



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  
William Jackson

**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  
Craig Smith

**CONTACT INFO**

**Executive Director**

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

## DIRECTORS MEETING AGENDA

**Tuesday, August 2, 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 July 12, 2011
  - b. \* Approval of Executive Director July Salary and Administrative Expenses of \$1704.16
  - c. \* City of St. Johns YTD Financial Report as of June 30, 2011 (preliminary fiscal year-end)
  - d. \* YTD Financial Report with Detail as of June 30, 2011 (preliminary fiscal year-end)
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, Barlage, Jackson, Mageli, Smith)** The committee met and set the board meeting agenda.
  - f. **Director's Report. (Carole Field)**
    - 1) \* DMB Corporate Sponsors YTD as of July 31, 2011
    - 2) \* Downtown Dollars YTD Recap as of June 30, 2011
6. **Old Business:**
  - a. Vietnam Legacy Ride
  - b. Mint Festival
  - c. US 27 Motor Tour Stop
7. **New Business:**
  - a. PSD/DDA Board: New Member (Craig Bishop) Committee Assignment
  - b. Rail Trail
  - c. PSD Wooden Stage; cull pieces to 4-7 and repair and/or replace?
  - d. Use of historic Train Depot Building
  - e. Farmers Market Sign

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



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Eric Harger  
Dennis LaForest

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Craig Smith

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Dave Mageli  
William Jackson

#### Security, Parking and Maintenance

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Eugene Bellingar  
Bill Brewbaker  
William Jackson  
Dennis LaForest

#### Executive, Finance, Strategic Planning

Bruce DeLong  
Tyler Barlage  
William Jackson  
Dave Mageli  
Craig Smith

### CONTACT INFO

#### Executive Director

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## DIRECTORS MEETING MINUTES

Tuesday, July 12, 2011

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

1. **Call to Order by Chairman Bill Jackson at 7:34 am.** Attendance: Bill Brewbaker, Bruce DeLong and Dave Mageli. Guests in attendance: Travis LaSalle from Fifth Third Bank, Cindy Warda, St. Johns Deputy City Manager and Steve Wagner, St. Johns Community Development Director.
2. **Additions to the Agenda.** Dave Mageli requested a correction to the minutes of the June 7, 2011 meeting removing his name from those in attendance.
3. **Approval of the Consent Agenda:** Attendance was not sufficient to constitute a quorum. The minutes of the June 7, 2011 DMB minutes, the Executive Director and Administrative expenses of \$1,769.77 and the City of St. Johns YTD financial report accompanied by the detailed DMB financial report for the period through May 31, 2010 were reviewed.
4. **Communications:** None.
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, Smith) The committee met and set the board meeting agenda.
  - f. **Director's Report.** (Carole Field)
    1. \*Corp Sponsorship Report showing \$5,250 received YTD (equal to the amount deposited during 2010) + \$2,228.60 in trade = \$7,478.60. An additional \$450 has been pledged (\$300 from Katren & \$150 from Trinity) and Carole will again send reminder invoices.
    2. \*Downtown Dollars Recap showing \$1875 redeemed YTD, leaving \$625 unused.
6. **Old Business:**
  - a. \* Anticipated Sponsorship Totals as of July 12, 2011 shows \$5700 in cash (\$450 pledged) + \$2228.60 in trade = \$7928.60 overall
  - b. Summerfest:
    - 1) \* Preliminary Financial Report as of June 30, 2011 reveals \$3127 proceeds + \$2358.60 sponsorship allocation (\$768.60 in trade) = \$5485.60 total revenue less \$4603.67 in expenses leaves a \$881.93 net profit
    - 2) \* Events Comparison Report showing 22.3% increase in NET profit over 2010 Summerfest
    - 3) Comments on Summerfest:
      - Band was too loud. The bands at Mint Festival will be asked to tone down their volume.
      - The rented tables were of shoddy quality. Carole will try to obtain better quality tables from American Rentals for the upcoming Mint Festival event.
      - Lights are needed for Mint Festival, and renting string lights as used in the past would require fixing them to the newly constructed Pavilion in a manner that would require holes to be drilled and cause permanent damage. It was determined that floor lamps could be used around the Pavilion to provide ambient light that was not too bright for the participants. Carole will pursue.
  - c. PSD/DDA Board: Bill Jackson volunteered to serve on the events committee, as one member was lost with the expiration of Jan Havlik's term on the board.

