



Downtown St. Johns, Michigan

# Mint City USA

*Principal Shopping District and Downtown Development Authority*

The St. Johns PSD/DDA - 100 E. State, PO Box 477 - St. Johns, MI. 48879 (989-227-1717) www.DowntownStJohns.org

## DIRECTORS MEETING AGENDA

Wednesday, May 2, 2012

12 Noon, Sirens Bar

### BOARD OF DIRECTORS 2011 - 2012

#### Chairman

William Jackson –  
Jackson, Jackson &  
Associates P.C.

#### Vice-Chairman

Tyler Barlage –  
Community Christian  
Church

#### Secretary-Treasurer

Craig Smith –  
Mainstreet Pizza

#### Directors

Craig Bishop –  
Firstbank

Bill Brewbaker – Allaby  
& Brewbaker  
Insurance

Bruce DeLong –  
Clinton County Board  
of Commissioners

Eric Harger – Trinity  
Engineering and  
Surveying Services

Dennis LaForest – City  
of St. Johns, Michigan

Dave Mageli – Account  
Receivable Solutions

Laurie Oakwood-  
Bishop – St. Johns  
Locale

### COMMITTEES

#### Marketing

Tyler Barlage-Chair  
Craig Bishop  
Bill Brewbaker  
Eric Harger  
Dennis LaForest  
Laurie Oakwood-  
Bishop  
Craig Smith

#### Events

Dave Mageli-Chair  
Tyler Barlage  
William Jackson  
Laurie Oakwood-  
Bishop  
Craig Smith

#### Security, Parking and Maintenance

Dennis LaForest-Chair  
Bill Brewbaker  
Eric Harger  
William Jackson

#### Executive, Finance, Strategic Planning

William Jackson-Chair  
Tyler Barlage  
Bruce DeLong  
Dave Mageli  
Craig Smith

### CONTACT INFO

#### Executive Director

(\*Indicates Attachment)

**1. Call to Order by Chairman William Jackson**

**2. Additions to the Agenda.**

**3. Approval of the Consent Agenda:**

- a. \* Minutes of Meeting dated April 4, 2012.
- b. \* Approval of Executive Director Salary and Administrative Expenses of \$1,530.
- c. \* City of St. Johns YTD Financial Report as of March 31, 2012
- d. \* YTD Financial Report with Detail as of March 31, 2012

**4. Communications: None.**

**5. Committee Reports:**

- a. **Marketing** (Barlage-chair, Bishop, Brewbaker, Harger, LaForest, Oakwood-Bishop, Smith)
- b. **Events** (Mageli-chair, Barlage, Jackson, Oakwood-Bishop, Smith)
- c. **Security, Parking, Maintenance** (LaForest-chair, Brewbaker, Harger, Jackson)
- d. **Executive/Finance/Strategic Planning** (Jackson-chair, Barlage, DeLong, Mageli, Smith)  
The committee met and set the board meeting agenda.
- e. **Director's Report.** (Carole Field)
  - 1. \* Corporate Sponsorship Update

**6. Old Business:**

- a. \* Music in Downtown
- b. \* Volunteer Sign-up Sheets for Events
- c. 2012 Brochure
- d. Veterans Memorial & Rail Trail access
- e. Parking Lot sign at 207 Spring Street
- f. PSD/DDA Board Membership

**7. New Business:**

- a. Summerfest – 4 Bands, Posters & T-Shirts
- b. Car Shows – Posters, Parking Signs & 50/50 Raffle
- c. Depot Rentals
- d. Executive Director Renewal
- e. Trash Can Repair
- f. Event Flyer – 3 on 8.5" x 11" page

Next Regular PSD/DDA Meeting: First Wednesday of Month at 12 noon, Sirens Bar



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**CONTACT INFO**

**Executive Director**

Carole M. Field  
Cell: 989-640-5217  
Fax: 989-579-5907  
Email: CaroleField@  
DowntownStJohns.org

**DIRECTORS MEETING MINUTES**

**Wednesday, April 4, 2012  
12 Noon, Main Street Café**

1. **Call to Order by Chairman Bill Jackson at 12:02 p.m.** Attendance: Tyler Barlage, Laurie Oakwood-Bishop, Dennis LaForest, Dave Mageli, and Craig Smith.
2. **Additions to the Agenda.** None.
3. **Approval of the Consent Agenda:** Motioned by Smith, seconded by Mageli, to approve the minutes of the March 7, 2012 meetings, the Executive Director and Administrative expenses for February at \$1637.50 and the City of St. Johns YTD financial report accompanied by the detailed PSD financial report for the period through February 29, 2012 were reviewed.
4. **Communications:** Invoice from CCEA asking for \$1,000 donation. Discussion was held about donating again as the PSD had last year, noting that the CCEA attracts new and retains old business to the county, plus coordinates with the county, state and others on behalf of all businesses. Motioned by Barlage and seconded by Mageli to authorize \$1000 donation; motion passed.
5. **Committee Reports:**
  - a. **Marketing** (Barlage-chair, Bishop, Brewbaker, Harger, LaForest, Oakwood-Bishop, Smith)
  - b. **Events** (Mageli-chair, Barlage, Jackson, Oakwood-Bishop, Smith)
  - c. **Security, Parking, Maintenance** (LaForest-chair, Brewbaker, Harger, Jackson)
  - d. **Executive/Finance/Strategic Planning** (Jackson-chair, Barlage, DeLong, Mageli, Smith)  
The committee met and set the board meeting agenda.
  - e. **Director's Report** (Carole Field) Revenue and Expenditure Reports were presented for:
    - 1) **Corporate Sponsorship Report:** Reflects \$2,075 in corporate sponsorships as of 3/7/12.
6. **Old Business:**
  - a. \* **Budget:** The amended 7/1/11-6/30/12 fiscal year in the amount of \$52,000 containing line item adjustments as requested during the March 7 meeting was presented and discussed. The expenses included a 20% increase in event advertising dollars as recommended by the marketing committee. Expenses for events totaled \$19,070 (37% of total revenue) and Downtown Improvements totaled \$11,450 (22% of total revenue) bringing the total cost for promotion to \$30,520 (59% of total revenue). Administrative costs were also detailed totaling \$21,480 (41% of total revenue). LaForest motioned and Smith seconded approving budget; motion passed.
  - b. \* **Volunteer Sign-up Sheets for Events:** Sheets detailing the kind and number of volunteers for the 2012 event season were distributed to all board members with the request that they recruit volunteers to work events throughout the season.
  - c. **2012 Brochure:** Laurie Oakwood-Bishop will email 1st draft to members for approval with the hopes of printing 5,000 8.5" x 14" tri-fold brochures in the month of April once 14 days have lapsed after presentation to board members with no major objections. LaForest motioned and Oakwood-Bishop seconded printing to be done by Jet Speed; motion passed.
  - d. **2012 Corporate Sponsors (\* List of PSD Members):** Board members were asked to individually contact PSD members for sponsorship donations.
  - e. **PSD/DDA Board Membership:** Gene Bellinger and Aaron Baker tendered resignations of their board membership, bringing the total number of board members to 10 with one seat available. Tabled until the May meeting when further discussion will be had regarding upcoming term expirations of Bill Jackson and Eric Harger on June 30, 2012. Recommendation was made to solicit Dave Huggins of Osgood Funeral Home to serve on Board of Directors.

