



# Downtown St. Johns, Michigan Mint City USA

[www.DowntownStJohns.org](http://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](mailto:DMB@DowntownStJohns.org)

## **BOARD OF DIRECTORS 2010 - 2011**

### Chairman

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

### Vice-Chairman

Jan Havlik – Firstbank

### Secretary-Treasurer

Craig Smith – Mainstreet  
Pizza

### Directors

Aaron Baker – Harr's  
Jewelry

Tyler Barlage –  
Community Christian  
Church

Eugene Bellinger – Katren  
Industries

Bill Brewbaker – Allaby &  
Brewbaker Insurance

Eric Harger – Trinity  
Engineering and  
Surveying Services

Dennis LaForest – City of  
St. Johns, Michigan

Dave Mageli – Account  
Receivable Solutions

Paul McNamara – Clinton  
County Board of  
Commissioners

## **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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Dave Mageli

## **CONTACT INFO**

### Executive Director

Carole M. Field  
Cell: 989-640-5217  
Fax: 989-579-5907  
Email: [CaroleField@DowntownStJohns.org](mailto:CaroleField@DowntownStJohns.org)

## **DIRECTORS MEETING AGENDA Tuesday, September 7, 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 August 3, 2010.
  - b. \* Approval of Executive Director Salary and Administrative Expenses of \$1,555
  - c. \* City of St. Johns Amended YTD Financial Report as of June 30, 2010
  - d. \* YTD Financial Report with Amended Detail as of June 30, 2010
4. **Communications:**
  - a. \*CCAC Thank you letter regarding DMB \$300 donation
  - b. \*Email from Cindy Warda regarding downtown cigarette butts.
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, Bellinger, Brewbaker, Jackson, LaForest)
  - e. **Exec./Finance/Strategic Planning** (Havlik, Jackson, McNamara, Mageli)
  - f. **Director's Report.** (Carole Field)
    - 1) \*Mint Festival Down at the Depot Preliminary Financial Statement
    - 2) \*US 27 Motor Tour Stop Preliminary Financial Statement
    - 3) \*DMB Events Comparison
6. **Old Business:**
  - a. Train Depot Concept Plans (in Design Stage for 70' long x 42' wide Pavilion)
  - b. Access Group advertising with WILX-TV 10 NBC (minimum commitment \$30K)
7. **New Business:**
  - a. \*Vietnam Legacy Ride 2011 ([www.VietnamLegacyRideMI.com](http://www.VietnamLegacyRideMI.com))
  - b. Greg Teichman, City Treasurer re DDA
  - c. DMB Equipment Shed at Depot
  - d. Board of Directors
  - e. DMB 2011 Downtown St. Johns Events
  - f. Downtown Dollars Award Drawing

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



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## DIRECTORS MEETING MINUTES

Tuesday, August 3, 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, Eric Harger, Jan Havlik, Dennis LaForest, Dave Mageli, Paul McNamara. Guests in attendance were Steve Wagner, Community Development Director of the City of St. Johns and Brenda Terpening, Executive Director of the Clinton County Chamber of Commerce.
2. **Additions to the Agenda.** None.
3. **Approval of the Consent Agenda:** Motioned by McNamara, seconded by LaForest, to approve July 6, 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 June 30, 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, Bellinger, Brewbaker, Jackson, LaForest)
  - e. **Exec./Finance/Strategic Planning** (Havlik, Jackson, McNamara, Mageli)
  - f. **Director's Report.** (Carole Field)
    - 1) \*Electronic Newsletter emailed 7/27/10
    - 2) \*Website Review: [www.DowntownStJohns.org](http://www.DowntownStJohns.org) has a three-month global Alexa traffic rank of 2,543,458. About 19% of visits to this site are bounces (one page view only). Visitors to it spend roughly five minutes per visit to the site and 87 seconds per page view, and search engines refer approximately 10% of visits to DowntownStJohns.org. Visitors view 3.7 unique pages each day on average. In comparison, the [www.ClintonCountyChamber.org](http://www.ClintonCountyChamber.org) site's three-month global Alexa traffic rank is 18,530,617, the [www.ci.saint-johns.mi.us](http://www.ci.saint-johns.mi.us) site is ranked 6,079,385 and the [www.Clinton-County.org](http://www.Clinton-County.org) rank is 5,887,291. (The lower the number, the better the ranking.)

