



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

Aaron Baker – Harr's
Jewelry

Craig Bishop – Firstbank

Eugene Bellingar – Katren
Industries

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

COMMITTEES

**Business Development,
Retention & Recruitment**

Eric Harger
Dennis LaForest

Marketing

Tyler Barlage
Bill Brewbaker
Craig Smith

Events

Tyler Barlage
Dave Mageli

**Security, Parking
and Maintenance**

Aaron Baker
Eugene Bellingar
Bill Brewbaker
William Jackson
Dennis LaForest

**Executive, Finance,
Strategic Planning**

Bruce DeLong
Tyler Barlage
William Jackson
Dave Mageli

CONTACT INFO

Executive Director

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

DIRECTORS MEETING AGENDA

Tuesday, July 12, 2011

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 7, 2011
 - b. * Approval of Executive Director May Salary and Administrative Expenses of \$1769.77
 - c. * City of St. Johns YTD Financial Report as of May 31, 2011
 - d. * YTD Financial Report with Detail as of May 31, 2011
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. **Executive/Finance/Strategic Planning (DeLong, Havlik, Jackson, Mageli)** The committee met and set the board meeting agenda.
 - f. **Director's Report. (Carole Field)**
 - 1) * DMB Corporate Sponsors YTD as of June 30, 2011
 - 2) * Downtown Dollars YTD Recap as of May 31, 2011
6. **Old Business:**
 - a. **Summerfest**
 - 1) * Preliminary Financial Report as of June 30, 2011
 - 2) * Events Comparison Report showing 22% increase in NET profit over 2010 Summerfest
 - b. **Sponsorship renewals:** * Anticipated Sponsorship Totals as of June 30, 2011
 - c. **PSD/DDA Board: New Member (Craig Bishop) Committee Assignment (Lost Events Member)**
7. **New Business:**
 - a. **Vietnam Legacy Ride: Rent Tables & Chairs?**
 - b. **Mint Festival: Lighting in Pavilion**
 - c. **US 27 Motor Tour Stop: T-Shirt giveaways?**

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



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DIRECTORS MEETING MINUTES

Tuesday, June 7, 2011

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

1. **Call to Order by Chairman Bill Jackson at 7:37 am.** Attendance: Bill Brewbaker, Bruce DeLong, Carole Field, Jan Havlik, Eric Harger, Dennis LaForest, Dave Mageli and Craig Smith. Guests in attendance: Dave Kudwa of Trinity Engineering & Surveying Services.
2. **Additions to the Agenda.** None.
3. **Approval of the Consent Agenda:** Motioned by LaForest, seconded by Barlage, to approve May 3, 2011 DMB minutes, the Executive Director and Administrative expenses of \$1,605.00 and the City of St. Johns YTD financial report accompanied by the detailed DMB financial report for the period through 4/30/11.
4. **Communications:** Copy of May 25, 2011 letter to City Planning Commissioners stating the St. Johns PSD does not recommend granting a special use permit to operate an outdoor café at 207 Spring Street.
5. **Committee Reports:**
 - a. **Business Development, Retention & Recruitment.** (Harger, LaForest)
 - b. **Marketing** (Barlage, Brewbaker, Smith)
 - c. **Events** (Barlage, Mageli)
 - d. **Parking, Maintenance & Security** (Baker, Bellingar, Brewbaker, Jackson, LaForest)
 - e. **Exec./Finance/Strategic Planning** (Barlage, DeLong, Jackson, Mageli)
 - f. **Director's Report.** (Carole Field)
 1. *DMB Corporate Sponsorship Report showing \$4,950 received YTD & \$1,900 in trade.
 2. *Downtown Dollars Recap showing \$1675 redeemed YTD, leaving \$825 unused.
6. **Old Business:**
 - a. Summerfest: The board reviewed the marketing materials presented (Poster, BBQ Rules & Entry Form) along with the event set-up timeline. The board also discussed and approved the CCAC use of the PSD tent for their barbecue dinner vendor area.
 - b. Sponsorship renewals: Carole reported that Michigan Graphics & Signs had committed to a \$150 in trade sponsorship and that Gene Bellingar has confirmed his intention for Katren Industries to sponsor this year at \$300. She also stated the Fifth Third sponsorship of \$150 was still pending. Eric Harger stated Trinity Engineering & Surveying Services would again sponsor at the \$150 level.
 - c. PSD/DDA Board Members: Jan Havlik's term on the board is expiring 6/30/11, and although she does not wish to renew, she announced that Craig Bishop of Firstbank would be willing to serve on the board of directors. Gene Bellingar's term also expires 6/3/11, and Carole reported that he had verbally agreed to continue on the board providing other members understood that he could not always attend the monthly meetings. Dennis LaForest motioned to recommend both Craig Bishop and Gene Bellingar to serve on the board of directors and Jan Havlik seconded. Motion passed.
 - d. New World Advertising: Carole reported that she met with Jeff Lazaros of New World Media regarding Television screen advertising at 6 businesses in and surrounding St. Johns. The board determined the monthly cost of \$100 per screen was too costly and chose not to pursue.
7. **New Business:**
 - a. Dave Kudwa from Trinity Engineering described a proposed rail trail bypass around the Veterans Memorial that he said was well received by the City officials and Veterans organizations. The proposal also includes adding stop signs on Railroad Street where it crosses Clinton Avenue.

