



St. Johns Principal Shopping District

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

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

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Emily Baudoux

CONTACT INFO
Executive Director
Heather Hanover

AGENDA
Principal Shopping District Meeting
Oct 1, 2025
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 Sept 3,2025
 - B. *Minutes from Executive, Marketing and Event Meetings
 - C. *City of St Johns monthly financial report through Sept 25,2025
 - D. *Director's Report

4. Communications

- A. Events Committee 11:37 am (3 minutes)
- 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. *Working with the Chamber on Mint Fest 11:51am(10 minutes)
- B. *Criteria for Categorizing Downtown Events 12:01pm(2 minutes)

6. New Business

- A. Free Weenie Wednesdays Oct 8 12:05pm(2 Minutes)

Next Regular PSD Board Meeting Nov 5th



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

AGENDA
Downtown Development Authority Meeting
October 1, 2025
Immediately After 11:30 Fire Hall

* Indicates an attachment

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Liz Janetske

Executive, Finance, Strategic Planning
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Corinne Trimbach
Emily Baudoux

CONTACT INFO
Executive Director
Heather Hanover
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1. **Call to Order 12:08 pm**
 2. **Additions to the Agenda 12:09 pm**
 3. **Approval of the Consent Agenda: 12:10 pm**
 - A. *Minutes of meeting dated Sept 3, 2025
 - B. *Minutes from the Design Committee Meeting
 - C. *City of St Johns monthly financial report through Sept 25,2025
 4. **Communications**
 - A. Design Committee 12:11 (2 minutes)
 5. **Old Business**
 - A. None
 6. **New Business**
 - A. Commercial Space Rental for Incubator 12:13 (10 minutes)
 7. **Public Comment (please keep to under 3 minutes) 12:23pm (5 minutes)**
- Adjournment 12:26pm**

Next Regular DDA Board Meeting November 5th.



St. Johns Principal Shopping District and Downtown Development Authority
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Design
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Brandi Martinez

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Jason Butler
Chad Gamble
Tracy Kossaras
Corinne Trimbach

Marketing
Emily Baudoux-Chair
Erika Hayes
Vicki Schaffer

CONTACT INFO

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**Meeting Minutes
Principal Shopping District
September 3, 2025
11:30 am, At Fire Hall**

Members Present: Nancy McKinley, Tyler Barlage, Monica Ladiski, Corinne Trimbach, Chad Gamble, Ed Brandon, Brent Hurst, Erika Hayes and Jason Butler.

Other Present: Heather Hanover, Dave Kirk and Liz Janetske.

- 1. Meeting was called to Order by Chair Ladiski at 11:30 am**
- 2. Additions to the Agenda:** None, motion to approve the agenda as presented by Brent Hurst/seconded by Tyler Barlage, motion carried.
- 3. Public Comment:** None.
- 4. Motion to Approve the Consent Agenda made by Tyler Barlage, seconded by Ed Brandon motion carried.**
 - Minutes of meeting dated Aug 6, 2025
 - Minutes of the Executive, Marketing and Events Committee Meetings
 - City of St Johns monthly financial report through August 27,2025
 - Director's Report

5. Communications

A. Events Committee: Heather stated that the last events meeting was right before Mint Fest and last-minute details were discussed. We also discussed the US 27 Car tour ; we needed registration and shirt sales and volunteers to direct the cars. The Motorcycle Mania was discussed ; there are 2 food trucks and 25 vendors. We are providing bathrooms for the Sirens Sadie Bass Concert. We are working with the Chamber on the Harvest Festival which will be the end of next month.

B. Marketing Committee: A meeting was held with the new web designer and he is working up the contract with the items that were discussed at the meeting.

C. Executive Committee : The main discussion on the executive meeting was the categorizing of the different events that occur in the downtown. This will be discussed later in the agenda.

D. City Update: Chad reported that Fantasy Forest is nearing completion. There will be a community planting day in September. The Wilson Center project bids are in and higher then expected so the project was value engineered to keep it on budget. The commission approved the restoration of the parking lot behind Gilroy's and East Higham Street east of downtown will be reconstructed this year.

