



# Downtown St. Johns, Michigan Mint City USA

www.DowntownStJohns.org

The St. Johns Downtown Management Board - 100 E. State, PO Box 477 - St. Johns, MI. 48879  
(989) 227-1717 / DMB@DowntownStJohns.org

## BOARD OF DIRECTORS 2009 - 2010

### Chairman

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

### Vice-Chairman

Dave Mageli - Account  
Receivable Solutions, Inc.

### Secretary-Treasurer

Jan Havlik - Firstbank

### Directors

Aaron Baker - Harr's  
Jewelry

Tyler Barlage -  
Community Christian  
Church

Eugene Bellingar - Katren  
Industries, Inc.

Bill Brewbaker - Allaby &  
Brewbaker Insurance

Eric Harger - Trinity  
Engineering and  
Surveying Services, Inc.

Dennis LaForest - City of  
St. Johns, Michigan

Paul McNamara - Clinton  
County Board of  
Commissioners

Craig Smith - Mainstreet  
Pizza

## COMMITTEES

### Business Development, Retention & Recruitment

Eric Harger  
Dennis LaForest

### Marketing

Tyler Barlage  
Bill Brewbaker  
Craig Smith

### Events

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Jan Havlik  
Dave Mageli

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### Executive, Finance, Strategic Planning

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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 AGENDA

Tuesday, July 6, 2010

7:30 a.m., Conference room C, Courthouse

(\*Indicates Attachment)

1. **Call to Order by Chairman Bill Jackson**
2. **Additions to the Agenda.**
3. **Approval of the Consent Agenda:**
  - a. \* Minutes of Meeting dated June 1, 2010.
  - b. \* Approval of Executive Director Salary and Administrative Expenses of \$1,515
  - c. \* YTD Financial Report with Detail as of May 31, 2010
4. **Communications: None**
5. **Committee Reports:**
  - a. **Business Development, Retention & Recruitment.** (Harger, LaForest)
  - b. **Marketing** (Barlage, Brewbaker, Smith)
  - c. **Events** (Barlage, Havlik, Mageli)
  - d. **Parking, Maintenance & Security** (Baker, Bellingar, Brewbaker, Jackson, LaForest)
  - e. **Exec./Finance/Strategic Planning** (Havlik, Jackson, McNamara, Mageli)
  - f. **Director's Report.** (Carole Field)
    - 1) \*Electronic Newsletter emailed 6/15/2010
    - 2) \*Corporate Sponsorship Report of 6/30/10
6. **Old Business:**
  - a. Update on Summerfest 6/25-6/26/2010 (\*Preliminary Financial Statement)
7. **New Business:**
  - a. Mint Festival Down at the Depot
  - b. Board of Directors
  - c. Downtown Dollars Award Drawing

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## DIRECTORS MEETING MINUTES

Tuesday, June 1, 2010

7:30 a.m., Conference room C, Courthouse

1. **Call to Order by Chairman Bill Jackson at 7:30 am.** Attendance: Aaron Baker, Tyler Barlage, Bill Brewbaker, Carole Field, Jan Havlik, Dennis LaForest, Dave Mageli, Paul McNamara. Guests in attendance were Bill Tennant of the SJPS Board of Education and Dennis Scott from the Clinton County Veterans Memorial Association.
2. **Additions to the Agenda.** None.
3. **Approval of the Consent Agenda:** Motioned by LaForest, seconded by Barlage, to approve May 4, 2010 DMB minutes, and the Executive Director and Administrative expenses of \$1,515 and the City of St. Johns YTD financial report accompanied by the detailed DMB financial report for the period through April 30, 2010.
4. **Communications:**
  - a. \*Email from Rose May Mason stating Clinton Transit will not be providing Saturday bus service this summer. Rose provided statistics showing only 10 trips from Downtown St. Johns to Sleepy Hollow State Park last summer, and further stated Saturday bus ridership to all destinations in the country only averaged 20 trips per Saturday. Rose May also thanked the St. Johns Downtown Management Board for participating in the Clinton Transit pilot Saturday Service Summer program in 2009.
5. **Committee Reports:**
  - a. **Business Development, Retention & Recruitment.** (Harger, LaForest)
  - b. **Marketing** (Barlage, Brewbaker, Smith)
  - c. **Events** (Barlage, Havlik, Mageli)
  - d. **Parking, Maintenance & Security** (Baker, Bellingar, Brewbaker, Jackson, LaForest)
  - e. **Exec./Finance/Strategic Planning** (Havlik, Jackson, McNamara, Mageli)
  - f. **Director's Report.** (Carole Field)
    - 1) \*Electronic Newsletter emailed 5/25/10
    - 2) \*Farmers Market Poster
    - 3) \*Summerfest Poster
    - 4) \*Corporate Sponsorship Report of 5/17/10 reflected \$4,700 in cash and \$1,000 in trade received to date, for an updated sponsorship total of \$5,700.
6. **Old Business:**
  - a. Update of Streetscape Maintenance/Repair performed in April and May. Dennis LaForest reported the repair is approximately 80% complete.
  - b. Update on Summerfest. Dave Mageli reported he has secured volunteers to handle tickets, servers, and front entrance gate tickets. Carole is recruiting dealers for gaming. Food is being prepared by Main Street Café. An Events/Marketing committee meeting was scheduled for June 4<sup>th</sup> at 9:00 am to allow greater in-depth discussion of Summerfest planning.