Carole also provided documents showing the site averages 300 visitors per month, and revealed the top 5 pages visited were:

1. Downtown St. Johns (home page)
2. Business Directory
3. Downtown Dollars
4. Farmers Market
5. Arts & Culture

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## **DIRECTORS MEETING MINUTES Tuesday, July 6, 2010 7:30 a.m., Conference room C, Courthouse**

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### **6. Old Business:**

- a. Train Depot Concept Plans: Bill Jackson introduced several architect renditions of a proposed pavilion for the train depot, as the City has received a \$28,000 grant towards building with a contingency completion date of 12/31/10. The St. John's Rotary Club has pledged to provide the required "matching funds" called for in the grant of \$46,000. The development plan was discussed at length, with the consensus being the pavilion will be presented as a community gathering place for family reunions, weddings, craft shows, farmers market, and as a complement to the C-I-S Rail Trail. Future acquisitions of land to the east of the existing depot would bring availability for more green space, playground and future buildings for expanded rest areas and retail spots. The design was developed as a multi-use facility with a street behind the pavilion to allow for vendors to unload, and includes full electric, water and gas hook-ups or abilities. The board reviewed the designs, and agreed the 40'x60' pavilion would be most preferred as the initial development, with the availability to add covered winged extensions later.
- b. A copy of the \$60,000 Budget for fiscal year July 1, 2010 – June 30, 2011 was presented as a refresher since the new fiscal year has now begun.
- c. An anticipated Revenue & Expenditure report for Mint Festival Down at the Depot was presented with a net expected of \$3,254.72.

### **7. New Business:**

- a. The Access Group advertising proposal in conjunction with WILX-TV 10 NBC was tabled to Marketing Committee
- b. Downtown Dollars Award Drawing – This month's winner is Allen Houser of St. Johns.

Motion by Mageli, seconded by Havlik, to adjourn. Meeting adjourned at 8:29 a.m.

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## EXECUTIVE DIRECTOR and ADMINISTRATIVE EXPENSES

August 2010

<b>Total Supplies</b>	<b>\$ 0.00</b>
Mail Chimp – Electronic Email Newsletter (monthly fee)	\$ 15.00
Mazz's Endzone Party Store (Ice for Mint Festival)	\$ 40.00
<b>Total Administrative Expenses</b>	<b>\$ 55.00</b>
 <b>Executive Director Salary:</b>	 <b><u>\$ 1,515.00</u></b>
<b>TOTAL for August</b>	<b>\$ 1,555.00</b>

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# City of St. Johns

## Downtown Management Board

### BALANCE SHEET

For the Fiscal Period July 01, 2009 to June 30, 2010

#### ASSETS

Cash	\$	12,350.65
Due from General Fund	\$	-
Prepaid Expense	\$	-
Due from Current Tax	\$	-
<b>TOTAL ASSETS:</b>	<b>\$</b>	<b>12,350.65</b>

#### LIABILITIES AND FUND BALANCE

##### LIABILITIES

Accounts payable	\$	2,588.15
Due to General Fund	\$	-
<b>TOTAL LIABILITIES:</b>	<b>\$</b>	<b>2,588.15</b>

<b>FUND BALANCE:</b>	<b>\$</b>	<b>9,762.50</b>
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<b>TOTAL LIABILITIES AND FUND BALANCE:</b>	<b>\$</b>	<b>12,350.65</b>
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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, 2009 to June 30, 2010