6. Old Business

A. Policy to decide how events are supported in the downtown was discussed. There was discussion on the three types of Downtown Events: 1. DDA Events 2. DDA sponsored Events and 3. Private Events The hard part is deciding how to place the events in the 3 categories. It can not be based on feelings or political opinions. The decision needs to be concise and based on a defined criterion, i.e. For profit versus, nonprofit, ticketed versus open to the public. Size of the event or length of the event. The City needs to set up some rules on when bathrooms are required and added trash receptacles. There was discussion of approving a slate of events at the first of the year, budgeting for event collaboration and limiting the number of events the city will help us accomplish. It was decided that the executive committee will discuss details to present at the September meeting.

B. Mint Fest Planning meeting with the Chamber Sept 9th, 8:30am at the Fire Hall.



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7.New Business:

Motion to adjourned made by Erika Hayes at 1:01 pm, seconded by Ed Brandon 12:55 pm, motion carried.



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Downtown Development Authority

Sept 3 ,2025

Immediately following the PSD Meeting

**BOARD OF DIRECTORS
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Strategic Planning**
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Tracy Kossaras
Corinne Trimbach

Marketing
Emily Baudoux-Chair
Erika Hayes
Vicki Schaffer

CONTACT INFO
Executive Director
Heather Hanover
989-224-8944 Ext 233

Members Present: Brent Hurst, Nancy McKinley, Tyler Barlage, Ed Brandon, Monica Ladiski, Corinne Trimbach, Erika Hayes and Jason Butler.

Others Present: Dave Kirk, Liz Janetske and Heather Hanover

1. **Meeting was called to Order by Chair Ladiski at 12:56 pm.**
2. **Additions to the Agenda:** None, motion to approve the agenda as presented made by Chad Gamble, seconded by Tyler Barlage, motion carried.
3. **Motion to Approve the Consent Agenda** as presented, made by Chad Gamble, seconded by Tyler Barlage, motion carried.
 - A. Minutes of meeting Aug 6,2025
 - B. Minutes of the Design Committee Meeting
 - C. City of St Johns monthly financial report through Aug 27, 2025
4. **Communications**
 - A. Design Committee Tyler stated that there was discussion of the new city policy regarding outdoor furniture in commercial spaces. It will no longer require a special use permit but it will require an administrative review. The city has asked if the DDA would like to be a part of the permitting process on CBD applications. The Design committee went through the new ordinance and had some changes. They would also like to be involved in any permits within the CBD. We have a letter to the planning commission that Tyler would like to sign as Design Chair. Motion by Corinne Trimbach, seconded by Ed Brandon to approve the letter and Tylers signing, motion carried. .

Old Business

- A. None.

6.New Business

- A. None

7. Public Comment

Rise up is out of business and the building owner would like to have retail but has been approached by a realtor. This would be a good opportunity for the board to proactively help decide that complexion of the downtown environment. Offer rent to a retail business only, start renting the space and offer it up as a business incubator. The meeting was running late and this is a big step. It will be discussed at the next executive meeting.

Motion by Chad Gamble to adjourn at 1:08, seconded by Erika Hayes, motion carried.



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Executive Director Activity for September 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 Committee meeting, agenda and minutes
- E. Executive Committee meeting, agenda and minutes
- F. Marketing Committee meeting, agenda and minutes
- G. Chamber Monthly Meeting
- H. City Council Meeting
- I. Senior Center Meeting
- J. Chamber Ribbon Cutting
- K. Reconciled credit card
- L. Meet with and historical society to clean out Rail Cars
- M. Order bathrooms for Motorcycle Mania
- N. Filled our SEPA for Oktoberfest
- O. Order bathrooms for Harvest Festival
- P. Talked with Giving Paws about running Hot Dog Cart for Harvests Fest
- Q. Worked with Farmers Market on Parking issue
- R. Created Play list for Harvest Fest
- S. Talked with City about trash, tables and electricity for Harvest Fest
- T. Chamber held influencer program came to downtown
- U. Had the City put up Fall Banners
- V. Purchased and placed pumpkins in pots
- W. Worked with TV station on Holiday campaign
- X. Worked with city to get paper work for state façade grants
- Y. Worked on protocol for event classification
- Z. Ordered Holiday Banners
- AA. Wrote outdoor furniture guidelines



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**Design Committee Meeting Minutes
Sept 18, 8:00 am
DDA Office**