Havlik motioned and Harger seconded adjournment; meeting adjourned at 8:25 a.m.

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EXECUTIVE DIRECTOR and ADMINISTRATIVE EXPENSES

June 2011

Walmart:

BBQ foil pans (for judging), garbage bags, 1-single roll	
2000 count tickets (for beer), 2-double roll 2000 count	
tickets (for Main Beverage give-aways & 50/50 raffle)	
self laminating 8.5"x11" sheet covers (license protectors)	\$ 61.88

Staples:

1 package 500 count 8.5"x11" multipurpose paper, 1 Lexmark	
Hi-yield Printer ink combo pack (black & color)	\$ 77.89

Total Supplies	\$ 139.77
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Mail Chimp – Electronic Email Newsletter (monthly fee)	\$ 30.00
Michigan Liquor Control Commission Fee	\$ 50.00
State of Michigan Charitable Gaming License Fee	\$ 50.00

Total Administrative Expenses	\$ 130.00
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Executive Director Salary:	<u>\$ 1,500.00</u>
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TOTAL for June	\$ 1,769.77
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City of St. Johns

Downtown Management Board

BALANCE SHEET

For the Fiscal Period July 01, 2010 to May 31, 2011

ASSETS

Cash	\$	18,276.86
Due from General Fund	\$	-
Prepaid Expense	\$	-
Due from Current Tax	\$	-
TOTAL ASSETS:	\$	<u>18,276.86</u>

LIABILITIES AND FUND BALANCE

LIABILITIES

Accounts payable	\$	-
Due to General Fund	\$	-
TOTAL LIABILITIES:	\$	-

FUND BALANCE:	\$	<u>18,276.86</u>
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TOTAL LIABILITIES AND FUND BALANCE:	\$	<u>18,276.86</u>
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City of St. Johns