	Budget	June	YTD Actual	Variance Favorable (Unfavorable)
<b>REVENUES</b>				
Special assessments	\$ 25,891.00	\$ -	\$ 25,879.87	\$ (11.13)
Interest	\$ 100.00	\$ 13.55	\$ 13.55	\$ (86.45)
Miscellaneous	\$ -		\$ 580.00	\$ 580.00
Summerfest	\$ 450.00			\$ (450.00)
Farmer's Market	\$ 750.00		\$ 655.75	\$ (94.25)
Taste of Town	\$ 10,000.00	\$ 7,674.00	\$ 7,729.00	\$ (2,271.00)
Mint Festival	\$ -	\$ -	\$ 13,657.00	\$ 13,657.00
Sidewalk Sales	\$ 600.00		\$ 40.00	\$ (560.00)
Car Shows	\$ 2,900.00		\$ 815.00	\$ (2,085.00)
Contributions	\$ -		\$ 600.00	\$ 600.00
Corporate Sponsors	\$ 2,500.00	\$ 550.00	\$ 4,250.00	\$ 1,750.00
Transfer from General Fund	\$ 1,000.00	\$ 800.00	\$ 1,000.00	\$ -
<b>TOTAL REVENUES:</b>	<b>\$ 44,191.00</b>	<b>\$ 9,037.55</b>	<b>\$ 55,220.17</b>	<b>\$ 11,029.17</b>
<b>EXPENDITURES</b>				
Postage	\$ 750.00	\$ 15.00	\$ 74.00	\$ 676.00
Office Supplies	\$ 100.00	\$ -	\$ 267.52	\$ (167.52)
DMB Event Costs	\$ -		\$ 756.02	\$ (756.02)
Farmer's Market	\$ 550.00	\$ 100.00	\$ 551.47	\$ (1.47)
Car Shows	\$ 4,600.00		\$ 1,354.25	\$ 3,245.75
Mint Festival	\$ -	\$ 500.57	\$ 9,451.78	\$ (9,451.78)
Summerfest	\$ 9,000.00	\$ 5,834.51	\$ 8,438.33	\$ 561.67
Spring Fling	\$ 830.00			\$ 830.00
Sidewalk Sales	\$ 700.00		\$ 779.81	\$ (79.81)
Santa Parade	\$ 500.00		\$ 1,110.04	\$ (610.04)
Contracted services (Administration)	\$ 17,000.00	\$ 1,637.50	\$ 17,820.00	\$ (820.00)
Downtown Improvement	\$ 7,201.00	\$ 2,300.00	\$ 12,316.58	\$ (5,115.58)
Audit Fees	\$ 200.00		\$ 200.00	\$ -
Monthly & Long Distance Service	\$ 660.00	\$ 27.97	\$ 335.31	\$ 324.69
Mileage	\$ 500.00			\$ 500.00
Promotions	\$ -	\$ 225.00	\$ 807.05	\$ (807.05)
Communications	\$ -			\$ -
Printing & Publishing	\$ -	\$ -	\$ 1,872.85	\$ (1,872.85)
Miscellaneous	\$ 1,100.00	\$ 305.00	\$ 1,642.96	\$ (542.96)
Education and Training	\$ 500.00			\$ 500.00
<b>TOTAL EXPENDITURES:</b>	<b>\$ 44,191.00</b>	<b>\$ 10,945.55</b>	<b>\$ 57,777.97</b>	<b>\$ (13,586.97)</b>
<b>EXCESS OF REVENUES OVER (UNDER) EXPENDITURES:</b>	<b>\$ -</b>	<b>\$ (1,908.00)</b>	<b>\$ (2,557.80)</b>	<b>\$ (2,557.80)</b>
<b>Fund balance, beginning of year</b>	<b>\$ 12,320.30</b>		<b>\$ 12,320.30</b>	
<b>Fund balance, end of period</b>	<b>\$ 12,320.30</b>		<b>\$ 9,762.50</b>	

**DOWNTOWN MANAGEMENT BOARD YTD FINANCIAL REPORT**  
**JULY 1, 2009 to June 30, 2010**

**REVENUE**

681.000.665.000	Interest Earned/Investments	Interest	13.55
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
681.000.751.003	Summerfest	2010 Summerfest	7,674.00
681.000.675.000	Contr-Donat/Private Sources	Donations/Private	
681.000.675.005	Corporate Sponsors	2010 Corp Sponsors	4,550.00
681.000.699.035	Transfer from General Fund	City of St. Johns Corp Sponsorship	1,000.00
681.000.671.000	Miscellaneous Revenue	Miscellaneous (Prepaid Vendor Fees)	470.00
		<b>Earned Revenue</b>	<b>29,340.30</b>
681.000.672.006	Downtown Business District	YTD Assessment	25,879.87
		<b>TOTAL REVENUE:</b>	<b>55,220.17</b>