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## DIRECTORS MEETING MINUTES

Tuesday, May 4, 2010

7:30 a.m., Conference room C, Courthouse

-Page 2-

### 7. New Business:

- a. Wilson Auditorium Renovation Project - Bill Tennant of the SJPS Board of Education spoke regarding the ongoing Wilson Center Renovation, stating \$50,000 had already been raised, which allowed the installation of refurbished 210 seats and painting of the auditorium. Another 164 seats remain to be refurbished, and both the lighting and the sound system need to be upgraded. He says the auditorium is now functional using a borrowed sound system, and several events have been booked for the venue. The Board agreed the organizers should be commended for their efforts and suggested the Executive Committee take under advisement Mr. Tennant's request of funding towards restoration.
- b. Veterans Memorial - Dennis Scott of the Clinton County Veterans Memorial Association spoke of the rails to trails project and stated concern over the design and passage way of the trail through the Veterans Memorial. It was noted that Trinity Engineering designed the monument after various meeting reviewing numerous designs, and worked with veterans group until current design chosen allowing pass through so trail users can view and honor those who gave service to their country. As concerns are now being raised about increased traffic through the memorial because of the rails to trails project, it was recommended that the Veterans Memorial Association visit with Trinity Engineering to see if modifications are a practical solution.
- c. Multi Use Pavilion Project at Train Depot - Dennis LaForest reported that the City has been awarded a grant to create a multi use pavilion at the Train Depot. This grant represents approximately 40% of the cost for the design concept originally presented by the Rotary Club a number of years ago. Mr. LaForest further stated a committee is forming to give input on possible redesign, which might include back-in spaces for vendor vehicles (allowing unloading onto tables under covered pavilion canopies with shoppers walking down center) and to better utilize the pavilion throughout the year for other events and/or festivals.
- d. Board of Directors - Paul McNamara motioned and Dave Mageli seconded the nomination of Craig Smith as Secretary/Treasurer of the DMB for the 2010-2011 term. Motion passed.
- e. Downtown Dollars Award Drawing - This month's winner is James O'Bryant of Elsie.

Motion by Havlik, seconded by Barlage, to adjourn. Meeting adjourned at 8:25 a.m.

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**EXECUTIVE DIRECTOR and ADMINISTRATIVE EXPENSES**

**June 2010**

<b>Total Supplies</b>	<b>\$ 0.00</b>
Mail Chimp – Electronic Email Newsletter (monthly fee)	\$ 15.00
<b>Total Administrative Expenses</b>	<b>\$ 15.00</b>
<b>Executive Director Salary:</b>	<b><u>\$ 1,515.00</u></b>
<b>TOTAL for June</b>	<b><u>\$ 1,515.00</u></b>

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**DOWNTOWN MANAGEMENT BOARD YTD FINANCIAL REPORT**  
**JULY 1, 2009 to May 31, 2010**