Downtown Management Board

STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCE

For the Fiscal Period July 01, 2010 to May 31, 2011

	Budget	May	YTD Actual	Variance Favorable (Unfavorable)
REVENUES				
Special assessments	\$ 25,891.00	\$ 3,279.42	\$ 25,879.87	\$ (11.13)
Interest	\$ 100.00	\$ -	\$ -	\$ (100.00)
Miscellaneous	\$ -		\$ -	\$ -
Summerfest	\$ 10,000.00			\$ (10,000.00)
Mint Festival	\$ -	\$ -	\$ 13,753.00	\$ 13,753.00
Farmer's Market	\$ 750.00	\$ -	\$ 1,291.00	\$ 541.00
Sidewalk Sales	\$ 600.00		\$ -	\$ (600.00)
Car Shows	\$ 2,900.00	\$ -	\$ 24.00	\$ (2,876.00)
Spring Fling	\$ 450.00		\$ -	\$ (450.00)
Corporate Sponsors	\$ 2,500.00	\$ 1,700.00	\$ 4,700.00	\$ 2,200.00
Transfer from General Fund	\$ 1,000.00	\$ -	\$ -	\$ (1,000.00)
TOTAL REVENUES:	\$ 44,191.00	\$ 4,979.42	\$ 45,647.87	\$ 1,456.87
EXPENDITURES				
Postage	\$ 750.00	\$ 30.00	\$ 361.28	\$ 388.72
Office Supplies	\$ 100.00	\$ -	\$ 21.37	\$ 78.63
Farmer's Market	\$ 550.00	\$ -	\$ 159.00	\$ 391.00
Car Shows	\$ 4,600.00	\$ -	\$ 1,100.00	\$ 3,500.00
Mint Festival	\$ -	\$ -	\$ 8,970.44	\$ (8,970.44)
Summerfest	\$ 9,000.00	\$ -	\$ 52.50	\$ 8,947.50
Spring Fling	\$ 830.00			\$ 830.00
Sidewalk Sales	\$ 700.00		\$ -	\$ 700.00
Santa Parade	\$ 500.00	\$ -	\$ 1,714.18	\$ (1,214.18)
Contracted services (Administration)	\$ 17,000.00	\$ 1,637.50	\$ 17,875.00	\$ (875.00)
Downtown Improvement	\$ 7,201.00	\$ 1,305.60	\$ 1,933.67	\$ 5,267.33
Audit Fees	\$ 200.00		\$ -	\$ 200.00
Monthly & Long Distance Service	\$ 660.00	\$ 28.07	\$ 308.77	\$ 351.23
Mileage	\$ 500.00			\$ 500.00
Promotions	\$ -	\$ 200.00	\$ 1,850.00	\$ (1,850.00)
Print & Publishing	\$ -	\$ 975.00	\$ 975.00	\$ (975.00)
Miscellaneous	\$ 1,100.00	\$ -	\$ 1,812.30	\$ (712.30)
Education and Training	\$ 500.00			\$ 500.00
TOTAL EXPENDITURES:	\$ 44,191.00	\$ 4,176.17	\$ 37,133.51	\$ 7,057.49
EXCESS OF REVENUES OVER (UNDER) EXPENDITURES:	\$ -	\$ 803.25	\$ 8,514.36	\$ 8,514.36
Fund balance, beginning of year	\$ 9,762.50		\$ 9,762.50	
Fund balance, end of period	\$ 9,762.50		\$ 18,276.86	

