



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

DIRECTORS MEETING AGENDA

Wednesday, July 18, 2012

12 Noon, St. Johns Depot

BOARD OF DIRECTORS 2012 - 2013

Chairman

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

Vice-Chairman

Tyler Barlage – Community Christian Church

Secretary-Treasurer

Craig Smith – Mainstreet Pizza

Directors

Craig Bishop – Firstbank

Bill Brewbaker – Allaby & Brewbaker Insurance

Bruce DeLong – Clinton County Board of Commissioners

Kirk Gartside – Custom Embroidery Plus

Eric Harger – Trinity Engineering and Surveying Services

Dennis LaForest – City of St. Johns, Michigan

Dave Mageli – Account Receivable Solutions

Laurie Oakwood-Bishop – St. Johns Locale

COMMITTEES

Marketing

Tyler Barlage-Chair
Craig Bishop
Bill Brewbaker
Kirk Gartside
Eric Harger
Dennis LaForest
Laurie Oakwood-Bishop
Craig Smith

Events

Tyler Barlage
William Jackson
Laurie Oakwood-Bishop
Craig Smith

Security, Parking and Maintenance

Dennis LaForest-Chair
Bill Brewbaker
Eric Harger
William Jackson
Dave Mageli

Executive, Finance, Strategic Planning

William Jackson-Chair
Tyler Barlage
Bruce DeLong
Dave Mageli
Craig Smith

CONTACT INFO

Executive Director

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

(*Indicates Attachment)

1. Call to Order by Chairman William Jackson

2. Additions to the Agenda.

3. Approval of the Consent Agenda:

- a. * Minutes of Meeting dated June 6, 2012.
- b. * Approval of Executive Director Salary and Administrative Expenses of \$1,819.61.
- c. * City of St. Johns YTD Financial Report as of April 30, 2012
- d. * YTD Financial Report with Detail as of April 30, 2012

4. Communications: * Thank you letter from CCEA.

5. Committee Reports:

- a. **Marketing** (Barlage-chair, Bishop, Brewbaker, LaForest, Oakwood-Bishop, Smith)
- b. **Events** (Mageli-chair, Barlage, Jackson, Oakwood-Bishop, Smith)
- c. **Security, Parking, Maintenance** (LaForest-chair, Brewbaker, Harger, Jackson)
- d. **Executive/Finance/Strategic Planning** (Jackson-chair, Barlage, DeLong, Mageli, Smith)
- e. **Director's Report.** (Carole Field)
 - 1. * Corporate Sponsorship Update
 - 2. * Summerfest preliminary financial report (as of 6/28/12)
 - 3. * PSD Events Comparison

6. Old Business:

- a. PSD/DDA Board Membership-Gartside added in June, but renewal of Jackson & Harger? Committee seats for Gartside and DeLong?
- b. Individual Committee Meetings and Chair for Events Committee
- c. Update on Recommendation to City for use of Pavilion & Depot Terminal Building

7. New Business:

- a. Mint Festival
- b. Veterans Memorial listing on website

Next Regular PSD/DDA Meeting: First Wednesday of Month at 12 noon, Train Depot Terminal Building