**Revenue**

681.000.665.000	Interest Earned/Investments	Interest	-
681.000.675.005	Corporate Sponsors	2009 Corp Sponsors	450.00
681.000.671.008	Taste of the Town	2009 Taste of the Town	35.00
681.000.671.020	Sidewalk Sales	2009 Sidewalk Sales (Merchant/Vendor Advertising Monies)	40.00
681.000.671.010	Car Shows	2009 Car Shows (Mint Festival, Pumpkin Festival)	815.00
681.000.671.007	Farmers Market	2009 Farmer's Market (Vendor Fees)	655.75
681.000.671.018	Mint Festival	2009 Mint Festival	13,637.00
681.000.675.000	Contr-Donat/Private Sources	Donations/Private	
681.000.675.005	Corporate Sponsors	2010 Corp Sponsors	4,000.00
681.000.699.035	Transfer from General Fund	City of St. Johns Corp Sponsorship	200.00
681.000.671.000	Miscellaneous Revenue	Miscellaneous (Prepaid Vendor Fees)	470.00
		<b>Earned Revenue</b>	<b>20,302.75</b>

681.000.672.006	Downtown Business District	YTD Assessment	25,879.87
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**TOTAL REVENUE: 46,182.62**

**Expenses**

681.173.751.004	Taste of the Town	Taste of the Town - Refund Beverages	(1,323.30)
681.173.751.004	Taste of the Town	Taste of the Town - Newspaper Inserts - Independent Newspaper Group	329.00
681.173.751.004	Taste of the Town	Taste of the Town - Gill-Roy's Hardware - Snow Fencing	275.99
681.173.751.004	Taste of the Town	Taste of the Town - State of MI Liquor Sales Tax	230.66
681.173.751.004	Taste of the Town	Taste of the Town - Central Gaming - Casino Table Equip Rental	423.50
681.173.751.004	Taste of the Town	Taste of the Town - Lyle Simon - Gaming Event Coordinator Fee	100.00
681.173.870.001	Promotions	Taste of the Town - State Gaming Fee	100.00
681.173.751.006	Sidewalk Sales	Sidewalk Sales - Morning Star Publishing	134.10
681.173.751.006	Sidewalk Sales	Sidewalk Sales - The Weekly	144.00
681.173.751.006	Sidewalk Sales	Sidewalk Sales - Sentinal-Standard	153.00
681.173.751.006	Sidewalk Sales	Sidewalk Sales - Independent Newspaper Group	150.00
681.173.751.006	Sidewalk Sales	Sidewalk Sales - Gannett MI Newspapers	198.71
681.173.730.000	Office Supplies	2009 Mint Festival Misc Supplies	80.89
681.173.751.000	DMB Event Costs	2009 Mint Festival - CCCC Vendor Fee	500.00
681.173.751.000	DMB Event Costs	2009 Festival /Beer Tent Signs	187.50
681.173.751.000	DMB Event Costs	2009 Mint Festival Ad - CC News (Gannett MI Newspapers)	68.52
681.173.751.003	Mint Festival	2009 Mint Festival - Mike Shafley Band	750.00
681.173.751.003	Mint Festival	2009 Mint Festival - Phat Morris Band	750.00
681.173.751.003	Mint Festival	2009 Mint Festival - Main Beverage Company (Beverages)	3,447.35
681.173.751.003	Mint Festival	<b>2009 Mint Festival - Lyle Simon (Casino Gaming Coordinator)</b>	<b>375.80</b>
681.173.751.003	Mint Festival	2009 Mint Festival - American Rentals (tent & portable toilets)	1,725.00
681.173.751.003	Mint Festival	2009 Mint Festival - Cash Prize to Car Show 1st Place Winner	100.00
681.173.751.003	Mint Festival	2009 Mint Festival - Allaby & Brewbaker (Liquor Bond)	50.00
681.173.751.003	Mint Festival	2009 Mint Festival - Allaby & Brewbaker (Liquor Liability Insurance)	719.25