DOWNTOWN MANAGEMENT BOARD YTD FINANCIAL REPORT
JULY 1, 2010 to May 31, 2011

			REVENUE	<u>May-11</u>	YTD
681.000.665.000	Interest Earned/Investments	Interest			
681.000.675.005	Corporate Sponsors	2010 Corp Sponsors			300.00
681.000.671.007	Farmers Market	2010 Farmer's Market (Vendor Fees)			1,291.00
681.000.671.018	Mint Festival	2010 Mint Festival			13,753.00
681.000.671.010	Car Shows	US27 Motor Tour (Mug Sales)			24.00
681.000.751.003	Summerfest	2011 Summerfest			
681.000.675.000	Contr-Donat/Private Sources	2011 Donations/Private			
681.000.675.005	Corporate Sponsors	2011 Corp Sponsors		1,700.00	4,400.00
681.000.699.035	Transfer from General Fund	2011 City of St. Johns Corp Sponsorship			
681.000.671.000	Miscellaneous Revenue	2011 Miscellaneous (Prepaid Vendor Fees)			
			Earned Revenue	1,700.00	19,768.00
681.000.672.006	Downtown Business District	YTD Assessment		3,279.42	25,879.87
			TOTAL REVENUE:	4,979.42	45,647.87
			EXPENSES	<u>May-11</u>	YTD
681.173.751.004	Summerfest	Summerfest - Jet Speed Printing 100 Car Show Entry Cards			52.50
681.173.751.003	Mint Festival	2010 Mint Festival - Banks for Cash Boxes			-
681.173.751.003	Mint Festival	2010 Mint Festival - CCCC Co-op Advertising Fee on WLNS TV 6			500.00
681.173.751.003	Mint Festival	2010 Mint Festival - CCCC Mint Festival Placement Ad			210.00
681.173.751.003	Mint Festival	2010 Mint Festival - CEP Volunteer T-Shirts			390.50
681.173.751.003	Mint Festival	2010 Mint Festival - Mike Shafley Band			1,350.00
681.173.751.003	Mint Festival	2010 Mint Festival - Jet Speed Printing 100 Car Show Entry Cards			52.50
681.173.751.003	Mint Festival	2010 Mint Festival - Main Beverage Company (Beverages)			2,658.45
681.173.751.003	Mint Festival	2010 Mint Festival - American Rentals (tent, tables, chairs & toilets)			2,072.50
681.173.751.003	Mint Festival	2010 Mint Festival - Gannet Michigan Newspaper Ads			309.00
681.173.751.003	Mint Festival	2010 Mint Festival - Gil-Roy's Cable Ties			17.97
681.173.751.003	Mint Festival	2010 Mint Festival - State of MI Sales Tax on Liquor Sold			449.77
681.173.751.003	Mint Festival	2010 Mint Festival - Crown Trophy Car Show Trophies			77.85
681.173.751.003	Mint Festival	2010 Mint Festival - Jet Speed 100 Posters			88.00
681.173.751.003	Mint Festival	2010 Mint Festival - Lyle Simon (Casino Gaming Coordinator)			135.40
681.173.751.003	Mint Festival	2010 Mint Festival - Central Gaming Company (Gaming Equip Rental)			418.50
681.173.751.003	Mint Festival	2010 Mint Festival - Ice for Beer Tent			40.00
681.173.751.001	Farmers Market	2010 Farmer Market - Jet Speed Printing (50 Posters)			49.00
681.173.751.001	Farmers Market	2010 Farmer Market - Clinton County News (11/15/10 ad)			110.00
681.173.751.002	Car Shows	2010 Mint Festival Car Show - Cash Prize to Car Show 1st Place Winner			100.00
681.173.751.002	Car Shows	2010 US27 Motor Tour - Promoter Fee			1,000.00
681.173.751.007	Santa Parade	2010 Santa Parade - Jet Speed Posters (100 @ 70¢ ea)			70.00
681.173.751.007	Santa Parade	2010 Santa Parade - Jet Speed Coupons (500 @ 53¢ ea)			265.00
681.173.751.007	Santa Parade	2010 Santa Parade - CCCC Placemats (40M placemats in Oct/Nov)			280.00
681.173.751.007	Santa Parade	2010 Santa Parade - CCN Ads (4 wks @ \$86.20 ea)			345.20
681.173.751.007	Santa Parade	2010 Santa Parade - WJSZ-FM Radio Advertisising (Z92.5)			350.00
681.173.751.003	Mint Festival	2011 Mint Festival - CCCC Vendor Fee			200.00
			ADVERTISING	-	11,592.14
681.173.818.040	Downtown Improvement	Andy T's - Corn Stalk Decorations for Downtown Lamp Posts		<u>May-11</u>	YTD
681.173.818.040	Downtown Improvement	Uline - Smokers Receptacles (6 @ \$45= \$270 + \$56.51 frt)			195.00
681.173.818.040	Downtown Improvement	Downtown Flags and Holders			326.51
681.173.751.007	Santa Parade	Andy T's - Evergreens for Downtown Flower Barrels	1,305.60		1,305.60
681.173.751.007	Santa Parade	Gill-Roy's - Supplies for Christmas Tree Lights			360.00
681.173.870.001	Promotions	2010 Downtown Dollars Coupon Redemptions	200.00		1,850.00
681.173.900.000	Print & Publishing	10,000 Discover Downtown St. Johns Brochures	975.00		975.00
681.173.956.000	Miscellaneous	2010 XM Satellite Radio (10/12/10-10/12/11)			140.22
681.173.956.000	Miscellaneous	Mainstreet Pizza - Lunch for Builders Club after decorating downtown			41.51
681.173.956.000	Miscellaneous	BMI Broadcasting (6/1/2011-5/31/2012)			
681.173.956.000	Miscellaneous	ASCAP License Fee			309.00
			DOWNTOWN IMPROVEMENTS	2,480.60	5,653.38
			Sub-Total for Promotion (Advertising + Improvements)		17,245.52
681.173.729.000	Postage	Postage (USPS stamps + Mailchimp email)	<u>May-11</u>	YTD	
681.173.730.000	Office Supplies/Adm	Office Supplies	30.00		361.28
681.173.853.004	Monthly & Long Distance	Phone (Long Distance) \$28.07/mo	28.07		21.37
681.173.826.086	Audit Fees	Audit Fees			308.77
681.173.818.000	Contractual Services	Executive Director Salary	1,500.00		16,500.00
681.173.818.000	Contractual Services	Website Design & Maintenance	137.50		1,375.00
681.173.956.000	Miscellaneous	Donation to Clinton County Arts Council			300.00
681.173.956.000	Miscellaneous	Donation to Clinton County Economic Alliance			1,000.00
681.173.956.000	Miscellaneous	St. Johns Auto Parts - Cable Ties (?)			21.57
			ADMINISTRATIVE	1,695.57	19,887.99
			TOTAL EXPENSES:	4,176.17	37,133.51
			Excess of Revenue		8,514.36
			Fund Balance beginning of year		9,762.50
			Fund Balance, end of period		18,276.86



