



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

**BOARD OF DIRECTORS
2025- 2026**

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City of St. Johns

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Design
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Lori Wurm
Lara Boettiger
Brandi Martinez

Events
Tracy Kossaras-Chair
Corinne Trimbach-Chair
Nancy McKinley
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Strategic Planning**

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Tyler Barlage
Jason Butler
Chad Gamble
Tracy Kossaras
Corinne Trimbach

Marketing
Emily Baudoux-Chair
Erika Hayes
Vicki Schaffer

CONTACT INFO

Executive Director
Heather Hanover
989-224-8944 Ext
233

**Meeting Minutes
Principal Shopping District
Nov 5, 2025**

11:30 am, At Fire Hall

Members Present: Brent Hurst, Nancy McKinley, Tracy Kossaras, Corinne Trimbach, Emily Baudoux, Monica Ladiski, Tyler Barlage, Bruce Delong, Erika Hayes and Ed Brandon.

Others Present: Liz Janetske, Devon Pingle and Heather Hanover

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 Bruce Delong/seconded by Brent Hurst, motion carried.
3. **Public Comment:** None.
4. **Motion to Approve the Consent Agenda made by Bruce Delong, seconded by Nancy McKinley motion carried.**
 - A. Minutes of meeting dated Oct 1, 2025
 - B. Minutes of the Executive, Marketing and Events Committee Meetings
 - C. City of St Johns monthly financial report through Oct 29,2025
 - D. Director's Report

5. Communications

A. Events Committee: Chair Kossaras talked about the last meeting that was held at the Heist. The Candy Crawl brought a lot of people downtown; some stores gave out more than 1000 pieces of candy. The next event is Small Business Saturday and we are making list of specials to hand out. Next the St Nick Parade and the group chose Kathy Smith as Saint of the Year. We are thinking about an event in Feb maybe the Snow Moon Stroll. Monica stated that the committee is going to work on their slate of events for 2026 and a protocol for how each event is handled..

B. Marketing Committee: Chair Baudoux said that the marketing committee is working on a marketing protocol for events and other happenings in the downtown. This will help with budgeting and efficient use of marketing funds. We are also working with Doug from Web Local to get the new website up and running.

C. Executive Committee : Heather said at the executive meeting they discussed the Incubator, the Vision and Values statement and the Event Criteria, all which will be discussed later in the agenda.

D. City Update: None.

6. Old Business

A. Retail Incubator: There was discussion on the retail incubator . Bruce Delong questioned the conflict of interest of renting a space from a board member. The issue was discussed with the city manager. Emily Baudoux was not in on the rental discussions nor was she allowed to vote. Heather stated that you can have a conflict of interest you just have to disclose it and recuse yourself from any vote.

B. Vision and Values Statement that were discussed at the executive meeting were presented to the entire board. There was discussion of adding welcoming place worthy of investment to the Vision Statement. In the Values Statement, there was a spelling error and the group would like to remove the last sentence.

C. Criteria for Deciding on Event Categories Monica presented her proposal for categorizing events. 1. Chamber/PSD events 2. PSD Events 3 Private Events. There was discussion on



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how each event is funded and how do we decide which private events we support and how do you decide how much financial support to give. Monica stated that there are a lot of issues to be determined with granting funds to the private events. These events are good for the downtown but there is a lot to be ironed out on funding or not funding. Can we just vote on the three categories and decide at a later date if and how we will support private events? Motion by Brent Hurst seconded by Bruce Delong to approve the three categories, motion carried.

7.New Business:

A. Since many of the Events and Marketing committee issues are interconnected and to reduce the number of meetings people have to attend, it was decided to have a joint meeting from now on, on the second Thursday of the month. The first joint meeting will be next Thursday November 13 at 11:30am at Main Street if it is available.

Motion to adjourned made by Brent Hurst at 12:24 pm, seconded by Corinne Trimbach, motion carried.



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**Meeting Minutes
Downtown Development Authority
Nov 5 ,2025**

Immediately following the PSD Meeting

Members Present: Brent Hurst, Nancy McKinley, Tracy Kossaras, Corinne Trimbach, Emily Baudoux, Monica Ladiski, Tyler Barlage, Bruce Delong, Erika Hayes and Ed Brandon.

Others Present: Liz Janetske, Devon Pingle and Heather Hanover

1. Meeting was called to Order by Chair Ladiski at 12:25 pm.

2. Additions to the Agenda: None, motion to approve the agenda as presented made by Corinne Trimbach, seconded by Tracy Kossaras, motion carried.

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

A. Minutes of meeting Oct 1,2025

B. Minutes of the Design Committee Meeting

C. City of St Johns monthly financial report through Oct 29, 2025

4. Communications

A. Design Committee Chair Barlage stated that at the last meeting we reviewed the city's revised ordinance on Outdoor Furniture Permits. The city asked the DDA if they would like to have input on any request for Outdoor furniture placements that are in the Central business District. The board decided they would and referred the matter to the Design Committee. In your packet are the guidelines that the committee created p and they recommend that they are forwarded to the city for addition to the revised city ordinance. Motion by Brent Hurst seconded by Ed Brandon to approve the guidelines and submit them to the city for inclusion in the ordinance, motion carried

5. Old Business

A. FYI, because of the new retail shared space, we will have no façade grants this year.

6. New Business

A. None.

7. Public Comment

Deven Pingle is the new LEAP representative for Clinton County and he is here to introduce himself and talk about some of the economic tools he has to help small businesses.

He briefly discussed his power point presentation and he will share it with Heather so that she can send it out to everyone. Devon also has a monthly coffee and conversation meeting at Waypoint Coffee in downtown St Johns. He encourages everyone to come down and talk with him. Tracy asked him if he has any experience with incubators like the one, we are trying to do. He said he has not had a lot but he is working with Heather and will be setting up meetings with professionals that will be helpful.

Motion by Ed Brandon to adjourn at 12:43 pm, seconded by Tyler Barlage, motion carried.