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### 7. New Business:

- a. Storage Shed: The contents of the PSD shed will be transferred to the DPW after our August events and the shed will then be removed.
- b. Vietnam Legacy Ride: Those present suggested renting 100 folding chairs and requesting 10 additional picnic tables from the City to provide seating for the luncheon.
- c. Mint Festival: Those present suggested a 50/50 raffle as the one at Summerfest was well received. Additional fencing will also be required as we will be using the PSD Tarp as well as the Pavilion structure. Dave Mageli will coordinate with Gil-Roy’s on snow fencing, posts and a post driver.
- d. US27 Motor Tour: Discussion was held as it was determined the cars should pull onto Clinton Avenue in straight rows facing North, and not use the angled parking spaces painted on the street. This should allow for three to four rows of cars parking side by side. Hats and T-shirt give-aways were discussed for the participants, and those present suggested allocating \$350 for T-shirts. Bruce DeLong stated his Michigan Graphics & Signs would be willing to co-sponsor the cost of the T-Shirts in conjunction with Custom Embroidery Plus. Carole will present the idea to CEP and ask Kurt to coordinate with Bruce on design, cost and quantity.

Meeting adjourned at 8:25 a.m.

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## EXECUTIVE DIRECTOR and ADMINISTRATIVE EXPENSES

July 2011

Walmart:

12 Floor Lamps with CFL Bulbs @ \$13 each \$ 165.36

**Total Supplies \$ 165.36**

Mail Chimp – Electronic Email Newsletter (monthly fee) \$ 30.00

USPS - 1 book of stamps \$ 8.80

**Total Administrative Expenses \$ 38.80**

**Executive Director Salary: \$ 1,500.00**

**TOTAL for July \$ 1,704.16**

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# City of St. Johns

## Downtown Management Board

### BALANCE SHEET

For the Fiscal Period July 01, 2010 to June 30, 2011

#### ASSETS

Cash	\$	16,365.29
Due from General Fund	\$	1,000.00
Prepaid Expense	\$	-
Due from Current Tax	\$	-
<b>TOTAL ASSETS:</b>	<b>\$</b>	<b><u>17,365.29</u></b>

#### LIABILITIES AND FUND BALANCE

##### LIABILITIES

Accounts payable	\$	-
Due to General Fund	\$	200.00
<b>TOTAL LIABILITIES:</b>	<b>\$</b>	<b><u>200.00</u></b>

**FUND BALANCE:** \$ 17,165.29

**TOTAL LIABILITIES AND FUND BALANCE:** \$ 17,365.29

# City of St. Johns

## Downtown Management Board

### STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCE For the Fiscal Period July 01, 2010 to June 30, 2011

	Budget	June	YTD Actual	Variance Favorable (Unfavorable)
<b>REVENUES</b>				
Special assessments	\$ 25,891.00	\$ -	\$ 25,879.87	\$ (11.13)
Interest	\$ 100.00	\$ -	\$ -	\$ (100.00)
Miscellaneous	\$ -		\$ -	\$ -
Summerfest	\$ 10,000.00	\$ 3,127.00	\$ 3,127.00	\$ (6,873.00)
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	\$ -	\$ 4,700.00	\$ 2,200.00
Transfer from General Fund	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ -
<b>TOTAL REVENUES:</b>	<b>\$ 44,191.00</b>	<b>\$ 4,127.00</b>	<b>\$ 49,774.87</b>	<b>\$ 5,583.87</b>
<b>EXPENDITURES</b>				
Postage	\$ 750.00	\$ 30.00	\$ 391.28	\$ 358.72
Office Supplies	\$ 100.00	\$ -	\$ 21.37	\$ 78.63
Farmer's Market	\$ 550.00	\$ 24.00	\$ 183.00	\$ 367.00
Car Shows	\$ 4,600.00	\$ -	\$ 1,100.00	\$ 3,500.00
Mint Festival	\$ -	\$ 514.75	\$ 9,485.19	\$ (9,485.19)
Summerfest	\$ 9,000.00	\$ 2,395.25	\$ 2,447.75	\$ 6,552.25
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	\$ 19,512.50	\$ (2,512.50)
Downtown Improvement	\$ 7,201.00	\$ -	\$ 1,933.67	\$ 5,267.33
Audit Fees	\$ 200.00	\$ 200.00	\$ 200.00	\$ -
Monthly & Long Distance Service	\$ 660.00	\$ 28.07	\$ 336.84	\$ 323.16
Mileage	\$ 500.00			\$ 500.00
Promotions	\$ -	\$ 100.00	\$ 1,950.00	\$ (1,950.00)
Print & Publishing	\$ -	\$ -	\$ 975.00	\$ (975.00)
Miscellaneous	\$ 1,100.00	\$ 309.00	\$ 2,121.30	\$ (1,021.30)
Education and Training	\$ 500.00			\$ 500.00
<b>TOTAL EXPENDITURES:</b>	<b>\$ 44,191.00</b>	<b>\$ 5,238.57</b>	<b>\$ 42,372.08</b>	<b>\$ 1,818.92</b>
<b>EXCESS OF REVENUES OVER (UNDER) EXPENDITURES:</b>	<b>\$ -</b>	<b>\$ (1,111.57)</b>	<b>\$ 7,402.79</b>	<b>\$ 7,402.79</b>
<b>Fund balance, beginning of year</b>	<b>\$ 9,762.50</b>		<b>\$ 9,762.50</b>	
<b>Fund balance, end of period</b>	<b>\$ 9,762.50</b>		<b>\$ 17,165.29</b>	