681.173.751.003	Mint Festival	2009 Mint Festival - Central Gaming Company (Gaming Equip Rental)	423.50
681.173.751.003	Mint Festival	2009 Mint Festival - Sales Tax on Liquor Sold	288.11
681.173.751.003	Mint Festival	2009 Mint Festival - LJSJ 32" Color BOGO in 4 Papers w/71,225 circulation)	298.00
681.173.956.000	Miscellaneous	2009 Mint Festival Prepaid Vendor Refund	60.00
681.173.870.001	Promotions	2009 Mint Festival Car Entry Cards	72.71
681.173.870.001	Promotions	2009 Mint Festival State Gaming Fee	100.00
681.173.870.001	Promotions	2009 Mint Festival Liquor Control Commission	50.00
681.173.870.001	Promotions	2009 Mileage to/from Liquor Control Commission	24.24
681.173.900.000	Print & Publishing	2009 Mint Festival Posters	70.00
681.173.751.003	Mint Festival	2010 Mint Festival - CCCC Vendor Fee	200.00
681.173.751.001	Farmers Market	2009 Farmer Market Ad - July (SJ Reminder)	106.58
681.173.751.001	Farmers Market	2009 Farmer Market Ad - Sept (SJ Reminder)	105.60
681.173.751.001	Farmers Market	2009 Farmer Market Ad - 8 weekly ads Sept-Oct CC News	154.54
681.173.751.001	Farmers Market	2010 Farmer Market Ad - PlateMate (15,000 placemats)	84.75
681.173.751.002	Car Shows	Email List of MI Car Clubs	75.00
681.173.751.002	Car Shows	2009 US27 Motor Tour Mugs	325.35
681.173.751.002	Car Shows	2009 US27 Motor Tour DJ - Ed Hafner	175.00
681.173.751.002	Car Shows	2009 US27 Motor Tour Trophies	77.85
681.173.751.002	Car Shows	2009 Pumpkin Festival DJ - Craig Parrish	150.00
681.173.751.002	Car Shows	2009 Pumpkin Festival Ad - CC News	74.50
681.173.751.002	Car Shows	2009 Pumpkin Festival - Entry Cards & Goody Bags	133.20
681.173.751.002	Car Shows	2009 Pumpkin Festival - Andy T's, Cornstalks for lamp posts	162.50
681.173.751.002	Car Shows	2009 Pumpkin Festival - 1st Prize for Car Show	100.00
681.173.751.002	Car Shows	2009 Pumpkin Festival - Crown Trophy	80.85
681.173.956.000	Miscellaneous	Pizza for Volunteers at 11/7 tree light stringing	40.00
681.173.956.000	Miscellaneous	Pizza for Volunteers at 11/21 evergreen decorating	40.00
681.173.751.007	Santa Parade	Jet Speed - Santa Parade Posters	52.50
681.173.751.007	Santa Parade	CCCC Newsletter insert of Santa Parade Poster & Entry Form	25.00
681.173.751.007	Santa Parade	CCCC Christmas Placement Ad	75.00
681.173.751.007	Santa Parade	CC News - 4 weekly Ads for Santa Parade	196.00
681.173.751.007	Santa Parade	Santa Parade - Radio Advertising (Z92.5)	396.47
681.173.870.001	Promotions	Downtown Dollars (redeemed gift certificates)	50.00
681.173.900.000	Print & Publishing	Jet Speed - Downtown Dollars (posters,forms,participating signs,books)	1,011.57
681.173.900.000	Print & Publishing	CC News - Downtown Dollars ad	87.28
681.173.900.000	Print & Publishing	Jet Speed - 2010 Events Flyers (10,000 2-sided flyers)	796.00
681.173.751.004	2010-Summerfest	Liquor Bond, Liquor License, Gaming License	200.00
681.173.751.004	2010-Summerfest	Summerfest Ad - PlateMate (15,000 placemats)	84.75
681.173.751.003	2010-Mint Festival	Liquor Bond, Liquor License, Gaming License	200.00
681.173.751.003	2010-Mint Festival		
		<b>ADVERTISING (63% of YTD assessment)</b>	<b>16,316.82</b>