**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	2009 Mint Festival - Lyle Simon (Casino Gaming Coordinator @ \$375.80)	-
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 - LSJ 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
681.173.751.001	Farmers Market	2010 Farmer Market Ad - CCN	100.00
681.173.751.001	Farmers Market	2010 Farmer Market Ad - Gannett	120.00
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)	275.00
681.173.870.001	Promotions	Downtown Dollars (Gannett Newspapers Ad)	93.10
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
681.173.751.004	2010-Summerfest	Allaby & Brewbaker Insurance (Summerfest liability)	500.56
681.173.751.004	2010-Summerfest	Mike Shafley Band & Radio DJ Talent	1,400.00
681.173.751.004	2010-Summerfest	Print Advertising (SJ Indy, Gannett, Morning Star)	643.31
681.173.751.004	2010-Summerfest	American Rentals (tent, chairs, tables, toliets)	2,072.50
681.173.751.004	2010-Summerfest	Main Beverage	1,598.30
681.173.751.004	2010-Summerfest	Gill-Roy's - misc supplies	219.50
681.173.751.004	2010-Summerfest	DM Party Store (Ice)	44.70
681.173.751.004	2010-Summerfest	Lyle Simon (casino gaming coordinator fee)	234.60
681.173.751.004	2010-Summerfest	State of Michigan liquor sales tac	210.34
681.173.751.004	2010-Summerfest	WJSZ - Z92.5 Radio Advertising	750.00
681.173.751.004	2010-Summerfest	Central Gaming Company (gaming equipment)	418.50
681.173.751.003	2010-Mint Festival	Liquor Bond, Liquor License, Gaming License	200.00
681.173.751.003	2010-Mint Festival	Allaby & Brewbaker Insurance (Mint Festival liability)	500.57
		<b>ADVERTISING (97% of YTD assessment)</b>	<b>25,072.00</b>

**DOWNTOWN MANAGEMENT BOARD YTD FINANCIAL REPORT**

JULY 1, 2009 to June 30, 2010

Page (2)

**EXPENSES CONTINUED**

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		
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)	5,490.00	
681.173.818.040	Downtown Improvement	Andy T's - Downtown Flower Barrels & Hanging Baskets	3,300.00	
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 (52% of YTD assessment)</b>		<b>13,340.03</b>
		<b>Sub-Total for Promotion (Advertising + Improvements) = 148% of YTD assessment</b>		<b>38,412.03</b>
681.173.729.000	Postage	Postage	74.00	
681.173.730.000	Office Supplies/Adm	Office Supplies	186.63	
681.173.853.004	Monthly & Long Distance	Phone (Long Distance) \$27.94/mo	335.31	
681.173.826.086	Audit Fees	Audit Fees	200.00	
681.173.818.000	Contractual Services	Executive Director Salary	16,500.00	
681.173.818.000	Contractual Services	Website Design & Maintenance	1,320.00	
681.173.956.000	Miscellaneous	Donation to CCEA	750.00	
		<b>ADMINISTRATIVE (equal to 66% of Earned Revenue)</b>		<b>19,365.94</b>
		<b>TOTAL EXPENSES:</b>		<b>57,777.97</b>
		<b>Excess of Revenue</b>		<b>(2,557.80)</b>
		<b>Fund Balance beginning of year</b>		<b>12,320.30</b>
		<b>Fund Balance, end of period</b>		<b>9,762.50</b>



# Clinton County Arts Council

Art Gallery - Clinton Northern Railway Museum - St. Johns Performance Shell  
Homegrown Productions  
215 Clinton Ave. St. Johns, MI 48879  
989.224.2429 [ccarts@voyager.net](mailto:ccarts@voyager.net)  
[www.clintoncountyarts.org](http://www.clintoncountyarts.org)



August 9, 2010

**President**

Arline Minsky  
[arlineminsky@yahoo.com](mailto:arlineminsky@yahoo.com)