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Eric Harger – Trinity Engineering and Surveying Services

Dennis LaForest – City of St. Johns, Michigan

Dave Mageli – Account Receivable Solutions

Laurie Oakwood-Bishop – St. Johns Locale

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## DIRECTORS MEETING MINUTES

Wednesday, March 7, 2012

12:00 Noon, Main Street Café

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- f. \* Website Renewal Quotes: Quotes for maintaining the [www.DowntownStJohns.org](http://www.DowntownStJohns.org) website were presented as follows: Dynamite, Inc at \$100 per hour billed by the half hour, New Look Computer at \$65 per hour and Fieldworks at \$30 per hour. Discussion was held. Mageli motioned and LaForest seconded awarding contract to Fieldworks; motion passed.

### 7. New Business:

- a. Downtown Sound System: Discussion was held regarding feedback received about music playing in the downtown and the timer settings for playing the music. Carole will check with Ted Lewis to determine what hours the timer is set, and to inquire if a local FM radio station (Z92.5) could be played rather than the Sirius Radio subscription
- b. Depot/Pavilion: Dennis LaForest reported that the City is hoping to allocate \$3800 for the purchase of indoor chairs and tables for the Train Depot. He also reported that the CCAC has been asked to consolidate their train displays to a much smaller space, and remove superfluous items.
- c. The board members were reminded to email their ranking of importance of priority spending items so that they may be tabulated and presented at the May meeting.
- d. Tyler Barlage will be attending the April 23 Veterans meeting to join their discussion of changes requested in the design of the rail trail path through the Veterans Memorial. The implemented design contained approved pathways of passage which are now being questioned by the Veterans.
- e. A suggestion was made that the existing parking lot sign at 207 Spring Street be reclaimed to include new identification of the now City owned parking lot and include advertising of the PSD 2012 events. Carole will contact Bruce DeLong for suggestions and/or bid.
- f. Dennis LaForest reported that the City has calculated \$23,000 will be needed to demolish the building at the 207 Spring Street sight, repair the drain system and install lighting for the new parking lot.

Meeting adjourned at 12:50 p.m.

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## EXECUTIVE DIRECTOR and ADMINISTRATIVE EXPENSES

April 2012

<b>Total Supplies</b>	<b>\$ 0.00</b>
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Mail Chimp – Electronic Email Newsletter (monthly fee)	\$ 30.00
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<b>Total Administrative Expenses</b>	<b>\$ 30.00</b>
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<b>Executive Director Salary:</b>	<b><u>\$ 1,500.00</u></b>
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<b>TOTAL for Month</b>	<b>\$ 1,530.00</b>
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# City of St. Johns

## Downtown Management Board

### BALANCE SHEET

For the Fiscal Period July 01, 2011 to March 31, 2012

#### ASSETS

Cash	\$	25,519.64
Due from General Fund	\$	800.00
Prepaid Expense	\$	-
Due from Current Tax	\$	-
<b>TOTAL ASSETS:</b>	<b>\$</b>	<b><u>26,319.64</u></b>

#### LIABILITIES AND FUND BALANCE

##### LIABILITIES

Accounts payable	\$	-
Due to General Fund	\$	-
<b>TOTAL LIABILITIES:</b>	<b>\$</b>	<b>-</b>