**DOWNTOWN MANAGEMENT BOARD YTD FINANCIAL REPORT**  
**JULY 1, 2010 to June 30, 2011**

		<b>REVENUE</b>	<u>Jun-11</u>	<u>YTD</u>
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	3,127.00	3,127.00
681.000.675.000	Contr-Donat/Private Sources	2011 Donations/Private		
681.000.675.005	Corporate Sponsors	2011 Corp Sponsors		4,400.00
681.000.699.035	Transfer from General Fund	2011 City of St. Johns Corp Sponsorship	1,000.00	1,000.00
681.000.671.000	Miscellaneous Revenue	2011 Miscellaneous (Prepaid Vendor Fees)		
		<b>Earned Revenue</b>	<b>4,127.00</b>	<b>23,895.00</b>
681.000.672.006	Downtown Business District	YTD Assessment		25,879.87
		<b>TOTAL REVENUE:</b>	<b>4,127.00</b>	<b>49,774.87</b>

		<b>EXPENSES</b>	<u>Jun-11</u>	<u>YTD</u>
681.173.751.004	Summerfest	Summerfest 2010 - Jet Speed Printing 100 Car Show Entry Cards		52.50
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
681.173.751.001	Farmers Market	2011 Farmer Market - Jet Speed Printing 400 flyers for CCCC Newsletter	24.00	24.00
681.173.751.004	Summerfest	2011 Summerfest - Allaby & Brewbaker Liquor Liability Insurance	487.50	487.50
681.173.751.004	Summerfest	2011 Summerfest - Z92.5 Advertising & On-air Talent	800.00	800.00
681.173.751.004	Summerfest	2011 Summerfest - Smooth Daddy Band	500.00	500.00
681.173.751.004	Summerfest	2011 Summerfest - American Rentals	609.00	609.00
681.173.751.004	Summerfest	2011 Summerfest - Unreconciled	(1.25)	(1.25)
681.173.751.003	Mint Festival	2011 Mint Festival - Jet Speed Printing (Car Show Flyers)	27.00	27.00
681.173.751.003	Mint Festival	2011 Mint Festival - Allaby & Brewbaker Liquor Liability Insurance	487.75	487.75
		<b>ADVERTISING</b>	<b>2,934.00</b>	<b>14,526.14</b>

		<b>EXPENSES</b>	<u>Jun-11</u>	<u>YTD</u>
681.173.818.040	Downtown Improvement	Andy T's - Corn Stalk Decorations for Downtown Lamp Posts		195.00
681.173.818.040	Downtown Improvement	Uline - Smokers Receptacles (6 @ \$45= \$270 + \$56.51 frt)		326.51
681.173.818.040	Downtown Improvement	Downtown Flags and Holders		1,305.60
681.173.751.007	Santa Parade	Andy T's - Evergreens for Downtown Flower Barrels		360.00
681.173.751.007	Santa Parade	Gill-Roy's - Supplies for Christmas Tree Lights		150.54
681.173.870.001	Promotions	2010 DOWNTOWN DOLLARS Coupon Redemptions	100.00	1,950.00
681.173.900.000	Print & Publishing	10,000 Discover Downtown St. Johns Brochures		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	ASCAP License Fee (1/1/11-12/31/11)		309.00
681.173.956.000	Miscellaneous	BMI Broadcasting (6/1/2011-5/31/2012)	309.00	309.00
		<b>DOWNTOWN IMPROVEMENTS</b>	<b>409.00</b>	<b>6,062.38</b>
		<b>Sub-Total for Promotion (Advertising + Improvements)</b>		<b>20,588.52</b>