Members Attending: Tyler Barlage, Lara Botteger and Brandy Martinez

Others: Heather Hanover

1. The group looked over the winter pole banner designs provided by Michigan Graphic and Signs and decided on the red and white banner with a single snowflake and the words "Downtown St Johns".
2. Holiday Décor: to go along with the winter banners we ordered 4 more snowflakes and they are in. In the large pot we are looking to have some large reuseable item in the center. Brandy talked with Mike Prohaska, metal worker and that is something he could do. The group looked at a few metal designs and are leaning toward half snowflakes and half evergreen trees. The metal could be painted white and we would still add greenery around the base. There was discussion on lighting and a star or other Christmas decorations on the tree during the holiday. Brandy will get with Mike on the pricing and she will tell him we would need them by November 15th. There was also some discussion on having a permanent fence post to insert in the pot to anchor each metal piece.
3. Benches: we are still working on them, potential future benches from Brandy, Mary and Mike. Bench from Ivan is half paid for and will hopefully be done soon.
4. Outdoor Furniture policy: The planning commission has agreed to let the DDA Design Committee add an approval piece whenever a business applies for a permit to have outdoor furniture within the Downtown Development Authority District. Heather presented a starting document and the committee discussed the content. The city will regulate the basic rules such as ADA compliance and width of sidewalk. We will regulate the aesthetic guidelines. It was decided not to specify color or historically accurate. There was discussion on having large product ads on furniture or umbrellas and it was decided that they should be kept to a minimum. The committee would also like to keep in mind the neighboring businesses when selecting furniture and the architecture of the building. Heather will consolidate the comments and bring them back to the next meeting.



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**Events Committee Meeting
Sept 4, 2025**

11:30am the Main Street

Members Attending: Tracy Kossaras, Jason Butler, Nancy McKinley, Aimee Court, Liz Janetski, Brent Hurst, Emily Baudoux, Monica Ladiski, Christine from 508 and Nick Boyer

Others: Heather Hanover

- 1) Mint Fest recap: discussion for next year. There will be a meeting with the Chamber on Sept 9th at 8:30am to discuss the future of the Mint Fest, i.e. making it one event in the downtown. There was a lot of support for that idea. There was discussion of the cost of the stage and possibly placing it down by the silos instead of in the street. There was talk of where to put the crafters and the food trucks. Brent also would like us to consider a group that he knows will bring a lot of people to the event, Stone Street Revival, the group listened to some songs and thought they would be a good fit. The asked Brent to get some more information from the band.
- 2) Thursday Market: The singers and the food trucks were great but there wasn't a big turn out or many vendors. We have changed the event every year (days places and times), so maybe if we repeat it this year we will get some more traction, we can at least still have the singer and the food trucks and try and get more vendors. I was decided to repeat this event again next summer.
- 3) The city has decided that the Mint City Motorcycle Manias is not a DDA event so they are requiring that 508 refill out the forms, pay for trash, get permits for the food trucks and insurance to cover the event. The Downtown Board is supporting the event with bathrooms and Monica and Heather said they will be around for assistance. Maybe next year we can make this a PSD event
- 4) Harvest Fest is going forward well; we will supply bathrooms and Giving Paws is going to run the Hot Dog Cart.
- 5) Oktoberfest, do we want to order a tent? Yes, and get sides. We will use the same portapotties from the Harvest Fest.

Ninna contracted Heather, Monica and Emily about some more events in the downtown, one was A Witches Wine Walk. It was decided that we do not have enough time and we already have 2 events in September and October. Then the group talked about a St Johns Snow Moon Strolls in February. We will work on making this an event.



Executive Meeting September 16,2025

Members attending: Jason Butler, Chad Gamble, Monica Ladiski and Tracy Kossaras.

Others: Danielle Dershem-Schrader, Mariah Leiby, Jason Denovich, Justin Smith and Heather Hanover