**FUND BALANCE:** \$ 26,319.64

**TOTAL LIABILITIES AND FUND BALANCE:** **\$ 26,319.64**

# City of St. Johns

## Downtown Management Board

### STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCE For the Fiscal Period July 01, 2011 to March 31, 2012

	Budget	March	YTD Actual	Variance Favorable (Unfavorable)
<b>REVENUES</b>				
Special assessments	\$ 25,880.00	\$ 1,277.08	\$ 24,336.53	\$ (1,543.47)
Interest	\$ 20.00		\$ -	\$ (20.00)
Miscellaneous	\$ -		\$ -	\$ -
Summerfest	\$ 4,000.00		\$ -	\$ (4,000.00)
Mint Festival	\$ 14,000.00		\$ 15,705.00	\$ 1,705.00
Farmer's Market	\$ 1,100.00		\$ 1,004.00	\$ (96.00)
Corporate Sponsors	\$ 4,000.00	\$ 1,050.00	\$ 3,000.00	\$ (1,000.00)
Transfer from General Fund	\$ 1,000.00		\$ -	\$ (1,000.00)
<b>TOTAL REVENUES:</b>	<b>\$ 50,000.00</b>	<b>\$ 2,327.08</b>	<b>\$ 44,045.53</b>	<b>\$ (5,954.47)</b>
<b>EXPENDITURES</b>				
Postage	\$ 500.00	\$ 30.00	\$ 389.80	\$ 110.20
Office Supplies	\$ 450.00	\$ 104.18	\$ 300.16	\$ 149.84
Farmer's Market	\$ 500.00		\$ 280.75	\$ 219.25
Car Shows	\$ 1,500.00		\$ 1,057.89	\$ 442.11
Mint Festival	\$ 10,500.00	\$ 200.00	\$ 7,742.97	\$ 2,757.03
Summerfest	\$ 2,500.00	\$ 19.00	\$ 391.50	\$ 2,108.50
Vietnam Legacy Ride	\$ -		\$ 783.00	\$ (783.00)
Santa Parade	\$ 600.00		\$ 1,509.58	\$ (909.58)
Website	\$ 1,650.00		\$ -	\$ 1,650.00
Contracted services (Administration)	\$ 18,000.00	\$ 1,637.50	\$ 14,600.00	\$ 3,400.00
Downtown Improvement	\$ 10,100.00		\$ 1,435.08	\$ 8,664.92
Audit Fees	\$ 200.00		\$ -	\$ 200.00
Monthly & Long Distance Service	\$ 500.00	\$ 28.34	\$ 226.72	\$ 273.28
Promotions	\$ -		\$ 200.00	\$ (200.00)
Print & Publishing	\$ 1,500.00		\$ -	\$ 1,500.00
Miscellaneous	\$ 1,500.00	\$ 239.44	\$ 994.27	\$ 505.73
<b>TOTAL EXPENDITURES:</b>	<b>\$ 50,000.00</b>	<b>\$ 2,258.46</b>	<b>\$ 29,911.72</b>	<b>\$ 20,088.28</b>
<b>EXCESS OF REVENUES OVER (UNDER) EXPENDITURES:</b>	<b>\$ -</b>	<b>\$ 68.62</b>	<b>\$ 14,133.81</b>	<b>\$ 14,133.81</b>
<b>Fund balance, beginning of year</b>	<b>\$ 12,185.83</b>		<b>\$ 12,185.83</b>	
<b>Fund balance, end of period</b>	<b>\$ 12,185.83</b>		<b>\$ 26,319.64</b>	

**PRINCIPAL SHOPPING DISTRICT YTD FINANCIAL REPORT  
JULY 1, 2011 to June 30, 2012**

<b>REVENUE</b>			<u>Mar-12</u>	<u>YTD</u>
681.000.665.000	Interest Earned/Investments	Interest		
681.000.675.005	Corporate Sponsors	2011 Corp Sponsors		
681.000.671.007	Farmers Market	2011 Farmer's Market (Vendor Fees)		1,004.00
681.000.671.018	Mint Festival	2011 Mint Festival		15,705.00
681.000.671.010	Car Shows	2012 US27 Motor Tour (Mug or T-Shirt Sales)		
681.000.751.003	Summerfest	2012 Summerfest		
681.000.675.000	Contr-Donat/Private Sources	2012 Donations/Private		
681.000.675.005	Corporate Sponsors	2012 Corp Sponsors	1,050.00	3,000.00
681.000.699.035	Transfer from General Fund	2012 City of St. Johns Corp Sponsorship		
681.000.671.000	Miscellaneous Revenue	2012 Miscellaneous (Prepaid Vendor Fees)		
			<b>Earned Revenue</b>	<b>19,709.00</b>
681.000.672.006	Downtown Business District	YTD Assessment	1,277.08	24,336.53
			<b>TOTAL REVENUE:</b>	<b>44,045.53</b>

<b>EXPENSES</b>			<u>Mar-12</u>	<u>YTD</u>
681.173.751.001	Farmers Market			280.75
681.173.751.004	Summerfest 2011			372.50
681.173.751.004	Summerfest 2012		19.00	19.00
681.173.751.003	Mint Festival 2011			7,542.97
681.173.751.003	Mint Festival 2012		200.00	200.00
681.173.751.002	Car Shows (US 27 Motor Tour)			1,057.89
681.173.751.005	Vietnam Legacy Ride			783.00
681.173.751.007	Santa Parade	\$500 Best Decorated Prize Money		500.00
681.173.751.007	Santa Parade	Santa Parade Newspaper Advertising		427.50
681.173.751.007	Santa Parade	Gill-Roy's Christmas Supplies (Lights for Tree & Ornament Hooks)		95.08
681.173.751.007	Santa Parade	Jet Speed Printing - Christmas Posters		158.00
			<b>ADVERTISING</b>	<b>11,436.69</b>

			<u>Mar-12</u>	<u>YTD</u>
681.173.818.040	Downtown Improvement	Tree Lights		594.12
681.173.818.040	Downtown Improvement	Christmas Ornaments for Evergreens		229.00
681.173.818.040	Downtown Improvement	Evergreens & Kissing Balls		765.00
681.173.818.040	Downtown Improvement	Halogen Spike Lights (bulb replacements)		75.96
681.173.900.000	Print & Publishing			
681.173.870.001	Promotions	Downtown Dollars		200.00
681.173.956.000	Miscellaneous	2010 XM Satellite Radio (10/12/10-10/12/11)		134.83
681.173.956.000	Miscellaneous	ASCAP License Fee (1/1/12-12/31/12)		320.00
681.173.956.000	Miscellaneous	Main Street Café-Meetings 11/27, 11/1, 11/12		100.00
681.173.956.000	Miscellaneous	Sirens-Meeting 2/16/12		22.00
681.173.956.000	Miscellaneous	Newspaper Notices for PSD Renewal Mtg	217.44	217.44
			<b>DOWNTOWN IMPROVEMENTS</b>	<b>2,658.35</b>
			<b>Sub-Total for Promotion (Advertising + Improvements)</b>	<b>14,095.04</b>

