



St. Johns Principal Shopping District
109 E. State, PO Box 477 – St. Johns, MI – 48879 (989) 224-8944ext. 233

Heather Hanover
989-224-8944 Ext233: psdcityofsj@gmail.com

BOARD OF DIRECTORS 2025 - 2026

Chairman
Monica Ladiski
Lotus Health

Vice-Chairman
Jason Butler
Butler Financial

Secretary-Treasurer
Tyler Barlage
Community Christian Church

Directors
Emily Baudoux
Rise Up Co.

Ed Brandon
Gilroy's Hardware

Bruce DeLong
Clinton County

Chad Gamble
City of St. Johns,

Erika Hayes
Jackson,
Hayes, PC

Brent Hurst
OhMi Organics

Tracy Kossaras
Kurt's Appliance

Nancy McKinley
Castle Resident

Corinne Trimbach
Building Owner

Marketing
Emily Baudoux-Chair
Erica Hayes
Vickie Schafer
Monica Ladiski

Design
Tyler Barlage-Chair
Lori Wurm
Lara Boettger
Brandi Martinez

Events
Corrine Trimbach-Chair
Tracy Kossaras-Chair
Brent Hurst
Nancy McKinley
Jason Butler
Liz Janetske

Executive, Finance, Strategic Planning

Tyler Barlage
Jason Butler
Chad Gamble
Tracy Kossaras
Monica Ladiski
Corinne Trimbach
Emily Baudoux

CONTACT INFO
Executive Director

AGENDA
Principal Shopping District Meeting
Jan 7,2026
11: 30 am, Fire Hall

* Indicates an attachment

- 1. Call to Order 11:30am**
- 2. Additions to the Agenda 11:30am**
- 3. Public Comment 11:31am (5 minutes)**
- 4. Approval of the Consent Agenda: 11:36 am**
 - A. *Minutes of meeting dated Dec 3,2025
 - B. *Minutes from Executive, Marketing/Event Meetings
 - C. *City of St Johns monthly financial report through Dec 31,2025
 - D. *Director's Report
- 4. Communications**
 - A. Events Committee 11:37 am (3 minute)
 - B. Marketing Committee: 11:40am (3 minutes)
 - C. Executive Committee 11:43 am (3 minutes)
 - D. City Updates 11:46 am (5minutes)
- 5. Old Business**
 - A. Event List for 2026 11:51am(5 minutes)
 - B. Categorizing Downtown Events 11:56 am(1 minute)
- 6. New Business**
 - A. Budget for 26-27 11:57am (3 Minutes)

Next Regular PSD Board Meeting Feb 4th



St. Johns Downtown Development Authority
109 E. State, PO Box 477 – St. Johns, MI – 48879 (989) 224-8944ext. 233

AGENDA
Downtown Development Authority Meeting
Jan 7, 2026
Immediately After 11:30 Fire Hall

* Indicates an attachment

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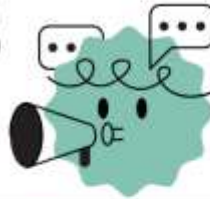
Executive, Finance, Strategic Planning

Tyler Barlage
Jason Butler
Chad Gamble
Tracy Kossaras
Monica Ladiski
Corinne Trimbach
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1. **Call to Order 12:00 pm**
 2. **Additions to the Agenda 12:01 pm**
 3. **Approval of the Consent Agenda: 12:02 pm**
 - A. *Minutes of meeting dated Dec 3, 2025
 - B. *Minutes from the Design Committee Meeting
 - C. *City of St Johns monthly financial report through Dec 31, 2025
 4. **Communications**
 - A. Design Committee 12:09 (3 minutes)
 5. **Old Business**
 - A. None
 6. **New Business**
 - A. Director Contract 12:12 (10 minutes)
 7. **Public Comment (please keep to under 3 minutes) 12:22 pm (5 minutes)**
- Adjournment 12:27pm**

Next Regular DDA Board Meeting Feb 4th.



2026

EVENTS

DDA



NonDDA



3/17	St Patrick's Day Pub Crawl
5/9	Spring Fling and Touch a Truck
Thursday 5-7pm	June/July/August Downtown Thursday Thing
SATURDAY 8AM-12PM	Farmers Market 2 nd Sat. in June thru October
6/14	Soap Box Derby
8/7-8	Mint Festival /Car Show
8/20	US 27 Car Tour
9/12	Mint City Motorcycle Mania
9/19	Fall Feastival
10/3	Oktoberfest
10/31	Candy Crawl
11/11	Veteran's Day Parade
12/4	St.Nick Parade



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Design
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Lori Wurm
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**Executive, Finance,
Strategic Planning**

Monica Ladiski-Chair
Tyler Barlage
Jason Butler
Chad Gamble
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Corinne Trimbach

Marketing
Emily Baudoux-Chair
Erika Hayes
Vicki Schaffer

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**Meeting Minutes
Principal Shopping District
Dec 3, 2025**

11:30 am, At Fire Hall

Members Present: Nancy McKinley, Tracy Kossaras, Corinne Trimbach, Monica Ladiski, Emily Baudoux, Tyler Barlage, Chad Gamble and Jason Butler.

