



**MINUTES**  
**Regular Meeting of Principal Shopping District**  
**November 8, 2023**

**CALL TO ORDER**

Chair Cooper called the meeting to order at 7:32 AM. The meeting was held at City Hall located at 28 N. State Road, Newaygo, MI 49337.

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

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

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

**APPROVAL OF MINUTES**

Motion by Fedell, second by Parsley to approve 10/11/2023 PSD regular meeting minutes. AIF/MC

**PUBLIC COMMENTS**

**BOARD BUSINESS**

Eric Johnson was present and discussed a proposed Flash Mob event that he would like to potentially hold on Small Business Saturday. Johnson had presented the proposed event at the last Council Meeting and Schneider had briefly discussed at the last PSD Meeting. Johnson would like to hold the potential event in the South Parking lot below the retaining wall stating that originally he wanted to hold the event above the retaining wall, but he did more fact finding and for the proposed event felt that it would be better to hold below the retaining wall on a potential stage platform or flatbed truck. Johnson said he would like to hold an event in this area to put more focus on the Social Zone District and showcase local musicians and artists. He would like to hold the event as a trial to test and gather data on whether this would be a good site for future entertainment events. Johnson and Board Members discussed stage area, sound system, potential safety concerns, time frame of proposed event and the potential struggle to get people involved. Johnson said he plans to present new information at the upcoming Council Meeting and would like PSD Board recommendations about the proposed event. Board Members said they love his enthusiasm and felt that this type of event trial would show what works and what does not work and that it may take additional trial events before any final decision could be made about entertainment events in this area. It was stated that they feel that the community and tourists are looking for these types of events.

**PUBLIC COMMENTS**

**BOARD MEMBER COMMENTS**

Schneider stated that the DPW will be putting up Christmas Decorations in the coming weeks and plan to have decorations and lights ready for the Christmas Walk.

Board discussed the Social Zone and that there may be a need for the Chamber and businesses to discuss what has been working and what has not been working in the Social Zone.

Motion by Fedell, second by Faulkner to adjourn the meeting at 8:23 am. AIF/MC

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PSD Recording Secretary/City Clerk-Kim Goodin

11/08/2023