			<u>Mar-12</u>	<u>YTD</u>
681.173.729.000	Postage	Postage (USPS stamps + Mailchimp email)	30.00	389.80
681.173.730.000	Office Supplies/Adm	Office Supplies	104.18	300.16
681.173.853.004	Monthly & Long Distance	Phone (Long Distance) \$28.34/mo	28.34	226.72
681.173.826.086	Audit Fees	Audit Fees		
681.173.818.000	Contractual Services	Executive Director Salary	1,500.00	13,500.00
681.173.818.000	Contractual Services	Website Design & Maintenance	137.50	1,100.00
681.173.956.000	Miscellaneous	Donation to Clinton County Arts Council (Final Yearly Pymt #3 of 3)		300.00
			<b>ADMINISTRATIVE</b>	<b>15,816.68</b>
			<b>TOTAL EXPENSES:</b>	<b>29,911.72</b>

<b>Excess of Revenue</b>	<b>14,133.81</b>
<b>Fund Balance beginning of year</b>	<b>12,185.83</b>
<b>Fund Balance, end of period</b>	<b>26,319.64</b>



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## 2012 EVENT CORPORATE SPONSORS as of May 1, 2012

1	City of St. Johns, MI.	1,000.00
2	Firstbank - St. Johns	550.00
3	Account Receivable Solutions	300.00
4	Allaby & Brewbaker Insurance	300.00
5	Sundance Buick GMC	300.00
6	Clinton County Federal Credit Union	150.00
7	Bruno's Wonder Bar	150.00
8	Deano's Pizza	75.00
9	Koenigsknecht Dentistry	75.00
10	Mazz's Endzone Party Store	75.00
11	UAW Local 925	75.00

*Total Cash Deposited* 2,825.00

### IN KIND DONATIONS

1	Katren Industries (stages for Summerfest & Mint Festival)	718.00
2	Cher Car Kennels (overnight security for Mint Festival)	550.00
3		
4		
6		
5		

*Total in Trade* 1,268.00

**2012 Corporate Sponsorships YTD 4,093.00**

*The above in-kind sponsorship donations benefit these events for the following amounts:*

1	Farmers Market	-
2	Summerfest (includes \$359 trade)	1,065.25
3	Mint Festival (includes \$909 trade)	1,615.25
4	US 27 Motor Tour	706.25
5	Santa Parade of Lights	706.25

**2012 Corporate Sponsorship Allocation 4,093.00**



----- Original Message -----

**From:** [CaroleField@DowntownStJohns.org](mailto:CaroleField@DowntownStJohns.org)

**To:** [Ted Lewis](#)

**Sent:** Monday, April 09, 2012 8:15 AM

**Subject:** Re: Downtown Sound System

Thanks so much for the info on converting the system to allow for playing of an FM station. I will pass this along to the board.

Carole

----- Original Message -----

**From:** [Ted Lewis](#)

**To:** [CaroleField@downtownstjohns.org](mailto:CaroleField@downtownstjohns.org)

**Sent:** Friday, April 06, 2012 9:16 AM

**Subject:** Re: Downtown Sound System

Hi, Carole

Yes, an FM receiver can be hooked to the system with the addition of an outside FM antenna. We can play a local FM station through the system. Approximate cost = \$300.00

The timer is set to play from approximately 8:AM to 10:PM. a couple of years ago it was requested that the system be left on late for the Bars with outside seating.

I think we would have to have permission from the FM station to do this legally, or maybe we have a document from ASCAP that gives us permission. Tyler Bartledge may have more info concerning the licensing aspects.

Ted

----- Original Message -----

**From:** [CaroleField@DowntownStJohns.org](mailto:CaroleField@DowntownStJohns.org)

**To:** [Ted Lewis](#)

**Sent:** Friday, April 06, 2012 12:32 AM

**Subject:** Downtown Sound System

Hi Ted,

The downtown music was brought up at our PSD meeting this past week. Can you please tell me if the sound system can be programmed to play a regular radio station? Currently we utilize the Sirius radio network, but board members are wondering if we can play a local FM station.

Also, can you confirm for me the music is on a timer? If so, can you tell me the hours it is scheduled to start and stop?

Thanks so much,

Carole

---

Carole Field, Executive Director  
St. Johns Principal Shopping District/DDA Board  
100 E. State, PO Box 477 - St. Johns, MI. 48879  
cell (989) 640-5217, fax (989) 579-5907  
[CaroleField@DowntownStJohns.org](mailto:CaroleField@DowntownStJohns.org)  
[www.DowntownStJohns.org](http://www.DowntownStJohns.org)  
Facebook page: Downtown St. Johns, Michigan

