



MINUTES
Regular Meeting of Principal Shopping District
June 10, 2026

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: Clor, Cooper, Byrne, Faulkner, Fedell, Friar, Locke, Parsley, Slominski
Absent: None
Also Present: Jon Schneider: City Manager, Kim Goodin: Recording Secretary,
Amy Dalman: Code Enforcement Officer

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

APPROVAL OF MINUTES

Motion by Fedell, second by Slominski to approve 3/11/2026 PSD regular meeting minutes. AIF/MC

PUBLIC COMMENTS

BOARD BUSINESS

Schneider discussed current light pole banners stating that the initial order was approximately four or five years ago. He said that 100 had been ordered with about 50 remaining as many are weathered or have been damaged over the years. Schneider said that the vendor who had designed the current light pole banners had submitted a bid of approximately \$7,700 for 100 new banners which included four new designs with two edits. Board discussed color and banner designs. Consensus of Board was to keep what we currently have and discuss at a future meeting.

Schneider stated that he is working on amendments to the Sign Ordinance and asked Board for their thoughts on signage. He discussed feather flags that many businesses uptown along M37 have displayed. Board comments and discussion included:

- Different rules and guidelines needed for different business zones.
- Temporary Signage Regulations.
- Signage needs to be business friendly.
- Digital Signage.
- Downtown business area has a different feel than uptown business area.

Consensus of Board was to keep the historic feel of downtown as long as possible and not make any significant changes to the Sign Ordinance for the downtown PSD area.

Schneider discussed new State regulations which go into effect in 2028 not allowing the sale of ornamental pear trees, which are the trees downtown located along M37. He said that at a previous meeting it was decided to continue with the ornamental pear trees along M37 as they need to be replaced. Schneider and Board discussed various types of trees as alternatives. No decision was made and board will discuss at future meeting when trees need to be replaced.

Schneider said that the budget is right where it should be and he did not have any concerns.

Goodin said that a representative from River Country Chamber of Commerce was unable to attend and gave an update stating that the weather on Sunday of Memorial Day weekend put a damper on foot traffic at the festival, the CEC conference was very successful and the Logging Day Festival would be held on September 5th and September 6th.

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Schneider provided updates on several projects, including the Pocket Park, Highbank Apartments under construction behind Leppink's, J&H Gas Station, the City Welcome Sign and fiber optics internet project planned throughout town.

Fedell said that the name of the Pocket Park would be Anishinaabe Park and discussed the design of the park monument. He said that the name of the park and the design of the park monument had been approved by the Little River Band of Ottawa Indians. The Board had no issues with the monument design.

PUBLIC COMMENTS

Community Member complimented how nice the town looks and stated that she thinks the white light pole banners are hard to read.

BOARD MEMBER COMMENTS

Motion by Slominski, second by Fedell to adjourn the meeting at 8:40 am. AIF/MC

PSD Recording Secretary/City Clerk-Kim Goodin