1. Free Dog Fridays or Free Weenie Wednesdays. The hot dog cart needs to be inspected twice a year and all our events have been on a Saturday. The Health department does not inspect on Saturdays any more. We have plates and some other supplies left from other events this year and Heather would like to have a free hot dog lunch and do the inspection at the same time. The group decided Wednesdays would be better than Fridays. We will have one in October.
2. The space where the Rise up Store was is open for lease. The building owner Emily Baudoux would like to keep retail in that spot but so far, she has not been approached by any one suitable. It would be nice to keep it as a business incubator with the DDA fronting some of the costs. There was discussion about the Lansing Incubator and working with LEAP. Emily likes the idea and is willing to work with us but needs to get paid rent soon. If we decide to go forward with this program, we will have to make a choice between façade grants and this program this year. We will bring it to the board at the next meeting.
3. Co Hosting the Mint Fest with the Chamber in the Downtown. The Chamber presented a proposal about how we could share duties, profits and responsibilities if we combined and had all the activities in the downtown. There was discussion about location of the stage, crafters, parking and the car show. The 4-H fair is encroaching on the Mint Fest this year and if the Chamber stays at the park, it will be an issue. With the social district in downtown, we made less money, so the downtown will have to rethink their event this year also. It was decided to present the Chamber proposal to the entire board for a vote at the next board meeting.
4. Defining DDA coordinated/hosted events was not discussed because of the length of the Chamber discussion.



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Marketing Committee Minutes September, 2025

Committee Members Present: Monica Ladiski, Emily Baudoux.
Others Present: Heather Hanover

Moncia, Emily and Heather met with the website designer to talk about logistics and branding preferences.
Doug from web local will get going on the design and present an invoice for payment.

There is a new commercial promotion for the Holidays with channels, 6 and 53. There will be a special 6 in the city program that will just highlight St Johns. 5 businesses will be included in the show and must give the station \$1600 in gift cards that the station will hand out during the promotions. There will also be the regular holiday commercial program that we have done the last few years . The PSD would pay half the cost and we will be able to support 12 businesses. It was decided to proceed with this holiday program and the special 6 in the city program but the group was skeptical that there would be 5 downtown businesses that could give \$1600 in gift cards and gave the station leave to use any business within St Johns, not just the downtown.

Proposal for a Partnership Between SJACC & DDA/PSA for the Mint Festival

Introduction

The Mint Festival has been a cornerstone of community celebration in St. Johns, attracting thousands of visitors each year and generating significant economic impact for our businesses and nonprofits. Currently, the St. Johns Area Chamber of Commerce and the Downtown Development Authority (DDA) independently manage different components of the festival. While this structure has served us in the past, we believe a **more unified approach will maximize efficiency, reduce costs, and strengthen the festival's long-term sustainability.**

This proposal outlines the current responsibilities of each organization, challenges faced under the current model, and a recommended framework for merging festival operations into a joint partnership.

Current Responsibilities

Chamber of Commerce

- Craft Show / Food Trucks
- Park Band Shell Entertainment
- Marketing & Promotion
- Sports Tournaments

Downtown Development Authority

- Beer Tent (alcohol sales, stage, & music entertainment)
 - Car Show
 - Marketing & Promotion
-

Current Challenges

- **Duplicate Expenses:** Both entities currently pay separately for marketing, banners, tents/tables, port-o-potties, and entertainment.
- **Limited Coordination:** Entertainment booking and sponsorship outreach occur independently, missing opportunities for alignment and cost savings. Better planning and collaboration will reduce hours needed from DPW and SJPD.

Proposed Partnership Model

1. Financial Management

- The **Chamber of Commerce will serve as the main financial entity** for the Mint Festival.
- All sponsorships will be collected solely by the Chamber
- The **Chamber will cover the costs** of:
 - Entertainment
 - Advertising and marketing
 - Port-o-potties
 - Festival signage and banners
 - Stage rental and setup (recommended location: **silos on the north side of Downtown**)
- The **DDA will retain all revenue from alcohol sales.**
- The **DDA will retain all revenue from the Car Show.**
- In addition, the DDA will receive **5% of the overall Mint Festival income** each year as part of the partnership agreement.
 - Based on 2023–2025 averages **~\$4,095.00 annually.**



2. Responsibilities

Chamber of Commerce

- Oversight of all financial operations
- Sponsorship acquisition
- Festival-wide marketing and promotions
- Craft show, park entertainment, food trucks, sports tournaments, and carnival
- Additional Granger dumpster for waste management
- Payment and coordination for the festival stage (at the silos)
- Coordination of festival set-up and clean-up (in partnership with DDA and volunteers)

Downtown Development Authority

- Continue to operate the **Car Show**, and remain responsible for all related:
 - Expenses
 - Signage
 - Volunteers
 - **Recommended collaboration with the St. Johns High School Auto Boosters** to strengthen and sustain the event.