2012 Summerfest Battle of the Bands Volunteer Sign-Up Sheet					SAT, JUN 23, 2012	
#	Name	Phone	E-mail	Assignment	7:00pm-9:30pm	9:30pm-12:00am
1				Entry Tickets	1	
2				Entry Tickets	1	
3				Entry Tickets	1	
4				Entry Tickets	1	
5				Entry Tickets		1
6				Entry Tickets		1
7				Entry Tickets		1
8				Entry Tickets		1
9				Beer	1	
10				Beer	1	
11				Beer	1	
12				Beer	1	
13				Beer		1
14				Beer		1
15				Beer		1
16				Beer		1
17				Beer		1
18				Beer		1
19				50/50 Tickets	1	
20				50/50 Tickets		1
				<b>Total (20)</b>	9	11
2012 Mint Festival Volunteer Sign-Up Sheet					FRI, AUG 10, 2012	
#	Name	Phone	E-mail	Assignment	7:00pm-9:30pm	9:30pm-12:00am
1				Car Show	1	
2				Car Show	1	
3				Car Show	1	
4				Car Show	1	
5				Entry Tickets	1	
6				Entry Tickets	1	
7				Entry Tickets	1	
8				Entry Tickets	1	
9				Entry Tickets		1
10				Entry Tickets		1
11				Entry Tickets		1
12				Entry Tickets		1
13				Beer	1	
14				Beer	1	
15				Beer	1	
16				Beer	1	
17				Beer		1
18				Beer		1
19				Beer		1
20				Beer		1
21				Beer		1
22				Beer		1
23				50/50 Tickets	1	
24				50/50 Tickets		1
				<b>Total (24)</b>	13	11

## 2012 Mint Festival Volunteer Sign-Up Sheet

SAT, AUG 11, 2012

#	Name	Phone	E-mail	Assignment	7:00pm-9:30pm	9:30pm-12:00am
1				Entry Tickets	1	
2				Entry Tickets	1	
3				Entry Tickets	1	
4				Entry Tickets	1	
5				Entry Tickets		1
6				Entry Tickets		1
7				Entry Tickets		1
8				Entry Tickets		1
9				Entry Tickets		1
10				Entry Tickets		1
11				Beer	1	
12				Beer	1	
13				Beer	1	
14				Beer	1	
15				Beer	1	
16				Beer	1	
17				Beer		1
18				Beer		1
19				Beer		1
20				Beer		1
21				Beer		1
22				Beer		1
23				50/50 Tickets	1	
24				50/50 Tickets		1
				<b>Total (24)</b>	11	13

## 2012 US27 Motor Tour Stop Sign-Up Sheet

THURS, AUG 23, 2012

#	Name	Phone	E-mail	Assignment	7:00am-9:00am	
1				Street Parking	1	
2				Street Parking	1	
3				Street Parking	1	
4				50/50 Tickets	1	
				<b>Total (8)</b>	4	

## 2012 Santa Parade of Lights Sign-Up Sheet

FRI, DEC 7, 2012

#	Name	Phone	E-mail	Assignment	5:00pm-6:00pm	7:30pm-8:30pm
1				Line-up	1	
2				Line-up	1	
3				Line-up	1	
4				Pavilion	1	
5				Pavilion	1	
6				Pavilion	1	
7				Depot Bldg	1	
8				Depot Bldg	1	
9				Depot Bldg	1	
				<b>Total (9)</b>	9	



Downtown St. Johns, Michigan

# Mint City USA

*Principal Shopping District and Downtown Development Authority*

The St. Johns PSD/DDA - 100 E. State, PO Box 477 - St. Johns, MI. 48879 (989-227-1717) www.DowntownStJohns.org

## DOWNTOWN DEVELOPMENT AUTHORITY (DDA) DIRECTORS MEETING AGENDA Wednesday, May 2, 2012 12 Noon, Sirens Bar

(Following meeting of the Principal Shopping District Board)

### BOARD OF DIRECTORS 2011 - 2012

#### Chairman

William Jackson – Jackson, Jackson & Associates P.C.

#### Vice-Chairman

Tyler Barlage – Community Christian Church

#### Secretary-Treasurer

Craig Smith – Mainstreet Pizza

#### Directors

Craig Bishop – Firstbank

Bill Brewbaker – Allaby & Brewbaker Insurance

Bruce DeLong – Clinton County Board of Commissioners

Eric Harger – Trinity Engineering and Surveying Services

Dennis LaForest – City of St. Johns, Michigan

Dave Mageli – Account Receivable Solutions

Laurie Oakwood-Bishop – St. Johns Locale

### COMMITTEES

#### Marketing

Tyler Barlage-Chair  
Craig Bishop  
Bill Brewbaker  
Eric Harger  
Dennis LaForest  
Laurie Oakwood-Bishop  
Craig Smith

#### Events

Dave Mageli-Chair  
Tyler Barlage  
William Jackson  
Laurie Oakwood-Bishop  
Craig Smith

#### Security, Parking and Maintenance

Dennis LaForest-Chair  
Bill Brewbaker  
Eric Harger  
William Jackson

#### Executive, Finance, Strategic Planning

William Jackson-Chair  
Tyler Barlage  
Bruce DeLong  
Dave Mageli  
Craig Smith

### CONTACT INFO

#### Executive Director

Carole M. Field  
Cell: 989-640-5217  
Fax: 989-579-5907  
Email: CaroleField@DowntownStJohns.org

(\*Indicates Attachment)

#### 1. Call to Order by Chairman William Jackson

#### 2. Additions to the Agenda.

#### 3. \*Approval of Meeting Minutes dated April 4, 2012

#### 4. Communications: None

#### 5. Committee Reports:

##### a. Marketing (Barlage-chair, Bishop, Brewbaker, Harger, LaForest, Oakwood-Bishop, Smith)

- 1) \* Christmas Decorations

##### b. Events (Mageli-chair, Barlage, Jackson, Oakwood-Bishop, Smith)

- 1) Stages

#### 6. Old Business:

- a. Parking Lot
- b. Interior Design of Train Depot
- c. Rail Trail

#### 7. New Business:

- a. \* Priority List for Spending (averages)

Next Regular PSD/DDA Meeting: First Wednesday of Month at 12 noon, Sirens Bar



Downtown St. Johns, Michigan

# Mint City USA

*Principal Shopping District and Downtown Development Authority*

The St. Johns PSD/DDA - 100 E. State, PO Box 477 - St. Johns, MI. 48879 (989-227-1717) www.DowntownStJohns.org

**BOARD OF DIRECTORS  
2011 - 2012**

**Chairman**

William Jackson –  
Jackson, Jackson &  
Associates P.C.