**Vice Presidents**

Mary Ann Elllickson  
Paul Matheson

**Treasurer**

Jenny McCampbell

**Secretary**

Wendy Andrzejewski

**Trustees**

Bev Davis  
Dan Matson  
Jan Myers  
Josh Ortman  
Ken Osentoski

**Executive Director**

Michael Muehlenbeck  
[ccarts@voyager.net](mailto:ccarts@voyager.net)

**Railway Project  
Manager**

Gary McCampbell  
[mccampbell60@gmail.com](mailto:mccampbell60@gmail.com)

**Performance Shell**

**Chairperson**  
Bill Tennant  
[wetennant@verizon.net](mailto:wetennant@verizon.net)

**Homegrown Production**

**Chairperson**  
Susan DeRosa  
[susanderosa@msn.com](mailto:susanderosa@msn.com)

Carole Field, Director  
Downtown Management Board  
City of St. Johns  
100 East State Street  
St. Johns, MI 48879

Dear Carole,

Thank you very much for sending the donation of \$300 for the second year from the Downtown Management Board in support of the Clinton Northern Railway Museum. The money that you sent last year helped to buy the materials to re-configure the display of a large model train layout that was donated by a man in Lansing who had heard about our museum.

The layout was built over decades by the man's grandfather in his basement. It was built in the shape of a U: 23 feet long on one side, 15 feet across, and 19 feet on the other side. It had to be sawn apart to remove it from the basement, and re-configured in order to fit within the space of the room on the east side of the depot. Jerry Banks, who built it, made hand-made scale models of many buildings, including a replica of both the Knapp Building and the Turner Dodge Mansion in Lansing. When the layout is completely finished, we plan to publicize it well since it will be quite an attraction to our downtown.

We appreciate the support of the DMB very much.

Sincerely,

A handwritten signature in cursive script that reads "Jenny McCampbell".

Jenny McCampbell  
Treasurer,  
Clinton County Arts Council

**From:** Cindy Warda [CWarda@ci.saint-johns.mi.us]  
**Sent:** Tuesday, August 24, 2010 9:57 AM  
**To:** CaroleField@DowntownStJohns.org  
**Subject:** Downtown Cig Butts

Carole - there was a group of adults and kids that spent the weekend sweeping up cig butts, picking them out of the tree grates and the downtown looked wonderful for a day. The DMB should address this issue. Swany's is the biggest offender; I have heard comments from people who walk through the downtown. There should be receptacles for people to put out their butts. Property owners should have enough pride to go out and sweep up the butts in front of their business every morning before opening (not blow them in the street). cw



# Downtown St. Johns, Michigan Mint City USA

[www.DowntownStJohns.org](http://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](mailto:DMB@DowntownStJohns.org)

## **BOARD OF DIRECTORS 2010 - 2011**

### Chairman

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

### Vice-Chairman

Jan Havlik – Firstbank

### Secretary-Treasurer

Craig Smith – Mainstreet  
Pizza

### Directors

Aaron Baker – Harr's  
Jewelry

Tyler Barlage –  
Community Christian  
Church

Eugene Bellinger – Katren  
Industries

Bill Brewbaker – Allaby &  
Brewbaker Insurance

Eric Harger – Trinity  
Engineering and  
Surveying Services

Dennis LaForest – City of  
St. Johns, Michigan

Dave Mageli – Account  
Receivable Solutions

Paul McNamara – Clinton  
County Board of  
Commissioners

## **COMMITTEES**

### **Business Development, Retention & Recruitment**

Eric Harger  
Dennis LaForest

### **Marketing**

Tyler Barlage  
Bill Brewbaker  
Craig Smith

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Dave Mageli

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William Jackson  
Dennis LaForest

### **Executive, Finance, Strategic Planning**

Jan Havlik  
William Jackson  
Paul McNamara  
Dave Mageli

## **CONTACT INFO**

### **Executive Director**

Carole M. Field  
Cell: 989-640-5217  
Fax: 989-579-5907  
Email: [CaroleField@DowntownStJohns.org](mailto:CaroleField@DowntownStJohns.org)