- Continue to manage **alcohol sales** with a reimagined “**Beer Garden/Patio**” concept on the **north side of Downtown**.
 - Recommended location: **Train Depot**, utilizing existing tables and chairs to reduce rental costs.
- Remain responsible for:
 - Beer tent / Block Party signage
 - Alcohol-related forms, permits, and licenses
 - Obtaining approval to **expand the Social District boundary to the silo**, since the current boundary only extends to the walking trails.
- **If the DDA chooses to operate a full gated beer tent with a gate admission model in the future, the profit-sharing agreement between the Chamber and the DDA will be subject to renegotiation.**



Joint Committee

- Establish a **Joint Entertainment Committee of 5 members**:
 - 3 appointed by the DDA
 - 2 appointed by the Chamber
- The committee will collaborate on booking stage entertainment to ensure a balanced, attractive lineup for festival-goers.

3. City Coordination

- **Heather and Danielle** will jointly manage SEPA permitting and compliance.
 - The City will experience a **significant decrease in DPW and SJPD hours**, thanks to more streamlined planning, consolidated logistics, and coordinated operations.
-

Benefits of the Partnership

- **Cost Savings:** Chamber assumes responsibility for entertainment, stage, advertising, signage, and port-o-potties, reducing duplication and lowering overall event costs.
 - **Revenue Protection for DDA:** Retains all car show and alcohol revenues, plus receives 5% of overall festival income (averaging \$4,095 annually based on 2023–2025 figures).
 - **Reduced Burden on City Staff:** Better planning and collaboration will reduce hours needed from DPW and SJPD.
 - **Enhanced Attendee Experience:** Coordinated entertainment and more cohesive festival planning, with a dedicated joint entertainment committee.
 - **Community Impact:** Increased support for local nonprofits and businesses while reducing strain on city resources.
 - **Sustainability:** Joint oversight ensures the Mint Festival remains vibrant and viable for years to come.
-

Conclusion

By consolidating financial oversight under the Chamber, maintaining DDA leadership in core areas of strength (car show and alcohol sales), and collaborating through a structured joint committee for entertainment, we can ensure the Mint Festival continues to thrive. This proposed partnership leverages the strengths of both organizations, reduces costs, preserves and enhances DDA revenue streams, and positions the festival as a model of community collaboration.

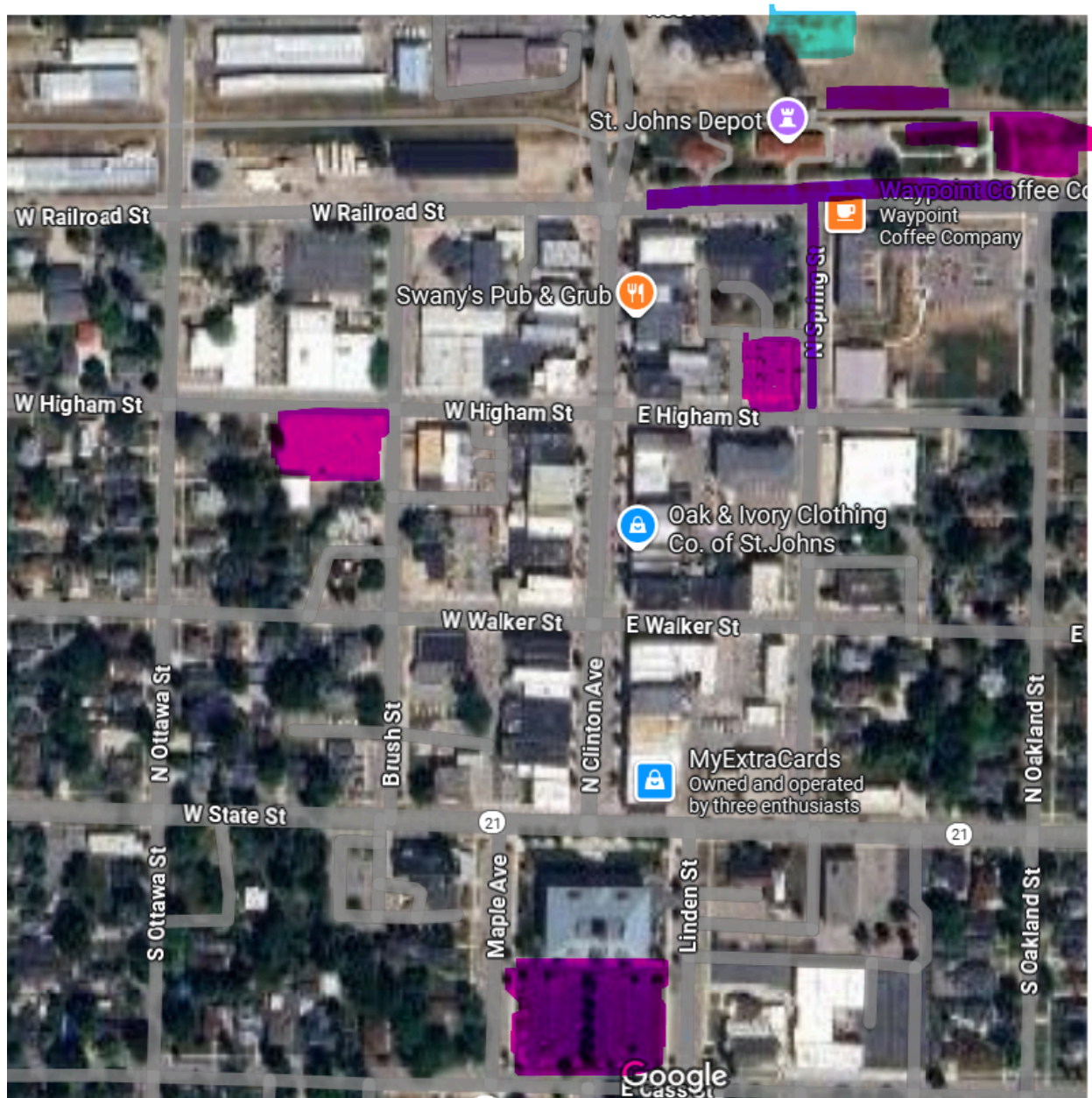
We respectfully submit this proposal for review and discussion with the Downtown Development Authority and look forward to forging a stronger, more unified future for the Mint Festival.