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**2011 EVENT CORPORATE SPONSORS
as of June 30, 2011**

1	City of St. Johns, MI.	1,000.00
2	Firstbank - St. Johns	550.00
3	Z92.5 - The Castle	550.00
4	Account Receivable Solutions	300.00
5	Allaby & Brewbaker Insurance	300.00
6	Sundance Buick GMC	300.00
7	Anonymous	200.00
8	Main Street Café	200.00
9	Main Street Pizza	200.00
10	Bob's Auto Body	150.00
11	Bruno's Wonder Bar	150.00
12	Clinton County Chamber of Commerce	150.00
13	Clinton County Federal Credit Union	150.00
14	Dershey's Café	150.00
15	Fifth Third Bank	150.00
16	Jackson, Jackson & Associates	150.00
17	Sirrine & Associates	150.00
18	Swany's Pub & Grub	150.00
20	Unique Reflections	150.00
21	Deano's Pizza	75.00
22	Mazz's Endzone Party Store	75.00
		Total Cash Deposited
		5,250.00
IN KIND DONATIONS		
1	City of St. Johns (Summerfest & Mint Festival Police Services)	750.00
2	Cher Car Kennels (Mint Festival Overnight Security)	550.00
3	Jet Speed Printing	300.00
4	Custom Embroidery Plus (Volunteer T-Shirts: Summerfest & Mint Fest)	300.00
5	Michigan Graphics & Signs (Summerfest sign)	150.00
		Total in Trade
		2,050.00
2011	Corporate Sponsorships YTD	7,300.00
<i>The above sponsorships benefit these events for the following amounts:</i>		
1	Farmers Market (\$50 overall trade)	50.00
2	Summerfest (\$550 Specific Trade + \$50 overall trade)	2,090.00
3	Vietnam Legacy Ride (\$50 overall trade)	990.00
4	Mint Festival (\$1200 Specific Trade + \$50 overall trade)	2,190.00
5	US 27 Motor Tour (\$50 overall trade)	990.00
6	Santa Parade of Lights (\$50 overall trade)	990.00
2011	Corporate Sponsorship Allocation	7,300.00



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REVENUE AND EXPENDITURE REPORT

2009/2010 DOWNTOWN DOLLARS

Preliminary Report as of May 31, 2011

Promotion

2,500.00

Funds Allocated by DMB for promotional give-away

(175.00)	7/14/2010	Rehmann's Clothing
(325.00)	7/28/2010	Clinton Electronics
(75.00)	7/29/2010	Always Charming
(25.00)	8/2/2010	Dershey's Café
(100.00)	9/30/2010	Dershey's Café
(75.00)	10/4/2010	Bruno's Bar
(100.00)	10/18/2010	Dershey's Café
(200.00)	10/29/2010	Gill-Roy's Hardware
(50.00)	11/8/2010	Nicole's Salon & Day Spa
(25.00)	11/10/2010	Gill-Roy's Hardware
(50.00)	11/30/2010	Rehmann's Clothing
(75.00)	12/17/2010	Clinton Electronics
(50.00)	1/3/2011	Nicole's Salon & Day Spa
(150.00)	1/7/2011	Rehmann's Clothing
(100.00)	1/31/2011	Gill-Roy's Hardware
(50.00)	2/14/2011	Kurt's Appliance
(25.00)	3/31/2011	Rehmann's Clothing
(25.00)	4/30/2011	unidentified
(200.00)	5/31/2011	unidentified

625.00

Unredeemed Allocation for Downtown Dollars Winners

Promotion Dollars

2,500.00

Expenses

92.00	Jet Speed - 10 booklets of \$250 Downtown Dollars
62.50	Jet Speed - 100 posters
581.22	Jet Speed - 50,000 entry forms
398.00	Jet Speed - 10,000 color flyers
180.38	CC News ads for Downtown Dollars promotion on 3/21 & 4/4/10

