



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

Craig Bishop
Eric Harger
Dennis LaForest

Marketing

Tyler Barlage
Bill Brewbaker
Craig Smith

Events

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Dave Mageli
William Jackson

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Dennis LaForest

Executive, Finance, Strategic Planning

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Bruce DeLong
William Jackson
Dave Mageli
Craig Smith

CONTACT INFO

Executive Director

Carole M. Field
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DowntownStJohns.org

DIRECTORS MEETING AGENDA

Tuesday, October 4, 2011

7:30 a.m., St. Johns Train Depot

(*Indicates Attachment)

1. **Call to Order by Vice-Chairman Tyler Barlage**
2. **Additions to the Agenda.**
3. **Approval of the Consent Agenda:**
 - a. * Minutes of Meeting dated September 6, 2011
 - b. * Approval of Executive Director August Salary and Administrative Expenses of \$1530.00
 - c. * City of St. Johns YTD Financial Report as of June 30, 2011 (preliminary fiscal year-end, version 3)
 - d. * YTD Financial Report with Detail as of June 30, 2011 (preliminary fiscal year-end, version 3)
 - e. * City of St. Johns YTD Financial Report as of August 30, 2011
 - f. * YTD Financial Report with Detail as of August 30, 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, Barlage, Jackson, Mageli, Smith)** The committee met and set the board meeting agenda.
 - f. **Director's Report. (Carole Field)**
 - 1) Chili Dog Challenge
 - 2) Tables for Train Depot
 - 3) * Anticipated expenditures between now and June 2012 with approximate amount available for Downtown improvements
6. **Old Business:**
 - a. PSD Stage
 - b. Use of historic Train Depot Building – Floor plan by Trinity Engineering
 - c. Membership Recruitment
 - d. Event Volunteers
 - e. Squids Band request for Mint Festival Saturday evening at \$1000
7. **New Business:**
 - a. Membership Recruitment Meeting – Luncheon at Train Depot on 10/20/11 with each existing board member inviting two PSD members to attend
 - b. Schedule for PSD/DDA meetings in 2012 – change of venue and/or time?
 - c. Holiday Decorations
 - d. Santa Parade of Lights

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, September 6, 2011

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

1. **Call to Order by Chairman Bill Jackson at 7:30 am.** Attendance: Craig Bishop, Dennis LaForest, Dave Mageli and Craig Smith.
2. **Additions to the Agenda.** None.
3. **Approval of the Consent Agenda:** Attendance was not sufficient to constitute a quorum. The minutes of the August 2, 2011 meeting, the Executive Director and Administrative expenses of \$1,364.64 and the City of St. Johns YTD financial report accompanied by the detailed PSD financial report for the period through July 31, 2011 were reviewed.
4. **Communications:** None.
5. **Committee Reports:**
 - a. **Business Development, Retention & Recruitment.** (Bishop, Harger, LaForest)
 - b. **Marketing** (Barlage, Brewbaker, Smith)
 - c. **Events** (Barlage, Jackson, 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 \$5,750 cash received YTD (figure 9.5% increase over amount deposited during 2010) + \$2,228.60 in trade (figure 3.69% increase from 2010 amount) = \$8,951.40.
 2. * Vietnam Legacy Ride Financial showing preliminary net profit of \$257.00
 3. * Mint Festival Financial showing preliminary net profit of \$8707.68
 4. * US 27 Motor Tour Financial showing preliminary net loss of \$13
 5. * Charitable Gaming Receipts (Millionaire Party Financial Statements 2009-2011 showing net losses of \$2373.07 in 2009, \$3089.78 in 2010 and \$720.11 in 2011 for overall net loss over three years = \$6182.96
 6. * PSD Events Comparison showing YTD net profit of \$10,450.61 (Santa Parade excluded) which is 44.8% increase over 2010 same period figures.
6. **Old Business:**
 - a. PSD Stage: Steve Rademacher inspected the DMB stage pieces and found all to be defective and unsafe. They have now been destroyed. Carole will contact Ross Pope of the RESA building trades program to see if the class can rebuild three or four 4' x 8' sections on our behalf.
 - b. Use of historic Train Depot Building: Bill Jackson reported on the 8/15 meeting held regarding Depot building use for meetings and events. Dave Kudwa of Trinity Engineering will draw up floor plan showing plastic encasing Railroad Museum displays to preserve and protect, and adding conference table and chairs for meetings by business groups, library readings and private renters for parties, etc.
 - c. Electricity upgrade in Rotary Park Pavilion: Concern was expressed over the electrical circuits in Rotary Park Pavilion due to circuits blowing during use of slow cookers at the Vietnam Legacy Ride Event. Dennis LaForest will have power outlets checked.
 - d. Downtown St. Johns brochure update and printing: Discussion was held and it was decided to wait until next year to reprint the PSD brochure.