Others Present: Heather Hanover

- 1. Meeting was called to Order by Chair Ladiski at 11:35 am**
- 2. Additions to the Agenda:** None, motion to approve the agenda as presented by Jason Butler/seconded by Tracy Kossaras, motion carried.
- 3. Public Comment:** None.
- 4. Motion to Approve the Consent Agenda made by Jason Butler, seconded by Tracy Kossaras motion carried.**
 - A. Minutes of meeting dated Nov 5, 2025
 - B. Minutes of the Executive, Marketing and Events Committee Meetings
 - C. City of St Johns monthly financial report through Nov 25,2025
 - D. Director's Report

5. Communications

A. Events Committee: Chair Kossaras said at the last meeting they discussed small business Saturday and the St Nick Parade. They also talked about next year's events and the new event protocol. They are thinking of doing a February event called the Cozy Crawl. There is also a decorating contest going on in December. The meeting this month will be at the Heist and it is now on the second Thursday of the month.

B. Marketing Committee: Chair Baudoux talked about the Holiday Commercial Co-Op, 12 downtown businesses participated and the board subsidized the commercials. We are having a new website but it still needs some changes. If anyone sees anything that needs improving, let us know.

C. Executive Committee : The items discussed at the meeting are all on the agenda.

D. City Update: Chad reported that parking lot number 4 in downtown was completed and looking great. There was a labyrinth completed at the city park and a public hearing on the Master Plan was held. Budget season is coming up and they would like the DDA/PSD budgets by the end of February or early March. There will be a lot of big road projects next year in the downtown which will include some sewer separation projects.

6. Old Business

A. Lease of shared space. The lease from LEAP was very long and complicated. Monica said that she had a simpler one that she uses to rent our spaces in her building. Jason discussed a form for prospective tenants that would gauge their interest and needs before they commit to a lease, he has developed a form letter. He also wondered if Erika Hayes (attorney on the board) might have a simpler lease document that she could help us mold to our needs

B. Downtown Website, as Emily mentioned we have a new website. We got it up quickly so we didn't have to do the yearly renewal of the old website. Everyone needs to check it out and send in comments.

C. Criteria for Deciding on Event Categories There was a lot of discussion on how events are categorized and when fees will be charged. There was also discussion on having a clear view of what the fees are and how we can help event coordinators accomplish their events in the downtown. There are a lot of moving parts and we need to get on the same page with the city commission. Chad will set up a meeting in January to iron out the wrinkles. Monica, Jason and Heather would like to be part of this meeting. There was also more discussion on if the PSD should subsidize non-PSD events and what the criterion should be. There was talk on having a grant process but at the minimum having a packet of information.



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7. New Business:

A. Approval of the 2026 Meeting Dates: the list was discussed and some errors fixed. Motion by Tyler Barlage, seconded by Tracy to approve the amended meeting dates, motion carried. Heather will make the corrections, send the list to the city and post the list at the firehall and on the website.

B. Director's Contract: Last year because of the early city commission meeting in December it was decided to vote on the Executive Director contract in January. We will do that again this year.

Motion to adjourned made by Tyler Barlage at 12:33 pm, seconded by Jason Butler, motion carried.



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**Meeting Minutes
Downtown Development Authority
Nov 5 ,2025
Immediately following the PSD Meeting**

Members Present: Nancy McKinley, Tracy Kossaras, Corinne Trimbach, Monica Ladiski, Emily Baudoux, Tyler Barlage, Chad Gamble and Jason Butler.

Others Present: Heather Hanover

1. **Meeting was called to Order by Chair Ladiski at 12:33 pm.**
2. **Additions to the Agenda:** None, motion to approve the agenda as presented made by Tyler Barlage, seconded by Jason Butler, motion carried.
3. **Motion to Approve the Consent Agenda** as presented, made by Tyler Barlage, seconded by Corrine Trimbach, motion carried.
 - A. Minutes of meeting Nov 5,2025
 - B. Minutes of the Design Committee Meeting
 - C. City of St Johns monthly financial report through Nov 25, 2025
4. **Communications**
 - A. Design Committee Chair Barlage stated the committee didn't have a regular meeting but they meet to work on the pots for the holiday. We also have a new bench designed by Ivan Iler.
5. **Old Business**
 - A. None.
6. **New Business**
 - A. Tonight there will be a special Holiday 6 in the city featuring St Johns , 7:30pm on WLNS and WLAJ.
7. **Public Comment**

People commented on seeing the commercials and what a good job everyone did.

Motion by Corinne Trimbach to adjourn at 12:42 pm, seconded by Tracy Kossaras, motion carried.



