSD Office**

**BOARD OF DIRECTORS**  
**2022 - 2023**

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Butler Financial

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Tyler Barlage  
Community Christian  
Church

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Bruce DeLong  
Clinton County Commissioner

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Gilroy's Hardware

Erika Hayes  
Jackson & Hayes, PC

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

**Executive, Finance, Strategic  
Planning**

Jason Butler-Chair  
Tyler Barlage  
Bruce DeLong  
Chad Gamble  
Tracy Kossaras  
Corinne Trimbach

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

**Other Present:** Chief Kirk, Monica Womack, Amber Haubert, Scott Dzurka, Liz Janetske and Heather Hanover

**1. Meeting was called to Order by Chairman Butler at 12:13 pm**

**2. Additions to the Agenda:** There were no additions to the agenda. Motion by Tyler Barlage 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 Corinne Trimbach, motion carried.

A. Minutes of meeting dated August 2, 2023

B. City of St Johns monthly financial report through August 28,2023

**4. Communications**

A. None

**5. Old Business**

A. Design Committee: It is time to announce this year's façade grants. We will use the same time line as last year.

B. Parking Plan: City Manager Gamble presented the new sign array for the downtown parking. There was discussion on using the new downtown logo or the city's , who do you want people to get mad at ? 😊. The hope is that by the end of October all the sign posts will be installed and the signs by November 1<sup>st</sup>. During the last 2 months of this year no one will be given a ticket. To increase awareness of the new program vehicles that are in violation will have a "Whoa you have made a parking violation " note placed on their car. Enforcement won't begin until January. After the new rules have been in effect the city will complete a parking study to evaluate the new rule's effectiveness. Everyone commented on the nice look of the new signs.

**6. New Business**

A. None.

**7.Public Comment:** Heather mentioned that she will be completing a walk through the downtown with DPS supervisor Justin Smith if others would like to join that would be great. We need to clean out the barn to make room for the Hot Dog Cart and make more space on the first floor. If anyone has any ideas for the large planters that were purchased, please let me know. She also mentioned that there are 10 applicants for the Chamber Director.

Motion to adjourn made by Erika Hayes, seconded by Chad Gamble, motion carried, meeting adjourned at 12:26pm.

**Next Meeting October 4, 2023**