Proposed Map

Blue - Vendor Parking

Purple - Vendor Booths (Estimate of 100, 10x10 spaces will fit in the outlined spaces)

Pink - Paid Parking (ran by non-profits)



- Potential of adding parking at Federal-Mogul
- Propose food trucks in the Train Depot parking lot
- Rotary Pavillion used for general seating and food truck eating space
- Bathrooms available to the east of the depot, and inside the depot

DDA/PSA Mint Fest Financials

Below are 2023-2025 financial averages in categories that the Chamber is proposing to assume the financial responsibility for.

Expenses	2023-2025 Average	Notes
Marketing (TV, radio, FB)	\$1,016.04	
Stage	\$8,174.33	2023 new stage set-up
Banners	\$750.00	
Port-o-potty	\$1292.00	
Entertainment	\$5976.80	
Volunteer Shirts	\$676.43	2023 concert shirts not included
	\$17,885.60	

Income / Beer Tent	2023-2025 Average	Note
\$10 Gate Fee	\$15,709	Fri & Sat combined
\$5 Drink Sales	\$20,213.66	2025 Social District caused a 29.5% decrease in drink sales (\$15,601 in 2025)
Sponsors	\$3,691.66	

- Chamber proposes that the DDA remove the gate fee, in lieu of a 5% cut of the overall festival income
- Chamber proposes that the DDA no longer solicit sponsorships, in lieu of the Chamber covering the bulk of the expenses associated with the event.

Criteria for the event:

1. DDA hosted or co-hosted. Criteria to cohost: Must be Chamber or other downtown business, must be approved in January as part of the yearly slate. Profit and expense will be shared?
Limited to 1 per month or 12 per year??
Other?
2. DDA Assisted: nonprofit, secular, open to the public, non-ticketed(unless by the DDA)lasting more than 3 hours. Yearly budget that is used on a first come first serve basis. Amount of support is based on size of event(land blocked off) and no support after funds are exhausted for the year.
3. Private Events: For Profit, nonsecular, ticketed, less than 3 hours

Other considerations:

If it is an event that doesn't require any city assistance, street closures or use of city facilities does a permit need to be filed? i.e. Snow Moon Stroll

Cost of city services, \$100 to file form? does that include parades like veterans and homecoming?

When are events required to get insurance?