## **EXECUTIVE DIRECTORS REPORT**

**Tuesday, September 7, 2010**

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

\*Indicates attachment

1. **\*Mint Festival Down at the Depot preliminary Financial Report**
2. **\*US 27 Motor Tour Stop preliminary Financial Report**
3. **\*DMB Events Comparison 2007-2010**
4. **Meetings/events attended in August 2010:**
  - a. 08/03/10 – DMB Executive Directors Board Meeting
  - b. 08/04/10 – Downtown Dollars presentation to Monthly Winner
  - c. 08/04/10 – WLNS television commercial filming
  - d. 08/11/10 – Depot Pavilion Meeting
  - e. 08/11/10 – Tent set-up on depot lawn
  - f. 08/11/10 – Fencing around tent on depot lawn
  - g. 08/13/10 – Beer truck delivery; completion of fencing on depot lawn and set-up of tables and chairs
  - h. 08/13/10 – Mint Festival Down at the Depot
  - i. 08/14/10 – Mint Festival Down at the Depot

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



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**Vice-Chairman**

Dave Mageli - Account Receivable Solutions, Inc.

**Secretary-Treasurer**

Jan Havlik - Firstbank

**Directors**

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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

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REVENUE AND EXPENDITURE REPORT

**2010 MINT FESTIVAL DOWN AT THE DEPOT**

Preliminary Report as of August 31, 2010

**Revenue**

570.00	Car Show Entries (57 @ \$10ea - 2009 was 82 @ \$10=\$820)
4,560.00	Gate Entries (912 @ \$5ea - 2009 was 1240 @ \$5=\$6198)
677.00	Gaming Proceeds (2009 was \$1879)
7,946.00	Beer Sales (2009 was \$5090)
<b>13,753.00</b>	<b>Sub-Total (actual event proceeds)</b>

2,595.00 Corporate Sponsorship allocation for 2010 (Trade = \$1420)

**2,595.00 Sponsorship Allocation for Summerfest 2010**

**TOTAL REVENUE 16,348.00**

**Expenses**

1,350.00	Mike Shafley Band
2,658.60	Beverages (\$6649.60 + <3991.00> Refund)
2,072.50	American Rentals (tent & portable toilets)
50.00	Allaby & Brewbaker (Liquor Bond)
500.57	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)
135.40	Lyle Simon (20% Casino Gaming Coordinator Fee)
449.77	Estimated 6% Sales Tax on Liquor Sold
500.00	City of St. Johns Police Service
500.00	W.E.D. Event Planning - DJ Services
300.00	Cher Car Kennels Overnight Security
40.00	Ice
100.00	Car Show Prize Money for 1st Place Winner
77.85	Car Show Trophies for 1st, 2nd, 3rd Place Winners
500.00	Co-op Advertising with CCCC on WLNS TV
100.00	Advertising - Clinton County News: 2 weeks color
139.00	Advertising - LSJ 4 paper color w/more than 72,000 circulation
210.00	Advertising - 30,000 CCCC Placemats @ \$210

**10,277.30 Preliminary Estimate**

**TOTAL EXPENSES 10,277.30**

**Summerfest 2010 preliminary estimated NET:**

**\$ 6,070.70**



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Fax: 989.579.5907  
Email: CaroleField@  
DowntownStJohns.org

REVENUE AND EXPENDITURE REPORT

**2010 US 27 MOTOR TOUR STOP**

Preliminary Report as of August 31, 2010

**Revenue**

-	
-	<b>Sub-Total (actual event proceeds)</b>
1,495.00	Corporate Sponsorship allocation for 2010 (Trade = \$320)
<b>1,495.00</b>	<b>Sponsorship Allocation for US27 Motor Tour Stop 2010</b>
<b>TOTAL REVENUE 1,495.00</b>	

**Expenses**

1,000.00	Craig Parrish (promoter)
200.00	W.E.D. Event Planning - DJ Services
35.00	Advertising - Jet Speed Printing of 50 Posters
<b>1,235.00</b>	<b>Preliminary Estimate</b>
<b>TOTAL EXPENSES 1,235.00</b>	