681.173.818.040	Downtown Improvement	Clinton Electronics (Radio Shack) Outdoor Speakers	632.00
681.173.818.040	Downtown Improvement	Gill-Roy's - Lights for Downtown Trees	1,080.00
681.173.818.040	Downtown Improvement	Gill-Roy's - Lights for Downtown Trees	675.00
681.173.818.040	Downtown Improvement	Gill-Roy's - Credit on Lights for Downtown Trees	(210.42)
681.173.818.040	Downtown Improvement	Dirty Works - Labor stringing Lights on Downtown Trees	350.00
681.173.818.040	Downtown Improvement	Plum Line Landscape (Brick pavers & grinding sidewalks)	4,500.00
681.173.751.007	Santa Parade	Andy T's - Evergreens for Downtown Flower Barrels	285.00
681.173.751.007	Santa Parade	Gill-Roy's - Supplies for Christmas Tree Lights	80.07
681.173.956.000	Miscellaneous	2009 XM Satellite Radio	142.96
681.173.956.000	Miscellaneous	BMI Broadcasting (6/2009-5/2010)	305.00
681.173.956.000	Miscellaneous	Donation to SJHS (Redwing Pride banners)	1,000.00
		<b>DOWNTOWN IMPROVEMENTS (34% of YTD assessment)</b>	<b>8,839.61</b>

**Sub-Total for Promotion (97% of YTD assessment) 25,156.43**

681.173.729.000	Postage	Postage	44.00
681.173.730.000	Office Supplies/Adm	Office Supplies	186.63
681.173.853.004	Monthly & Long Distance	Phone (Long Distance) \$27.94/mo	307.34
681.173.826.086	Audit Fees	Audit Fees	200.00
681.173.818.000	Contractual Services	Executive Director Salary	15,000.00
681.173.818.000	Contractual Services	Website Design & Maintenance	1,045.00
681.173.956.000	Miscellaneous	Donation to CCEA	750.00
		<b>ADMINISTRATIVE (equal to 86% of Earned Revenue)</b>	<b>17,532.97</b>

**TOTAL EXPENSES: 42,689.40**

**Excess of Revenue 3,493.22**

**Fund Balance beginning of year 12,320.30**

**Fund Balance, end of period 15,813.52**



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## EXECUTIVE DIRECTORS REPORT

Tuesday, July 6, 2010

7:30 a.m., Conference room C, Courthouse

\*Indicates attachment

1. \*Electronic Newsletter emailed 6/15/2010
2. \*Corporate Sponsorship Report as of 6/30/2010
3. Meetings/events attended in June 2010:
  - a. 06/01/10 – DMB Directors Board Meeting
  - b. 06/04/10 – DMB Events & Marketing Committee Meeting
  - c. 06/09/10 – Clinton County Chamber of Commerce Meeting
  - d. 06/16/10 – Summerfest Meeting w/Dave Mageli
  - e. 06/19/10 – Farmers Market
  - f. 06/22/10 – Summerfest Dealer Training Meeting
  - g. 06/25/10 – Summerfest
  - h. 06/26/10 – Farmers Market
  - i. 06/26/10 – Summerfest

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Mainstreet Pizza



## **June is Bustin' Out All Over!**

June IS bustin' out all over Downtown St. Johns. Our 52 street-scape planters have been adorned with a beautiful mixture of fountain grass, dragon wing begonias, petunias and potato vines. The 12 overhead baskets hanging from the lamp posts have also been planted with dragon wing begonias and potato vines. All this botanical beauty is brought to you courtesy of the St.

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Eric Harger  
Dennis LaForest

### **Marketing**

Tyler Barlage  
Bill Brewbaker  
Craig Smith

### **Events**

Tyler Barlage  
Jan Havlik  
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Email: CaroleField@  
DowntownStJohns.org



Johns Downtown Management Board. Kudos also to Andy T's for their design and installment of these beautiful flowers. They certainly make our Downtown look cheery and welcoming!

## Downtown St. Johns Farmers Market

**OPEN EVERY SATURDAY from 8:00 a.m. until Noon**



In keeping with our celebration of all things green, the St. Johns Downtown Management Board is pleased to announce the opening of The St. Johns Farmers Market on June 19, 2010. Local growers have been cultivating the first of their crops, and the Farmers Market will offer fresh produce from neighboring gardens and farms every Saturday morning from 8:00 a.m. until 12 noon. The St. Johns Farmers Market was created over 50 years ago to promote the sale of fresh local farm products, and to give growers of Michigan agricultural commodities and other farm-related products the opportunity to share directly with consumers.

The Downtown St. Johns Farmers Market is located on Maple Street west of the Courthouse, and offers farm-fresh produce and baked goods, landscaping plants and flowers, arts and crafts, jams, jellies and honey through the end of the harvest in October. So stop on by and enjoy the open-air environment and the friendliness of the local growers, artisans, and community organizations. You and your family will enjoy the wholesomeness of the fresh picked, home grown and home made items!

