



MINUTES
Regular Meeting of Principal Shopping District
July 8, 2026

CALL TO ORDER

Chair Cooper called the meeting to order at 7:30 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
 Absent: Slominski
 Also Present: Jon Schneider: City Manager, Kim Goodin: Recording Secretary,
 Amy Dalman: Code Enforcement Officer

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

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

APPROVAL OF MINUTES

Motion by Fedell, second by Faulkner to approve 06/10/2026 PSD regular meeting minutes. AIF/MC

PUBLIC COMMENTS

No public comments.

BOARD BUSINESS

Motion by Parsley, second by Fedell to approve Facade Permit (new deck and painted concrete barriers) for Tiny's Tasty Treats located at 98 N State Road. AIF/MC Permit and drawing of deck were included in packets. Jeff Hilliker, owner of Tiny's Tasty Treats, said the barriers were an insurance requirement. No concerns from PSD Board.

Schneider said that the PSD Board had discussed proposed Sign Ordinance amendments at their previous meeting and he had updated proposed amendments to the Zoning Ordinance Chapter 5 "Signs & Billboards" which related to the downtown district. He said that the Planning Commission and Council would be reviewing all proposed amendments to the Sign Ordinance, but because the PSD governs the downtown aesthetics, they only needed to discuss proposed amendments that affected the downtown. Schneider and Board discussed proposed parameters related to Electronic Message Boards in detail.

Motion by Fedell, second by Parsley to recommend approval of proposed revisions which were discussed related to the Sign Zoning Ordinance for the PSD including allowance of Electronic Message Boards. AIF/MC

Schneider discussed current light pole banners stating that the PSD Board had discussed banners at their previous meeting. He said that 100 had originally been ordered with about 50 remaining as many were weathered or damaged over the years. Board discussed the size, design, color and location of banners. Consensus of Board was to stay with banners currently have and for Schneider to explore designs and concepts over the winter months.

Schneider discussed new State regulations which go into effect in 2028 not allowing the sale of ornamental pear trees, which are the trees in downtown located along M37. He said that this had been discussed at the previous PSD meeting. Schneider displayed pictures and sizes of potential alternate trees that were suggested at the previous meeting. Board reviewed potential trees and ruled out a few trees and suggested working with local nursery on trees when they need to be replaced. Concerns were expressed over use of birch, linden, maple and poplar trees.

07/08/2026

Rachael Porter, representing River Country Chamber of Commerce, gave updates on Memorial Day Festival, CEC conference, Farmers Market and Kids Day. She said that the Chamber is looking for sponsors for the upcoming Logging Day Festival over Labor Day weekend. Porter discussed the possibility of utilizing a smaller decorated tree, instead of the current larger tree in front of City Hall, for the Christmas Walk. No decision on which tree to utilize during the Christmas Walk was made.

Motion by Faulkner, second by Parsley to approve changes to the PSD Maintenance Fees as presented. AIF/MC Fedell said that the PSD Maintenance Fees Point System had not been changed since January 1, 2019. He discussed PSD budget expenses stating that TIFA pays for approximately 50% of the actual expenses of the PSD budget. Fedell said that the proposed increase to the PSD Maintenance Point Fee was \$2.33 per point, as shown on the spreadsheet. He discussed businesses with the largest PSD fees stating that fees are based on number of businesses or apartments at business location, sidewalk area of business, amount of trash, etc. Schneider provided updates on several projects, including Highbank Apartments, J&H Gas Station, the City Welcome Sign and the Pocket Park stating that they hope to complete the Pocket Park by the end of July.

PUBLIC COMMENTS

Public Comments were made regarding banners being hit by large trucks and farm equipment and they like the idea of electronic message boards being allowed in the PSD.

BOARD MEMBER COMMENTS

Board discussed employee, tenant and customer parking on the south side of M37.

Motion by Faulkner, second by Parsley to adjourn the meeting at 9:02 am. AIF/MC

PSD Recording Secretary/City Clerk-Kim Goodin