**Vice-Chairman**

Tyler Barlage –  
Community Christian  
Church

**Secretary-Treasurer**

Craig Smith – Mainstreet  
Pizza

**Directors**

Craig Bishop – Firstbank

Bill Brewbaker – Allaby &  
Brewbaker Insurance

Bruce DeLong – Clinton  
County Board of  
Commissioners

Eric Harger – Trinity  
Engineering and  
Surveying Services

Dennis LaForest – City of  
St. Johns, Michigan

Dave Mageli – Account  
Receivable Solutions

Laurie Oakwood-Bishop –  
St. Johns Locale

**COMMITTEES**

**Marketing**

Tyler Barlage-Chair  
Craig Bishop  
Bill Brewbaker  
Eric Harger  
Dennis LaForest  
Laurie Oakwood-Bishop  
Craig Smith

**Events**

Dave Mageli-Chair  
Tyler Barlage  
William Jackson  
Laurie Oakwood-Bishop  
Craig Smith

**Security, Parking  
and Maintenance**

Dennis LaForest-Chair  
Bill Brewbaker  
Eric Harger  
William Jackson

**Executive, Finance,  
Strategic Planning**

William Jackson-Chair  
Tyler Barlage  
Bruce DeLong  
Dave Mageli  
Craig Smith

**CONTACT INFO**

**Executive Director**

Carole M. Field  
Cell: 989-640-5217  
Fax: 989-579-5907  
Email: CaroleField@  
DowntownStJohns.org

## DOWNTOWN DEVELOPMENT AUTHORITY (DDA)

### DIRECTORS MEETING MINUTES

**Wednesday, April 4, 2012**

**12 Noon, Main Street Café**

(Following meeting of the Principal Shopping District Board)

1. **Call to Order by Chairman William Jackson at 12:50 p.m.** Attendance: Tyler Barlage, Laurie Oakwood-Bishop, Dennis LaForest, Dave Mageli, and Craig Smith.
2. **Additions to the Agenda.** None.
3. **Approval of Meeting Minutes:** Minutes of March 7, 2012 meeting were reviewed and approved.
4. **Communications:** None
5. **Committee Reports:**
  - a. **Marketing** (Barlage-chair, Bishop, Brewbaker, Harger, LaForest, Oakwood-Bishop, Smith)
    - 1) Christmas Decorations: Tabled until May meeting
    - 2) WIFI in the Downtown: The board agreed to discontinue pursuit of WIFI in the downtown

The marketing committee report was tabled until the April meeting.
  - b. **Events** (Mageli-chair, Barlage, Jackson, Oakwood-Bishop, Smith)
    - 1) Stages: Dave Mageli reported that only 4 bands will be playing at Summerfest – Battle of the Bands, so only one stage will be required.
  - c. **Finance:** (Jackson-chair, Barlage, DeLong, Mageli, Smith)
    - 1) DDA Budget: The 7/1/2012-6/30/2013 fiscal budget was in the amount of \$19,000 with \$10,000 allocated towards new construction (in addition to the \$3500 already been allocated towards the 207 Spring Street Parking Lot and \$3000 for stage construction, leaving \$2500 remaining.)

Meeting adjourned at 12:55 p.m.

**Next Regular PSD/DDA Meeting: First Wednesday of Month at 12 noon, Sirens Bar**

ESTIMATE FOR DOWNTOWN CHRISTMAS DECORATION IDEA

Funds allocations:

\$1,000	From PSD for installation (already approved by board)
\$2,000	From PSD for decorations purchase (already approved by board)
<u>\$5,000</u>	From DDA for decorations purchase ( <u>not</u> approved by board)
\$8,000	Total

Request decorations purchases for 2012:

1. 200 ct. light strands (3 per tree):	42 trees	approx. \$60/tree	\$2,520
(highly recommend we get <u>golden white</u> bulbs, not clear which casts a bluish hue)			
2. 12x16" wide bows (1 per planter):	53 planters	\$17/ea.	\$ 901
3. 8" wide ball ornaments (3 per planter):	53 planters, \$90/case of 12 x 14 cases		\$1,260
4. 40' Traditional Wreath Skyline (to hang across street):			\$2,115
(need to confirm with Bronners that this is lighted)			
5. 1 Giant holiday light set (giant lights, regal garland, 36" bow)			\$ 350
Hang at pavilion entrance			
(Note: Check with Bronners to confirm length; we may need 2 sets)			
		Total	<u>\$7,146</u>

Already in PSD budget:

- Greenery for 53 planters
- Kissing balls for hanging from pavilion

We're trying to get this kind of decorative effect on Clinton Avenue:



This is what is being considered at  
The main entrance of the pavilion:



**Priority List Choices (in alphabetical order):**

- 1 Flower decorations;
- 2 Furniture for Depot;
- 3 Lighting for side streets off Clinton Ave;
- 4 Mint festival expenditures;
- 5 Other Auto Tour Expenditures
- 6 Parking lot improvements;
- 7 Security cameras;
- 8 Street Furniture;
- 9 Summerfest expenditures;
- 10 US-27 Auto Tour Expenditures;
- 11 Xmas decorations;