**US27 Motor Tour Stop 2010 preliminary estimated NET: \$ 260.00**





## St. Johns Downtown Management Board Events Comparison

Downtown Management Board Event	2007				2008				Difference (\$)	Difference (%)
	Sponsors	Revenue	Expenses	Net	Sponsors	Revenue	Expenses	Net		
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
<b>Yearly Totals</b>	<b>3,430.00</b>	<b>12,432.00</b>	<b>16,350.02</b>	<b>2007</b>	<b>3,895.00</b>	<b>14,698.39</b>	<b>16,724.10</b>	<b>2008</b>	<b>Difference (\$)</b>	<b>Difference (%)</b>
		15,862.00	16,350.02	\$ (488.02)		18,593.39	16,724.10	\$ 1,869.29	\$ 2,357.31	483.0%



## St. Johns Downtown Management Board Events Comparison

Downtown Management Board Event	2008				2009				Difference (\$)	Difference (%)
	Sponsors	Revenue	Expenses	Net	Sponsors	Revenue	Expenses	Net		
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%
<b>Yearly Totals</b>	<b>3,895.00</b>	<b>14,698.39</b>	<b>16,724.10</b>	<b>2008</b>	<b>5,560.00</b>	<b>24,848.04</b>	<b>23,346.63</b>	<b>2009</b>	<b>Difference (\$)</b>	<b>Difference (%)</b>
		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 Downtown Management Board Events Comparison

Downtown Management Board Event	2009				2010				Difference (\$)	Difference (%)
	Sponsors	Revenue	Expenses	Net	Sponsors	Revenue	Expenses	Net		
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	120.00	655.75	196.42	\$ 579.33	21.35	3.8%
Summerfest - June	938.60	8,753.93	8,726.15	\$ 966.38	2,832.50	7,674.00	9,541.65	\$ 964.85	(1.53)	-0.2%
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	2,595.00	13,753.00	10,277.30	\$ 6,070.70	1,175.35	24.0%
Old Historic US 27 Motor Tour Stop - August	901.10	185.00	1,583.85	\$ (497.75)	1,495.00	0.00	1,235.00	\$ 260.00	757.75	152.2%
Pumpkin Festival Car Show - October	751.10			\$ 751.10	0.00			\$ -	(751.10)	0.0%
Santa Parade of Lights - December	800.60	0.00	1,110.04	\$ (309.44)	1,295.00			\$ 1,295.00	1,604.44	-518.5%
<b>Yearly Totals</b>	<b>5,560.00</b>	<b>24,848.04</b>	<b>23,346.63</b>	<b>2009</b>	<b>8,337.50</b>	<b>22,082.75</b>	<b>21,250.37</b>	<b>2010</b>	<b>Difference (\$)</b>	<b>Difference (%)</b>
		30,408.04	23,346.63	\$ 7,061.41		30,420.25	21,250.37	\$ 9,169.88	\$ 2,108.47	29.9%

--- On Tue, 8/10/10, doran jaffas <dfjaffas@yahoo.com> wrote:

From: doran jaffas <dfjaffas@yahoo.com>  
Subject: Viet Nam Legacy Ride 2011  
To: www.wjacksonlaw@frontier.com  
Date: Tuesday, August 10, 2010, 7:33 PM

Dear Sir,

My name is Doran Jaffas and I have been asked to contact you by Candy regarding the Viet Nam Legacy Ride for next year.

I am inquiring about bringing it to a landing for next year instead of staging there as we did in 2009. If you attended the 2009 event then you know that words can not adequately describe the emotions and feelings experienced during this event for so many deserving Veterans from the Viet Nam Era. The event is slated to stage in Lansing on August 6, 2010 but could be moved to the 14th if necessary.

This event is a grass roots Welcome Home and Tribute for our Viet Nam Era Veterans and their Families....Period. Nothing more or less. It is not put on by and organization but rather a group of individuals that truly believe in what we are doing. There is no charge to the event but a free will offering is taken to be able to distribute some financial gifts to the local Veterans Facilities.

I can not say enough about the way St Johns paid tribute in 2009 and many riders have asked as well if we will be coming back to your town.

This time I would like to land it there so riders can truly enjoy your town and hopefully bring some commerce to it as well.