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7. New Business:

- a. Membership Recruitment: Discussion was held regarding the need to recruit new members. Bill Jackson stated he is willing to go door to door visiting with Downtown PSD members. Dave Mageli will approach Kurt Gartside of CEP.
- b. PSD Events & Volunteers: The board discussed the need to bring in more volunteers to staff Downtown PSD events. It was recommended that event chairs be assigned to organize portions of each event, such as tickets, beer, gaming, car shows, food, music, etc. This would spread the responsibility for organizing volunteers and potentially increase their numbers as each individual's contacts could be tapped for help.
- c. * Chili Dog Challenge: Carole reported that she will be meeting next week with Brenda Terpening of the Clinton County Chamber of Commerce regarding the 10/22 event.
- d. * Squids Band: The Squids Band has contacted us regarding playing on Saturday at the 2012 Mint Festival weekend, but requested their customary rate of \$1000 per night. Discussion was held and the members present felt that the increase in fees would be well spent considering the attendance that the band drew for us at the 2011 event.
- e. * Warrior Dash: Heather Hanover emailed information about the Mt. Morris "Warrior Dash", an obstacle course race event that individuals pay \$50 to enter, held in conjunction with a beer tent. Discussion by the present board members indicated this type of event could not be held in the Downtown; instead it would be a better recommendation to have the City or Chamber sponsor with the event taking place in the City Park.
- f. Smokers Receptacles: Carole mentioned that cigarettes are being extinguished on the grounds of the Rotary Park Pavilion and proposed the PSD purchasing another two smokers receptacles for that area. The members attending the meeting agreed this would be a good idea as the receptacles the PSD purchased earlier in the year for the three blocks of Clinton are being well utilized.

Meeting adjourned at 8:25 a.m.

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EXECUTIVE DIRECTOR and ADMINISTRATIVE EXPENSES

September 2011

Total Supplies	\$ 0.00
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Mail Chimp – Electronic Email Newsletter (monthly fee) \$ 30.00

Total Administrative Expenses	\$ 30.00
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Executive Director Salary: **\$ 1,500.00**

TOTAL for September	\$ 1,530.00
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DOWNTOWN DEVELOPMENT AUTHORITY (DDA) DIRECTORS MEETING AGENDA

Tuesday, October 4, 2011

7:30 a.m., St. Johns Train Depot

(Following meeting of the Downtown Management Board)

(*Indicates Attachment)

- 1. Call to Order by Vice-Chairman Tyler Barlage**
- 2. Additions to the Agenda.**
- 3. *Approval of Meeting Minutes dated September 6, 2011.**
- 4. Communications: None.**
- 5. Old Business: None.**
- 6. New Business: None.**

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DOWNTOWN DEVELOPMENT AUTHORITY (DDA)

DIRECTORS MEETING MINUTES

Tuesday, September 6, 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: Craig Bishop, Dennis LaForest, Dave Mageli and Craig Smith.
2. **Additions to the Agenda.** None.
3. **Approval of Meeting Minutes:** Minutes of the August 2, 2011 meeting were reviewed.
4. **Communications:** None
5. **Old Business:** None
6. **New Business:** None

Meeting adjourned at 8:26 a.m.

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