**Dennis LaForest**

- 1 Event Funding
  - 2 Flowers in the district including the depot pavilion
  - 3 Parking Lot Improvements
  - 4 All Decorations--Banners, and X-Mas
  - 5 Improved Sign-age for the Downtown--M-21 and BR127
  - 6 Depot Furniture/interior upgrades
  - 7 Lowest priority in my mind--lighting on the side streets.
  - 8 Security Cameras
  - 9
  - 10
  - 11
- US-27 Tour expenditures  
Other Auto Tour Expenditures  
Street Furniture

**Tyler Barlage**

- 1 Christmas decorations
  - 2 Flower decorations;
  - 3 Parking lot improvements
  - 4 Street Furniture
  - 5 Period lighting on side streets
  - 6 Mint festival expenditures
  - 7 Summerfest expenditures
  - 8 Security Cameras
  - 9 US-27 Tour expenditures
  - 10 Furniture for depot
  - 11
- Other Auto Tour Expenditures

**Laurie Oakwood-Bishop**

- 1 Mint festival expenditures
- 2 Summerfest expenditures
- 3 US-27 Auto Tour Expenditures
- 4 Other Auto Tour Expenditures
- 5 Xmas decorations
- 6 Flower decorations;
- 7 Furniture for Depot
- 8 Street Furniture
- 9 Parking lot improvements
- 10 Security cameras
- 11 Lighting for side streets off Clinton Ave

**Bill Jackson**

- 1 Mint Festival expenditures;
  - 2 Summerfest expenditures;
  - 3 Flower decorations;
  - 4 US 27 auto tour;
  - 5 Other Auto shows ect;
  - 6 Parking lot improvements;
  - 7 Security Cameras;
  - 8 Lighting for sidestreets;
  - 9 Furniture for Streets;
  - 10 Xmas decorations.
  - 11
- Furniture for Depot

**Dave Mageli**

- 1 Christmas Decorations
- 2 Flowers in Downtown
- 3 Mint Festival Expenditures
- 4 Summerfest Expenditures
- 5 US-27 Auto Tour Expenditures
- 6 Lighting on Side Streets off Clinton Avenue
- 7 Furniture for Depot
- 8 Other Auto Tour Expenditures
- 9 Street Furniture
- 10 Security Cameras
- 11 Parking Lot Improvements

**Bill Brewbaker**

- 1 Mint Fest
  - 2 Summer Fest
  - 3 Sidestreet Lights
  - 4 Christmas Lights
  - 5 Flower Decorations
  - 6 US auto Tour
  - 7 Security Cameras for all of downtown
  - 8 Street furniture?
  - 9
  - 10
  - 11
- Parking Lot  
Other Auto Tour Expenditures  
Furniture for Depot

**Priority List Choices (AVERAGE):**

- |                                |      |
|--------------------------------|------|
| 1 Mint Festival                | 2.17 |
| 2 Flowers in Downtown          | 3.33 |
| 3 Summerfest                   | 3.40 |
| 4 Xmas decorations             | 4.17 |
| 5 US auto Tour                 | 6.33 |
| 6 Sidestreet Lights            | 6.67 |
| 7 Parking lot improvements     | 7.17 |
| 8 Street Furniture             | 8.17 |
| 9 Other Auto Tour Expenditures | 8.33 |
| 10 Security Cameras            | 8.33 |
| 11 Furniture for Depot         | 8.67 |
- Improved Sign-age for the Downtown--M-21 & BR127

The items with ranks printed in red indicate not all the members supplied a vote. Therefore their rankings were indicated as the 11th choice in order to come up with an equal 6 vote average.

----- Original Message -----

**From:** [Gregory Teichman](#)

**To:** [Dennis LaForest](#)

**Sent:** Tuesday, November 01, 2011 10:45 AM

**Subject:** DDA Recapture

Dennis,

Pertaining to the questions about the DDA recapture process:

The recapture is based on our fiscal year-July 1 through June 30. The Summer tax bill is what generates the recapture.

The summer tax bills are sent out July 1. They are payable without penalty until August 14. After August 14, there is a 3% penalty. It is a onetime charge. They have until March 1 to pay at the City offices, after that the taxes that are based on real estate are turned over to the County as delinquent. Taxes that are based on personal property are retained at the City to collect.

There is a reconciliation of the taxes collected. We collect a payment for the taxes turned over to the County usually by the middle of April. Taxes that are collected from July 1 to March 1 are reconciled monthly. Usually the first reconciliation is July and August, because of the volume of payments, and is completed by September.

Last year's recapture from July 1, 2009 to June 30, 2010 was \$19,900. Out of this amount \$5,012 was spent on the sidewalk by the pavilion. This leaves \$14,800 going into this fiscal year. This fiscal year the DDA should recapture \$18,000-between July 1, 2011 to June 30, 2012. So far between July 1 and Oct 31 the amount recaptured is \$16,000. There was no recapture in the fiscal year July 1, 2008 to June 30, 2009.

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## ST. JOHNS DOWNTOWN DEVELOPMENT AUTHORITY

GL Number	Date	Description of Transaction	Expenditure (-)	Revenue (+)	Balance
	2010-2011	DDA Recapture		19,900.78	19,900.78
818.000	2010-2011	Sidewalk construction at Pavilion	5,012.00		14,888.78
		2010-2011 Year End BALANCE			14,888.78
	2011-2012	DDA Recapture (YTD 7/31/11-10/31/11)		16,397.49	31,286.27



11/01/2011  
09:35 AM

DDA/LDFA Report (Detail) FOR CITY OF ST. JOHNS  
All Records  
Special Population: DDA/LDFA Parcels  
Summer, Real & Personal Property  
DDA/LDFA Chosen: DDA - 2004 BASE, Adjusted Values (All Adjustments Included)  
Include: All Parcels