If you are a farmer or grower interested in celebrating quality, locally grown or prepared food products with the Downtown St. Johns Farmers Market, we



would love to talk to you about how you can get involved! Contact our Farmers Market Manager Shirley Davis by calling (989) 224-7863 or the St. Johns Downtown Management Board at (989) 227-1717. Additional information can also be obtained at [www.DowntownStJohns.org](http://www.DowntownStJohns.org).

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## Downtown Dollars

The St. Johns Downtown Management Board is pleased to introduce our monthly Downtown Dollars drawing winner, Mr. James O'Bryant from Elsie. Here he is accepting a \$250 Downtown Dollars gift certificate book as presented by St. Johns Downtown Management Board Vice-Chairman Mr. Dave Mageli. James' winning entry form was obtained at Rehmann's Clothing in downtown St. Johns, and Brad Rehmann was on hand to congratulate James as our May drawing winner!



The Downtown Dollars promotion drawings will be held each month from April through December 2010 to award a total of \$2,500 in Downtown Dollars gift certificates, which spend just like cash for a variety of goods and services in

Downtown St. Johns ([click here for map](#)), and completed forms can be mailed to the St. Johns Downtown Management Board offices or submitted on line at [www.DowntownStJohns.org](http://www.DowntownStJohns.org). Downtown Dollars are a great way to support the 125 businesses in the Downtown St. Johns community. ([Click here for Business Directory](#)). Look for the "Participating Member" signage in windows of the downtown business district, and pick up your entry form today to hopefully win BIG!

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Summer officially arrives on June 21st, and the St. Johns Downtown Management Board will be celebrating by hosting a two night event called "SUMMERFEST", the first barbecue of summer on Friday, June 25th and Saturday, June 26th on the St. Johns Railroad Depot lawn at 107 E. Railroad Street in historic downtown St. Johns. Great tasting barbecue will be available, served family style on picnic benches on the depot lawn. Various children's activities will be available at the Clinton Northern Railway Museum located inside the Depot building, along with marvelous model train exhibits, authentic railroad artifacts and historically preserved train cars on the rails outside.

Adults can enjoy barbecue in our Downtown on Tap beverage tent, and listen to the always popular musical stylings of the Mike Shafley Band. Radio personalities will also be on hand both nights to conduct live on air feeds.

While enjoying the live entertainment after dinner, adults can partake in Vegas style gaming in our CASINO tent until 12 midnight. So come enjoy great barbecue, hot music, cold drinks and casino gaming in Downtown St. Johns at our Summerfest celebration!

For additional information about “St. Johns Summerfest” telephone the St. Johns Downtown Management Board at (989) 227-1717 or visit our website [www.DowntownStJohns.org](http://www.DowntownStJohns.org).



# COME DOWNTOWN FOR THE FIRST BARBECUE OF SUMMER!

Friday, June 25 and Saturday, June 26, 2010 from 6 p.m. to 12 Midnight on the Train Depot Lawn



MIKE SHAFLEY BAND



BEER TENT



CASINO GAMING



Bruno's Wonder Bar, Clinton County Chamber of Commerce, Clinton County Federal Credit Union, Dershey's Cafe, Fifth Third Bank, Hub Tire Center, Jackson, Jackson & Associates, Michigan Graphics & Signs, St. Johns Reminder, Swany's Pub & Grub, Unique Reflections  
American Legion Post 153, Clinton County Arts Council, Deano's Pizza, Mazz's Endzone Party Store

A non-profit Benefit for Preservation of Historic Downtown St. Johns presented by the St. Johns Downtown Management Board (989) 227-1717, [www.DowntownStJohns.org](http://www.DowntownStJohns.org)



## 2010 Schedule of Events

### St. Johns Farmer's Market



Every Saturday, June 19 - Oct 30  
from 8:00 a.m. until 12 noon  
West of Courthouse on Maple  
Features array of sustainably  
grown produce, honey, jams,  
crafts, plants and flowers from local vendors.