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DIRECTORS MEETING MINUTES

Wednesday, June 6, 2012

12 Noon, Sirens Bar

1. **Call to Order by Chairman Bill Jackson at 12:02 p.m.** Attendance: Tyler Barlage, Craig Bishop, Laurie Oakwood-Bishop, Bill Brewbaker and Dave Mageli. Guest in Attendance: Kirk Gartside-Custom Embroidery Plus, Jenny McCampbell-Clinton County Arts Council, Don Thompson-Shaggies and Steve Wagner-City of St. Johns.
2. **Additions to the Agenda.** New Business Incentive Subsidy by the Marketing Committee.
3. **Approval of the Consent Agenda:** Motioned by Mageli, seconded by Barlage, to approve the minutes of the May 2, 2012 meetings, the Executive Director and Administrative expenses for April at \$1551.70 and the City of St. Johns YTD financial report accompanied by the detailed PSD financial report for the period through April 30, 2012 were reviewed.
4. **Communications:** None.
5. **Committee Reports:**
 - a. **Marketing** (Barlage-chair, Bishop, Brewbaker, Harger, LaForest, Oakwood-Bishop, Smith)
 - b. **Events** (Mageli-chair, Barlage, Jackson, Oakwood-Bishop, Smith)
 - c. **Security, Parking, Maintenance** (LaForest-chair, Brewbaker, Harger, Jackson)
 - d. **Executive/Finance/Strategic Planning** (Jackson-chair, Barlage, DeLong, Mageli, Smith)
The committee met and set the board meeting agenda.
 - e. **Director's Report** (Carole Field) Revenue and Expenditure Reports were presented for:
 - 1) **Corporate Sponsorship Report:** Reflects \$8,668 in corporate sponsorships as of 6/1/12.
 - 2) **Downtown St. Johns Brochure:** The new Downtown St. Johns brochure was handed out.
 - 3) **Downtown St. Johns Events Flyer:** The board reviewed and approved the design of the events flyer.
6. **Old Business:**
 - a. PSD/DDA Board Membership: Dave Mageli reported Executive Committee recommendation to offer Kurt Gartside of Custom Embroidery Plus the available board position. Mageli motioned and Brewbaker seconded; motion passed.
 - b. 50/50 Raffle: Carole reported the pricing for pre-printed raffle tickets of \$90 for 1000 tickets. The board discussed and decided not to print for Summerfest, but that it might be advantageous for Mint Festival to allow for pre-sale with message that winner need not be present to win.
 - c. Summerfest Timeline: The timeline for setting up the Summerfest event was reviewed. The board also approved the purchase of a chain lock to secure the stages inside the Pavilion.
7. **New Business:**
 - a. Individual Committee Meetings: Dave Mageli reported that he is stepping down as the Events Committee Chair after Summerfest. Discussion was held about the benefit of individual committees meeting separately from the monthly board meeting.
 - b. Recommendation to City for use of Pavilion & Depot Terminal Building: Bill Jackson presented a form currently being designed for the City to use in renting the Pavilion and Depot spaces to the public, and asked for emailed feedback from the board members.
 - c. PSD/DDA Meeting Locations: The board discussed and agreed the meetings would be held in the Depot building with boxed lunches catered by Shaggie's

Continued on Page -2-

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DIRECTORS MEETING MINUTES

Wednesday, May 2, 2012

12:00 Noon, Sirens Bar

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d. New Business Incentive Subsidy: The marketing committee presented a proposal for board consideration ideas to attract 5 new businesses per year to Downtown St. Johns providing:

- 1) Monthly Rent Subsidy: Available to 5 businesses at \$100/month for 1st year's rent, payable each month directly to landlord.
- 2) Advertising subsidy: Available to 5 businesses to print every other week for 2 months up to \$200 in value, payable at \$100 per month directly to newspaper carrying ads.

Discussion was held regarding screening process for the new businesses and the board requested the marketing committee continue to fine tune and report back at a later date with a specific application for review and a budget from the DDA.

Meeting adjourned at 12:45 p.m.

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EXECUTIVE DIRECTOR and ADMINISTRATIVE EXPENSES

June 2012

Kmart – 4 locking cash boxes, 3 cardboard boxes for raffle ticket Collection, 1 roll shipping tape, 1 file box	\$ 94.35
Walmart – money envelopes, 2 1000 count rolls single beer tickets, 2 1000 count rolls double raffle tickets, batteries for lights	\$ 42.03
Main Street Pizza – lunch for DPW workers after Summerfest setup	\$ 48.43
Staples – Printer Ink for color sponsorship certificates	\$ 104.18
Can Stock Photo – Mint Festival Art	\$ 10.00

Total Supplies	\$ 299.61
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Mail Chimp – Electronic Email Newsletter (monthly fee)	\$ 30.00
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Total Administrative Expenses	\$ 329.61
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Executive Director Salary:	<u>\$ 1,500.00</u>
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TOTAL for Month	\$ 1,829.61
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City of St. Johns

Downtown Management Board

BALANCE SHEET

For the Fiscal Period July 01, 2011 to May 31, 2012

ASSETS

Cash	\$	18,809.10
Due from General Fund	\$	800.00
Prepaid Expense	\$	-
Due from Current Tax	\$	-
TOTAL ASSETS:	\$	<u>19,609.10</u>