1,314.10

Total Expenses

TOTAL COST

3,814.10



Downtown St. Johns, Michigan Mint City USA

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REVENUE AND EXPENDITURE REPORT

2011 SUMMERFEST

(Event held June 25, 2011)

Preliminary Estimated Report as of July 7, 2011

Revenue

910.00	Gate Entries (182 @ \$5ea)
878.00	Gaming Proceeds (Fri \$540 + Sat \$634 = \$1,173)
1,145.00	Beer Sales
164.00	50/50 Raffle
30.00	BBQ Contest Entries
3,127.00	Sub-Total (actual event proceeds)
2,180.00	Corporate Sponsorship allocation for 2011 (Trade = \$600)
2,180.00	Sponsorship Allocation for Summerfest 2011

TOTAL REVENUE 5,307.00

Expenses

50.00	Percentage of Trade for 10,000 PSD Downtown Brochures
250.00	City of St. Johns Police Service
150.00	Michigan Graphics & Signs (Pavilion Banner)
150.00	CEP - 50% of Trade for 20 Volunteer T-Shirts
750.00	Advertising-Z92.5 Radio- 50 commercials & 2 hr live broadcast
50.00	Z92.5 Radio Talent during Event Live Feed broadcast
281.02	Advertising (Print Ads, Posters, Flyers)
500.00	Smooth Daddy Band
529.50	Main Beverage
609.00	American Rentals (tent & portable toilets)
50.00	Allaby & Brewbaker (Liquor Bond)
487.50	Allaby & Brewbaker (Liquor Liability Insurance)
50.00	State of Michigan (Gaming Event License)
50.00	State of Michigan Liquor Control Commission
279.00	Central Gaming Company (Gaming Equip Rental)
-	Lyle Simon (20% of \$878 Casino Gaming Coordinator Fee)
64.81	Estimated 6% Sales Tax on Liquor Sold
20.00	Smith Oil (55 gallon metal drums for hot coal disposal)
18.77	Gill-Roy's (Zip ties & garbage bags)
28.62	Ice
56.85	Crown Trophy (3 BBQ Contest Trophies)

4,425.07 Preliminary Estimate

TOTAL EXPENSES 4,425.07

2011 Summerfest NET Profit:

\$ 881.93



St. Johns Principal Shopping District Board Events Comparison

	2007				2008					
Downtown Management Board Event	Sponsors	Revenue	Expenses	Net	Sponsors	Revenue	Expenses	Net	Difference (\$)	Difference (%)
Spring Fling Car Show - May	400.00	925.00	1,937.95	\$ (612.95)	1,161.68	1,075.00	1,739.75	\$ 496.93	\$ 1,109.88	181.1%
Farmer's Market					0.00	785.00	309.00	\$ 476.00	476.00	undefined
Taste of the Town - June	0.00	8,632.00	7,749.57	\$ 882.43	783.33	10,068.39	9,077.24	\$ 1,774.48	892.05	101.1%
Summer Sidewalk Sales Days - July	1,505.00	845.00	2,293.92	\$ 56.08	300.00	625.00	1,177.87	\$ (252.87)	(308.95)	-550.9%
Mint Festival Car Show - August	1,325.00	805.00	2,362.92	\$ (232.92)	508.33	1,050.00	1,499.89	\$ 58.44	291.36	125.1%
Old Historic US 27 Motor Tour Stop - August	0.00	90.00	1,209.37	\$ (1,119.37)	0.00	0.00	1,450.00	\$ (1,450.00)	(330.63)	-29.5%
Pumpkin Festival Car Show - October	200.00	1,135.00	796.29	\$ 538.71	508.33	1,095.00	1,091.03	\$ 512.30	(26.41)	-4.9%
Santa Parade of Lights - December				\$ -	633.33	0.00	379.32	\$ 254.01	254.01	undefined
Yearly Totals	3,430.00	12,432.00	16,350.02	2007	3,895.00	14,698.39	16,724.10	2008	Difference (\$)	Difference (%)
		15,862.00	16,350.02	\$ (488.02)		18,593.39	16,724.10	\$ 1,869.29	\$ 2,357.31	483.0%