### SUMMERFEST

Friday June 25th and  
Saturday June 26th, 2010  
from 6:00 p.m. to 12 Midnight  
Join us for the first Barbecue of  
Summer in Downtown St. Johns!  
Live Music, Food & Gaming in our Downtown  
on Tap Beverage Tent. Downtown on Depot Lawn

### Mint Festival Down at the Depot



Friday August 13th and  
Saturday August 14th, 2010  
from 6:00 p.m. to 12 Midnight  
Mint City Car Show on Friday  
with \$100 Cash Prize to Winner!  
Live Music, Food & Casino Style  
Gaming in our Downtown on  
Tap Beverage Tent. Downtown on Depot Lawn

### Historic US 27 Motor Tour



Thursday August 26th  
from 8:30 to 10:30 a.m.  
Classic Cars, Music & Vendors  
Restaurant Breakfast Specials  
Downtown on Clinton Avenue  
from State Street to Railroad Street



### SANTA PARADE OF LIGHTS

Friday December 3rd  
Beginning at 5:45 pm  
Beautiful entries decorated  
with Colorful Holiday lights  
Tree Lighting Ceremony. Downtown on Clinton  
Avenue from State to Railroad & Depot Lawn

Events, Times & Dates subject to Change without Notice. For Vendor or Car show information, call (989) 227-1717  
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Downtown St. Johns, Michigan

# Mint City USA

www.DowntownStJohns.org

The St. Johns Downtown Management Board - 100 E. State, PO Box 477 - St. Johns, MI. 48879  
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**BOARD OF DIRECTORS  
2009 - 2010**

**Chairman**

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**Vice-Chairman**

Dave Mageli - Account Receivable Solutions, Inc.

**Secretary-Treasurer**

Jan Havlik - Firstbank

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Aaron Baker - Harr's Jewelry

Tyler Barlage - Community Christian Church

Eugene Bellingar - Katren Industries, Inc.

Bill Brewbaker - Allaby & Brewbaker Insurance

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**2010 EVENT CORPORATE SPONSORS  
as of Monday, June 30, 2010**

1	City of St. Johns, MI.	1,000.00
2	Firstbank - St. Johns	550.00
3	Krol Communications -Z92.5 Radio	550.00
4	Account Receivable Solutions	300.00
5	Allaby & Brewbaker Insurance	300.00
6	Anonymous	200.00
7	Mainstreet Café	200.00
8	Mainstreet Pizza	200.00
9	Bruno's Wonder Bar	150.00
10	Clinton County Chamber of Commerce	150.00
11	Clinton County Federal Credit Union	150.00
12	Dershey's Café	150.00
13	Fifth Third Bank	150.00
14	Hub Tire Center	150.00
15	Jackson, Jackson & Associates	150.00
16	St. Johns Reminder	150.00
17	Swany's Pub & Grub	150.00
18	Trinity Engineering & Surveying Services	150.00
19	Unique Reflections	150.00
20	American Legion Post 153	75.00
21	Clinton County Arts Council	75.00
22	Deano's Pizza	75.00
23	Mazz's EndZone Party Store	75.00
<b>Total Cash Deposited</b>		<b>5,250.00</b>

**IN KIND DONATIONS**

1	City of St. Johns (Summerfest & Mint Festival Police Service)	1,000.00
2	W.E.D. Event Planning (DJ Service Car Shows Only)	700.00
3	Cher Car Kennels (Summerfest & Mint Festival Overnight Security)	600.00
4	Jet Speed Printing	300.00
5	Custom Embroidery Plus	300.00
6	Michigan Graphics & Signs (Summerfest signs)	187.50
<b>Total in Trade</b>		<b>3,087.50</b>

**2010 Corporate Sponsorships YTD**

**8,337.50**

*The above sponsorships benefit these events for the following amounts:*

1	Farmers Market	(\$120 overall trade)	120.00
2	Summerfest	(\$950 specific + \$120 overall trade)	2,832.50
3	Mint Festival w/car show	(\$1300 specific + \$120 overall trade)	2,595.00
4	US 27 Motor Tour	(\$200 specific + \$120 overall trade)	1,495.00
5	Santa Parade of Lights	(\$120 overall trade)	1,295.00
2010	Corporate Sponsorship Allocation		<b>8,337.50</b>



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REVENUE AND EXPENDITURE REPORT