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Events/ Marketing Committee Meeting

Dec 11,2025

11:30am the Heist

Members Attending: Tracy Kossaras, Corinne Trimbach , Nancy McKinley, Emily Baudoux, Nikki Oderkirk, Dora Isbell, Erika Hayes, Jason Butler and Liz Janetski.

Others: Heather Hanover

- 1) Saint Nick Parade review: There was discussion about the event. There were complaints about the road closure from Ken Harris in an email and Swany's on Facebook. The committee felt that closer of main street is needed for safety but we can talk to the city about starting closer to the event so as not to be so much of an inconvenience. There was also discussion on the crowd being down and having extra events before and after. We will talk about this for next year.
- 2) Small Business Saturday was successful, many store saw increased traffic. The Flyer of specials was well received and we will do this again next year.
- 3) Events for 2026: The committee discussed the event list. Comments were that it would be nice to have different colors for PSD versus non-PSD events on the yearly flyer. Nikki from 508 was in attendance and they have already picked a date in September for Motorcycle Mania. They are thinking it will be their own event but would like help from the PSD. There was discussion on where the event should be located, this is TBD. There was talk on the Cozy Crawl and it was decided to work this up for 2027 because with the holidays we won't have time for this year. Jason said he would like to organize a St Patrick's Day Pub Crawl. Hire a bus that will go to a few places in the area but start and end in St Johns. Everyone was in favor of the idea. There was discussion on Spring Fling, Mint Fest and the US 27 Car tour. The Fall Festival is run by the Eat Healthy Eat Local Foundation and they have picked September 19th. We will not have a Harvest Fest this year because they are coming back but we will work on an Oktoberfest to be held on October 3. This will be our official slate but we can always add more events if something comes up during the year. .
- 4) Marketing Meeting: We discussed the new website and the Holiday Commercial and advertising for the new shared space. So far, we have not had any takers on the shared space. We need to work on advertising the space.



Executive Meeting December 16,2025

Members attending: Jason Butler, Tyler Barlage, Chad Gamble, Monica Ladiski, Corinne Trimbach and Tracy Kossaras.

Others: Heather Hanover

1. Grants for Events: There was discussion on what occurred at the city council meeting pertaining to the SEPA charges. They are talking about charging the PSD for events. There was a lot of discussion on the benefits of a strong downtown to the city. There was discussion of meeting with the commissioner to discuss everything the PSD/DDA does. There was discussion of giving a yearly presentation to the city commission. There was discussion on a set number of contributions towards events from the city. The city credits the chamber \$5000 for the Mint Fest. Jason and Monica will set up a meeting with commissioners and Chad will let us know if there is a time when we can give a report at city council meeting.
2. Rise Up Shared Space: Heather presented the revised letter of interest that she obtained from Jason Butler. She also had an ad with pictures that she is going to share with LEAP and the Small Business Association of Michigan to increase interest in the space. Monica would like to add upkeep of common spaces to the letter.
3. We need to start working on our 26-27 budget. Heather will add it to the agenda for next month and each committee will have to work on their budgets to present to the board for approval at the February meeting.
4. Executive Director contract: Monica is reviewing the existing contract and will talk to board members about any changes or renewal of Heather's contract.
5. Heather said the new web designer would like access to our business list so that he can contact the downtown businesses about redoing their websites. The board would prefer that he supply an ad to Heather and she distribute it to the downtown in the Scuttlebutt.



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Executive Director Activity for December 2025

- A. Added Agenda to City Website
- B. Posted events and happenings on Downtown and Community Facebook pages
- C. Board Meeting, agenda and minutes
- D. Events/Marketing Committee meeting, agenda and minutes
- E. Executive Committee meeting, agenda and minutes
- F. Chamber Monthly Meeting
- G. Senior Center Meeting
- H. Reconciled credit card
- I. Picked up Plaque for St of the Year
- J. Worked with Bob's on Saint floats
- K. Cookies and face painting at Main Street
- L. Thank you for bands, Santa and Mike Z who did the switch
- M. Worked with Willow on Sound for event.
- N. Organized High School volunteers for event
- O. Created Parade line up announcements
- P. Set up St Nick Chair at Depot and table for sound system
- Q. Set up sound system by Dominos and table and chairs.
- R. Turned off Downtown Music for event
- S. Restarted music and took down table and Santa Chair
- T. Worked with Relay for Life on Gift Wrapping Station in Rise Building
- U. Gave another tour of Rise Building and Senior Center Kitchen
- V. Contacted Sports stop for Sign for Holiday Décor Winner
- W. Collected and counted décor votes
- X. Presented sign to Holiday Décor Winner
- Y. Worked on Interest Letters to send out for Shared Space
- Z. Sent out interest letters to 8 possible tenants
- AA. Worked on ad for rent of Rise Building
- BB. Sent Rise building info to LEAP and SBAM to share with prospective tenants
- CC. Posts of St Nick event
- DD. Posts for Holiday Decorating