St. Johns Principal Shopping District Board Events Comparison

	2008				2009					
Downtown Management Board Event	Sponsors	Revenue	Expenses	Net	Sponsors	Revenue	Expenses	Net	Difference (\$)	Difference (%)
Spring Fling Festival & Car Show - May	1,161.68	1,075.00	1,739.75	\$ 496.93	926.10	631.00	849.50	\$ 707.60	\$ 210.67	42.4%
Farmer's Market	0.00	785.00	309.00	\$ 476.00	91.40	663.00	196.42	\$ 557.98	81.98	17.2%
Taste of the Town - June	783.33	10,068.39	9,077.24	\$ 1,774.48	938.60	8,753.93	8,726.15	\$ 966.38	(808.10)	-45.5%
Summer Sidewalk Sales Days - July	300.00	625.00	1,177.87	\$ (252.87)	300.00	470.00	779.81	\$ (9.81)	243.06	96.1%
Mint Festival Car Show - August	508.33	1,050.00	1,499.89	\$ 58.44	851.10	14,145.11	10,100.86	\$ 4,895.35	4,836.91	8276.7%
Old Historic US 27 Motor Tour Stop - August	0.00	0.00	1,450.00	\$ (1,450.00)	901.10	185.00	1,583.85	\$ (497.75)	952.25	65.7%
Pumpkin Festival Car Show - October	508.33	1,095.00	1,091.03	\$ 512.30	751.10			\$ 751.10	238.80	46.6%
Santa Parade of Lights - December	633.33	0.00	379.32	\$ 254.01	800.60		1,110.04	\$ (309.44)	(563.45)	-221.8%
Yearly Totals	3,895.00	14,698.39	16,724.10	2008	5,560.00	24,848.04	23,346.63	2009	Difference (\$)	Difference (%)
		18,593.39	16,724.10	\$ 1,869.29		30,408.04	23,346.63	\$ 7,061.41	\$ 5,192.12	277.8%



St. Johns Principal Shopping District Board Events Comparison

	2009				2010					
Downtown Management Board Event	Sponsors	Revenue	Expenses	Net	Sponsors	Revenue	Expenses	Net	Difference (\$)	Difference (%)
Spring Fling Festival & Car Show - May	926.10	631.00	849.50	\$ 707.60	0.00	0.00	0.00	\$ -	\$ (707.60)	0.0%
Farmer's Market	91.40	663.00	196.42	\$ 557.98	60.00	1,121.00	433.75	\$ 747.25	189.27	33.9%
Summerfest - June	938.60	8,753.93	8,726.15	\$ 966.38	2,660.00	7,674.00	9,612.65	\$ 721.35	(245.03)	-25.4%
Summer Sidewalk Sales Days - July	300.00	470.00	779.81	\$ (9.81)	0.00	0.00	0.00	\$ -	9.81	0.0%
Mint Festival - August	851.10	14,145.11	10,100.86	\$ 4,895.35	2,672.50	13,753.00	10,956.27	\$ 5,469.23	573.88	11.7%
Old Historic US 27 Motor Tour Stop - August	901.10	185.00	1,583.85	\$ (497.75)	1,572.50	0.00	1,295.00	\$ 277.50	775.25	155.8%
Pumpkin Festival Car Show - October	751.10	525.00	727.46	\$ 548.64	0.00			\$ -	(548.64)	0.0%
Santa Parade of Lights - December	800.60	0.00	1,110.04	\$ (309.44)	1,372.50	500.00	1,880.74	\$ (8.24)	301.20	97.3%
Yearly Totals	5,560.00	25,373.04	24,074.09	2009	8,337.50	23,048.00	24,178.41	2010	Difference (\$)	Difference (%)
		30,933.04	24,074.09	\$ 6,858.95		31,385.50	24,178.41	\$ 7,207.09	\$ 348.14	5.1%