**2010 SUMMERFEST**

(Event held June 25 & 26, 2010)

Preliminary Report as of June 30, 2010

**Revenue**

2,785.00 Gate Entries (Fri 232 + Sat 325 = 557 @ \$5ea = \$2,785)

1,173.00 Gaming Proceeds (Fri \$540 + Sat \$634 = \$1,173)

3,716.00 Beer Sales (Fri \$1996 + Sat \$1720 = \$3,716)

**7,674.00 Sub-Total (actual event proceeds)**

2,795.00 Corporate Sponsorship allocation for 2010 (current YTD)

**2,795.00 Sponsorship Allocation for Summerfest 2010**

**TOTAL REVENUE 10,469.00**

**Expenses**

1,350.00 Mike Shafley Band

50.00 Z92.5 Radio Talent during Event Live Feed broadcast

1,598.30 Beverages (\$6509.60 + <4911.30> Refund)

2,072.50 American Rentals (tent & portable toilets)

50.00 Allaby & Brewbaker (Liquor Bond)

500.56 Allaby & Brewbaker (Liquor Liability Insurance)

100.00 State of Michigan (Gaming Event License)

50.00 State of Michigan Liquor Control Commission

443.61 Central Gaming Company (Gaming Equip Rental)

234.60 Lyle Simon (20% Casino Gaming Coordinator Fee)

210.34 Estimated 6% Sales Tax on Liquor Sold

500.00 City of St. Johns Police Service

300.00 Cher Car Kennels Overnight Security

219.50 Gill-Roy's (Fencing, Extension Cord, Zip ties, garbage bags)

47.38 Ice

750.00 Advertising-Z92.5 Radio- 50 commercials & 2 hr live broadcast

577.36 Advertising (Print Ads, Posters, Placemats)

300.00 Advertising (41 Volunteer T-Shirts)

187.50 Advertising (Lawn Signs)

**9,541.65 Preliminary Estimate**

**TOTAL EXPENSES 9,541.65**

**Summerfest 2010 preliminary estimated NET:**

**\$ 927.35**



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Community Christian  
Church

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Industries, Inc.

Bill Brewbaker - Allaby &  
Brewbaker Insurance

Eric Harger - Trinity  
Engineering and  
Surveying Services, Inc.

Dennis LaForest - City of  
St. Johns, Michigan

Paul McNamara - Clinton  
County Board of  
Commissioners

Craig Smith – Mainstreet  
Pizza

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## DOWNTOWN DEVELOPMENT AUTHORITY (DDA) DIRECTORS MEETING AGENDA

Tuesday, July 6, 2010

7:30 a.m., Conference room C, Courthouse

(Following meeting of the Downtown Management Board)

(\*Indicates Attachment)

1. Call to Order by Chairman Bill Jackson
2. Additions to the Agenda.
3. \*Approval of Meeting Minutes dated June 1, 2010.
4. Communications: None.
5. Old Business: None.
6. New Business: None.

Next Regular DMB/DDA Meeting: First Tuesday of Month, 7:30 a.m., Conference Rm. C, Courthouse





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## DOWNTOWN DEVELOPMENT AUTHORITY (DDA) DIRECTORS MEETING MINUTES

Tuesday, June 1, 2010

7:30 a.m., Conference room C, Courthouse

(Following meeting of the Downtown Management Board)

- 1. Call to Order by Chairman Bill Jackson at 7:30 am.** Attendance: Aaron Baker, Tyler Barlage, Bill Brewbaker, Carole Field, Jan Havlik, Dennis LaForest, Dave Mageli, Paul McNamara. Guests in attendance were Bill Tennant of the SJPS Board of Education and Dennis Scott from the Clinton County Veterans Memorial Association.
- 2. Additions to the Agenda.** None. Agenda approved.
- 3. Approval of Meeting Minutes:** Motioned by Mageli, seconded by LaForest, to approve minutes of meeting dated May 4, 2010. Approved.
- 4. Communications:** None.
- 5. Old Business:** None.
- 6. New Business:** None.

Motion by Mageli, seconded by LaForest, to adjourn. Meeting adjourned at 8:25 a.m.

Next Regular DMB/DDA Meeting: First Tuesday of Month, 7:30 a.m., Conference Rm. C, Courthouse