



MINUTES
Regular Meeting of Principal Shopping District
October 12, 2022

CALL TO ORDER

Chair Cooper called the meeting to order at 7:33 AM. The meeting was held at City Hall located at 28 N. State Road, Newaygo, MI 49337.

Roll Call: Present: Brock, Clor, Cooper, Faulkner, Fedell, Friar, Nelson, Parsley
Absent: Slominski
Also Present: Jon Schneider: City Manager, Kim Goodin: Recording Secretary

Motion by Fedell, second by Parsley to excuse absent members. AIF/MC

Motion by Fedell, second by Nelson to approve the agenda as presented. AIF/MC

APPROVAL OF MINUTES

Motion by Fedell, second by Faulkner to approve 08/24/2022 PSD special meeting minutes. AIF/MC

PUBLIC COMMENTS

BOARD BUSINESS

Motion by Nelson, second by Brock to approve the sign permit at 24 Wood Street for ELivATE Lounge. AIF/MC Schneider stated that ELivATE Lounge will be located in vacant space at Shepherd Law Firm that will be built out by Cory Nelson. Schneider said that the business will offer IV hydration and vitamin therapy.

Motion by Friar, second by Faulkner to approve the sign and façade permit at 47 W. State Rd. for The Free Spirit Retreat. AIF/MC Schneider stated that Planning Commission had recently approved this building to be used for a hotel/nightly rental.

Kelly Rider, Executive Director of River Country Chamber of Commerce, gave an update on the Social Zone stating that a grand opening is being planned for November 11th at 11:00 am stating that more details will be forthcoming. She said that a meeting had occurred with the DPW, designer, and engineer to approve spacing layout of products in the Social Zone. Rider said that many of the products are near completion and installation will occur as products are completed. She said that the first order of plastic cups to be utilized in the Social Zone has been ordered. Rider stated that most furniture will be stored after the Christmas Walk. Schneider asked who would be disassembling and moving the Social Zone furniture each year and Rider said she will confirm with Lynema and get back with Schneider.

Rachael Porter, from River Country Chamber of Commerce, gave an update on Scarecrow Stroll, Christmas Walk and events, and discussed the Newaygo County Influential Women in Leadership Event.

Schneider discussed the current fiscal year budget, which was included in packets, stating that overall revenue and expenses are right where they should be.

PUBLIC COMMENTS

Eric Johnson was present and introduced himself stating that he recently purchased “Flying Bear Bookstore” in downtown and discussed some future ideas and services he would like to add.

Schneider discussed color scheme that was chosen a number of years ago by the PSD Board, but said that the board can always veer from those colors.

BOARD MEMBER COMMENTS

Brock said that the museum open house was very nice and it is great to see all the activities in Newaygo.

Fedell gave an update on two open houses that were held at the museum and said that the museum already has a reservation for an upcoming wedding.

Schneider said that 18 W. State Rd. is still moving forward with a restaurant and stated that there is potential interest from a couple of businesses in the old Sandmold building.

Motion by Fedell, second by Faulkner to adjourn the meeting at 8:05 am. AIF/MC

PSD Recording Secretary/City Clerk-Kim Goodin