		<b>EXPENSES</b>	<u>Jun-11</u>	<u>YTD</u>
681.173.729.000	Postage	Postage (USPS stamps + Mailchimp email)	30.00	391.28
681.173.730.000	Office Supplies/Adm	Office Supplies		21.37
681.173.853.004	Monthly & Long Distance	Phone (Long Distance) \$28.07/mo	28.07	336.84
681.173.826.086	Audit Fees	Audit Fees	200.00	200.00
681.173.818.000	Contractual Services	Executive Director Salary	1,500.00	18,000.00
681.173.818.000	Contractual Services	Website Design & Maintenance	137.50	1,512.50
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
		<b>ADMINISTRATIVE</b>	<b>1,895.57</b>	<b>21,783.56</b>

		<b>TOTAL EXPENSES:</b>	<b>5,238.57</b>	<b>42,372.08</b>
		<b>Excess of Revenue</b>		<b>7,402.79</b>
		<b>Fund Balance beginning of year</b>		<b>9,762.50</b>
		<b>Fund Balance, end of period</b>		<b>17,165.29</b>



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**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

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**CONTACT INFO**

**Executive Director**  
Carole M. Field  
Cell: 989-640-5217  
Fax: 989-579-5907  
Email: CaroleField@

**2011 EVENT CORPORATE SPONSORS  
as of July 31, 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	Fifth Third Bank	150.00
15	Dershey's Café	150.00
16	Jackson, Jackson & Associates	150.00
17	Sirrine & Associates	150.00
18	Swany's Pub & Grub	150.00
19	Unique Reflections	150.00
20	Deano's Pizza	75.00
21	Mazz's Endzone Party Store	75.00
		<b>Total Cash Deposited</b>
		<b>5,250.00</b>
<b>IN KIND DONATIONS</b>		
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	Lyle Simon: 20% of \$878 (Summerfest Casino Gaming Coordinator Fee)	178.60
6	Michigan Graphics & Signs (Summerfest-Rotary Banner @ Pavilion)	150.00
		<b>Total in Trade</b>
		<b>2,228.60</b>
<b>2011</b>	<b>Corporate Sponsorships YTD</b>	<b>7,478.60</b>
<i>The above sponsorships benefit these events for the following amounts:</i>		
1	Farmers Market (\$50 overall trade)	50.00
2	Summerfest (\$728.60 Specific Trade + \$50 overall trade)	2,268.60
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
<b>2011</b>	<b>Corporate Sponsorship Allocation</b>	<b>7,478.60</b>





# 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

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REVENUE AND EXPENDITURE REPORT

**2009/2010 DOWNTOWN DOLLARS**

Preliminary Report as of June 30, 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	Clinton Electronics
(200.00)	5/31/2011	Mainstreet Pizza
(50.00)	6/30/2011	Nicole's Salon & Day Spa
(50.00)	6/30/2011	A-1 Tanning

**525.00**

**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**

**FARMER'S  
MARKET  
SATURDAYS  
8:00am-NOON**

- Fruits • Vegetables • Flowers
- Handmade Crafts • Baked Goods
- Homemade Jams & Jellies

**Maple St.**

**West of Courthouse**

***New Vendors Welcome***

***Call Principal Shopping District***

***989-227-1717***



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## DOWNTOWN DEVELOPMENT AUTHORITY (DDA) DIRECTORS MEETING AGENDA

**Tuesday, August 2, 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 July 12, 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**



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## DOWNTOWN DEVELOPMENT AUTHORITY (DDA)

### DIRECTORS MEETING MINUTES

Tuesday, July 12, 2011

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

(Following meeting of the Principal Shopping District Board)

- 1. Call to Order by Chairman Bill Jackson at the conclusion of the PSD meeting.** Attendance: Attendance: Bill Brewbaker, Bruce DeLong and Dave Mageli. Guests in attendance: Travis LaSalle from Fifth Third Bank, Cindy Warda, St. Johns Deputy City Manager and Steve Wagner, St. Johns Community Development Director.
- 2. Additions to the Agenda.** None.
- 3. Approval of Meeting Minutes:** Minutes of the June 7, 2011 meeting were reviewed. Attendance was not sufficient to constitute a quorum.
- 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**