St. Johns Principal Shopping District Board Events Comparison

	2010				2011					
Downtown Management Board Event	Sponsors	Revenue	Expenses	Net	Sponsors	Revenue	Expenses	Net	Difference (\$)	Difference (%)
Farmer's Market	60.00	1,121.00	433.75	\$ 747.25	50.00	0.00	0.00	\$ 50.00	(697.25)	-93.3%
Summerfest - June	2,660.00	7,674.00	9,612.65	\$ 721.35	2,180.00	3,127.00	4,425.07	\$ 881.93	160.58	22.3%
Vietnam Legacy Ride	0.00	0.00	0.00	\$ -	1,080.00	0.00	0.00	\$ 1,080.00	1,080.00	undefined
Mint Festival - August	2,672.50	13,753.00	10,956.27	\$ 5,469.23	2,280.00	0.00	0.00	\$ 2,280.00	(3,189.23)	-58.3%
Old Historic US 27 Motor Tour Stop - August	1,572.50	0.00	1,295.00	\$ 277.50	1,080.00	0.00	0.00	\$ 1,080.00	802.50	-289.2%
Santa Parade of Lights - December	1,372.50	500.00	1,880.74	\$ (8.24)	1,080.00	500.00	0.00	\$ 1,580.00	1,588.24	19274.8%
Yearly Totals	8,337.50	23,048.00	24,178.41	2010	7,750.00	3,627.00	4,425.07	2011	Difference (\$)	Difference (%)
		31,385.50	24,178.41	\$ 7,207.09		11,377.00	4,425.07	\$ 6,951.93	\$ (255.16)	-3.5%



Downtown St. Johns, Michigan Mint City USA

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**2011 EVENT CORPORATE SPONSORS
Anticipated as of June 30, 2011**

1	City of St. Johns, MI.	1,000.00
2	Firstbank - St. Johns	550.00
3	Z92.5 - The Castle	550.00
4	Account Receivable Solutions	300.00
5	Allaby & Brewbaker Insurance	300.00
6	Katren Industries	300.00
7	Sundance Buick GMC	300.00
8	Anonymous	200.00
9	Main Street Café	200.00
10	Main Street Pizza	200.00
11	Bob's Auto Body	150.00
12	Bruno's Wonder Bar	150.00
13	Clinton County Chamber of Commerce	150.00
14	Clinton County Federal Credit Union	150.00
15	Fifth Third Bank	150.00
16	Dershey's Café	150.00
17	Jackson, Jackson & Associates	150.00
18	Sirrine & Associates	150.00
19	Swany's Pub & Grub	150.00
20	Trinity Engineering	150.00
21	Unique Reflections	150.00
22	Deano's Pizza	75.00
23	Mazz's Endzone Party Store	75.00
		Total Cash Deposited
		5,700.00
IN KIND DONATIONS		
1	City of St. Johns (Summerfest & Mint Festival Police Services)	750.00
2	Cher Car Kennels (Mint Festival Overnight Security)	550.00
3	Jet Speed Printing	300.00
4	Custom Embroidery Plus (Volunteer T-Shirts: Summerfest & Mint Fest)	300.00
5	Michigan Graphics & Signs (Summerfest sign)	150.00
		Total in Trade
		2,050.00
2011	Corporate Sponsorships YTD	7,750.00
<i>The above sponsorships benefit these events for the following amounts:</i>		
1	Farmers Market (\$50 overall trade)	50.00
2	Summerfest (\$550 Specific Trade + \$50 overall trade)	2,180.00
3	Vietnam Legacy Ride (\$50 overall trade)	1,080.00
4	Mint Festival (\$1200 Specific Trade + \$50 overall trade)	2,280.00
5	US 27 Motor Tour (\$50 overall trade)	1,080.00
6	Santa Parade of Lights (\$50 overall trade)	1,080.00
2011	Corporate Sponsorship Allocation	7,750.00



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DOWNTOWN DEVELOPMENT AUTHORITY (DDA) DIRECTORS MEETING AGENDA

Tuesday, July 12, 2011

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 7, 2011.**
- 4. Communications: None.**
- 5. Old Business: None.**
- 6. New Business: None.**

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



Downtown St. Johns, Michigan

Mint City USA

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DOWNTOWN DEVELOPMENT AUTHORITY (DDA)

DIRECTORS MEETING MINUTES

Tuesday, June 7, 2011

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

(Following meeting of the Downtown Management Board)

1. **Call to Order by Chairman Bill Jackson at the conclusion of the PSD meeting at 8:25 am.**
Attendance: Bill Brewbaker, Bruce DeLong, Carole Field, Jan Havlik, Eric Harger, Dennis LaForest, Dave Mageli and Craig Smith.
2. **Additions to the Agenda.** None. Agenda approved.
3. **Approval of Meeting Minutes:** Minutes of meeting dated May 3, 2011 were reviewed. Motioned by Brewbaker, seconded by Harger, to approve. Motion passed.
4. **Communications:** None
5. **Old Business:** None
6. **New Business:** None

Meeting adjourned at 8:26 a.m.

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