I would like to meet with you in person to discuss details if you are interested.

I am looking to have a site finalized by the end of August of this year and a route finalized before the snow flies.

Also-this is a fully Police Escorted and Family Friendly Event! Lansing has graciously offered their assistance for the fourth year in a row for 2011 and in 2009 Lt Carey, the American Legion and Military Moms did and outstanding job making the Viet Nam Veterans and their Families feel very Honored.

Looking forward to hearing from you Sir,  
Doran Jaffas  
Viet Nam Legacy Ride 2011  
[www.vietnamlegacyride.com](http://www.vietnamlegacyride.com)  
616-706-3749



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## **BOARD OF DIRECTORS 2009 - 2010**

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Pizza

## **COMMITTEES**

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Dave Mageli

## **CONTACT INFO**

### Executive Director

Carole M. Field  
Cell: 989.640.5217  
Fax: 989.579.5907  
Email: [CaroleField@DowntownStJohns.org](mailto:CaroleField@DowntownStJohns.org)

## **DMB/DDA Boards of Directors as approved by the St. Johns City Commission**

Board Members as of July 2009 will include:

City Manager (**Dennis LaForest**)

Terms expiring June 30, 2010:

**David Mageli**, County Commissioner (**Paul McNamara**)

Terms expiring June 30, 2011:

**Eugene Bellingar**, **Jan Havlik**

Terms expiring June 30, 2012:

**William Jackson**, **Eric Harger**

Terms expiring June 30, 2013:

**William Brewbaker**, **Tyler Barlage**, **Aaron Baker**, **Craig Smith**





# Downtown St. Johns, Michigan Mint City USA

[www.DowntownStJohns.org](http://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](mailto:DMB@DowntownStJohns.org)

## **BOARD OF DIRECTORS 2010 - 2011**

### Chairman

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

### Vice-Chairman

Jan Havlik – Firstbank

### Secretary-Treasurer

Craig Smith – Mainstreet  
Pizza

### Directors

Aaron Baker – Harr's  
Jewelry

Tyler Barlage –  
Community Christian  
Church

Eugene Bellinger – Katren  
Industries

Bill Brewbaker – Allaby &  
Brewbaker Insurance

Eric Harger – Trinity  
Engineering and  
Surveying Services

Dennis LaForest – City of  
St. Johns, Michigan

Dave Mageli – Account  
Receivable Solutions

Paul McNamara – Clinton  
County Board of  
Commissioners

## **COMMITTEES**

### **Business Development, Retention & Recruitment**

Eric Harger  
Dennis LaForest

### **Marketing**

Tyler Barlage  
Bill Brewbaker  
Craig Smith

### **Events**

Tyler Barlage  
Jan Havlik  
Dave Mageli

### **Security, Parking and Maintenance**

Aaron Baker  
Eugene Bellinger  
Bill Brewbaker  
William Jackson  
Dennis LaForest

### **Executive, Finance, Strategic Planning**

Jan Havlik  
William Jackson  
Paul McNamara  
Dave Mageli

## **CONTACT INFO**

### **Executive Director**

Carole M. Field  
Cell: 989-640-5217  
Fax: 989-579-5907  
Email: [CaroleField@DowntownStJohns.org](mailto:CaroleField@DowntownStJohns.org)

## **DOWNTOWN DEVELOPMENT AUTHORITY (DDA) DIRECTORS MEETING AGENDA Tuesday, September 7, 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 August 3, 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, August 3, 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, Eric Harger, Jan Havlik, Dennis LaForest, Dave Mageli, Paul McNamara. Guests in attendance were Steve Wagner, Community Development Director of the City of St. Johns and Brenda Terpening, Executive Director of the Clinton County Chamber of Commerce.
- 2. Additions to the Agenda.** None. Agenda approved.
- 3. Approval of Meeting Minutes:** Motioned by Harger, seconded by LaForest, to approve minutes of meeting dated July 6, 2010. Approved.
- 4. Communications:** None.
- 5. Old Business:** None.
- 6. New Business:** None.

Motion by LaForest, seconded by Barlage, to adjourn. Meeting adjourned at 8:29 a.m.

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