Page: 1/2  
DB: CAJ-11

PARCEL INFORMATION

-----DDA/LDFA: DDA - 2004 BASE-----		TAX HEADING	TAX BILLED	CAPTURED TAX	NET TOTAL
-----DDA/LDFA: DDA - 2004 BASE-----					
TOTAL PARCELS:	254				
TAXABLE VALUE:	7,962,251	S J CITY ALLOC	74,374.03	10,906.64	63,467.39
BASE VALUE:	6,806,279	S J ACT 359	1,951.21	0.00	1,951.21
CAPTURED VALUE:	1,155,972	S J SOLID WASTE	3,940.81	0.00	3,940.81
		BRIGGS LIBRARY	7,758.77	1,136.89	6,621.88
		COUNTY ALLOC	45,715.68	6,704.13	39,011.55
		STATE EDUC TAX	44,299.36	0.00	44,299.36
PRE/MBT TAXABLE:	1,331,800	MILLAGE SPECIALS	0.00	0.00	0.00
NON PRE/MBT TAXABLE:	6,630,451	TOTALS----->	178,039.86	18,747.66	159,292.20

-----CAPTURED TAXES BREAKDOWN-----		POSITIVE CAPTURE	NEGATIVE CAPTURE
PRE/MBT CAPTURED:	367,400		
NON-PRE/MBT CAPTURED:	788,572		
COM. PERS. TAXABLE:	741,300	S J CITY ALLOC	16,945.80
IND. PERS. TAXABLE:	590,500	S J ACT 359	0.00
SPEC. ACT PERS. TAXABLE:	0	S J SOLID WASTE	0.00
		BRIGGS LIBRARY	1,767.39
		COUNTY ALLOC	10,416.06
		STATE EDUC TAX	0.00
		MILLAGE SPECIALS	0.00
COM. PERS. CAPTURED:	180,100	TOTALS----->	29,129.25
IND. PERS. CAPTURED:	187,300		-10,381.59
SPEC. ACT PERS. CAPTURED:	0		

DDA/LDFA Report (Detail) FOR CITY OF ST. JOHNS  
All Records  
Special Population: DDA/LDFA Parcels

DDA/LDFA Chosen: DDA - 2004 BASE, Adjusted Values (All Adjustments Included)  
Include: Only Paid Parcels within a range of dates, From 07/01/2011 To 10/31/2011

PARCEL INFORMATION

-----DDA/LDFA: DDA - 2004 BASE-----	TAX HEADING	TAX BILLED	CAPTURED TAX	NET TOTAL
TOTAL PARCELS:				
175				
TAXABLE VALUE:	S J CITY ALLOC	65,139.22	9,539.36	55,599.86
6,983,552	S J ACT 359	1,709.00	0.00	1,709.00
BASE VALUE:	S J SOLID WASTE	3,451.51	0.00	3,451.51
5,972,509	BRIGGS LIBRARY	6,795.44	994.51	5,800.93
CAPTURED VALUE:	COUNTY ALLOC	40,039.27	5,863.62	34,175.65
1,011,043	STATE EDUC TAX	38,478.19	0.00	38,478.19
PRE/MBT TAXABLE:	MILLAGE SPECIALS	0.00	0.00	0.00
1,252,100	TOTALS----->	155,612.63	16,397.49	139,215.14
NON PRE/MBT TAXABLE:				
5,731,452				
PRE/MBT CAPTURED:				
469,500				
NON-PRE/MBT CAPTURED:				
541,543				
COM. PERS. TAXABLE:				
670,100				
IND. PERS. TAXABLE:				
582,000				
SPEC. ACT PERS. TAXABLE:				
0				
COM. PERS. CAPTURED:				
277,800				
IND. PERS. CAPTURED:				
191,700				
SPEC. ACT PERS. CAPTURED:				
0				

-----CAPTURED TAXES BREAKDOWN-----	POSITIVE CAPTURE	NEGATIVE CAPTURE
S J CITY ALLOC	13,997.39	-4,458.03
S J ACT 359	0.00	0.00
S J SOLID WASTE	0.00	0.00
BRIGGS LIBRARY	1,459.88	-465.37
COUNTY ALLOC	8,603.76	-2,740.14
STATE EDUC TAX	0.00	0.00
MILLAGE SPECIALS	0.00	0.00
TOTALS----->	24,061.03	-7,663.54

REVENUE AND EXPENDITURE REPORT FOR CITY OF ST. JOHNS

PERIOD ENDING 06/30/2011

ACCOUNT DESCRIPTION	2010-11	2010-11	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDC
	ORIGINAL BUDGET	AMENDED BUDGET				
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Revenues						
Dept 000-REVENUE						
404.000 CURRENT PROPERTY TAX	0.00	0.00	19,900.78	19,900.78	(19,900.78)	100.00
Total Dept 000-REVENUE	0.00	0.00	19,900.78	19,900.78	(19,900.78)	100.00
TOTAL Revenues	0.00	0.00	19,900.78	19,900.78	(19,900.78)	100.00
Expenditures						
Dept 451-NEW CONSTRUCTION						
818.000 CONTRACTUAL SERVICES	0.00	0.00	5,012.00	5,012.00	(5,012.00)	100.00
Total Dept 451-NEW CONSTRUCTION	0.00	0.00	5,012.00	5,012.00	(5,012.00)	100.00
TOTAL Expenditures	0.00	0.00	5,012.00	5,012.00	(5,012.00)	100.00
Fund 248:						
TOTAL REVENUES	0.00	0.00	19,900.78	19,900.78	(19,900.78)	100.00
TOTAL EXPENDITURES	0.00	0.00	5,012.00	5,012.00	(5,012.00)	100.00
NET OF REVENUES & EXPENDITURES	0.00	0.00	14,888.78	14,888.78	(14,888.78)	100.00