LIABILITIES AND FUND BALANCE

LIABILITIES

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

FUND BALANCE: \$ 19,609.10

TOTAL LIABILITIES AND FUND BALANCE: \$ 19,609.10

City of St. Johns

Downtown Management Board

STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCE For the Fiscal Period July 01, 2011 to May 31, 2012

	Budget	May	YTD Actual	Variance Favorable (Unfavorable)
REVENUES				
Special assessments	\$ 25,880.00		\$ 25,879.87	\$ (0.13)
Interest	\$ 20.00		\$ -	\$ (20.00)
Miscellaneous	\$ -		\$ -	\$ -
Summerfest	\$ 4,000.00		\$ -	\$ (4,000.00)
Mint Festival	\$ 14,000.00		\$ 15,705.00	\$ 1,705.00
Farmer's Market	\$ 1,100.00		\$ 1,004.00	\$ (96.00)
Corporate Sponsors	\$ 4,000.00	\$ 1,450.00	\$ 4,450.00	\$ 450.00
Transfer from General Fund	\$ 1,000.00		\$ -	\$ (1,000.00)
TOTAL REVENUES:	\$ 50,000.00	\$ 1,450.00	\$ 47,038.87	\$ (2,961.13)
EXPENDITURES				
Postage	\$ 500.00	\$ 30.00	\$ 449.80	\$ 50.20
Office Supplies	\$ 450.00		\$ 300.16	\$ 149.84
Farmer's Market	\$ 500.00	\$ 84.75	\$ 365.50	\$ 134.50
Car Shows	\$ 1,500.00		\$ 1,057.89	\$ 442.11
Mint Festival	\$ 10,500.00	\$ 50.00	\$ 7,792.97	\$ 2,707.03
Summerfest	\$ 2,500.00	\$ 4,891.15	\$ 5,282.65	\$ (2,782.65)
Vietnam Legacy Ride	\$ -		\$ 783.00	\$ (783.00)
Santa Parade	\$ 600.00	\$ 121.00	\$ 1,630.58	\$ (1,030.58)
Website	\$ 1,650.00		\$ -	\$ 1,650.00
Contracted services (Administration)	\$ 18,000.00	\$ 1,665.00	\$ 17,902.50	\$ 97.50
Downtown Improvement	\$ 10,100.00		\$ 1,572.88	\$ 8,527.12
Audit Fees	\$ 200.00		\$ -	\$ 200.00
Monthly & Long Distance Service	\$ 500.00	\$ 28.34	\$ 283.40	\$ 216.60
Promotions	\$ -		\$ 200.00	\$ (200.00)
Print & Publishing	\$ 1,500.00		\$ -	\$ 1,500.00
Miscellaneous	\$ 1,500.00	\$ 1,000.00	\$ 1,994.27	\$ (494.27)
TOTAL EXPENDITURES:	\$ 50,000.00	\$ 7,870.24	\$ 39,615.60	\$ 10,384.40
EXCESS OF REVENUES OVER (UNDER) EXPENDITURES:	\$ -	\$ (6,420.24)	\$ 7,423.27	\$ 7,423.27
Fund balance, beginning of year	\$ 12,185.83		\$ 12,185.83	
Fund balance, end of period	\$ 12,185.83		\$ 19,609.10	

**PRINCIPAL SHOPPING DISTRICT YTD FINANCIAL REPORT
JULY 1, 2011 to June 30, 2012**

		REVENUE	<u>May-12</u>	YTD
681.000.665.000	Interest Earned/Investments	Interest		
681.000.675.005	Corporate Sponsors	2011 Corp Sponsors		
681.000.671.007	Farmers Market	2011 Farmer's Market (Vendor Fees)		1,004.00
681.000.671.018	Mint Festival	2011 Mint Festival		15,705.00
681.000.671.010	Car Shows	2012 US27 Motor Tour (Mug or T-Shirt Sales)		
681.000.751.003	Summerfest	2012 Summerfest		
681.000.675.000	Contr-Donat/Private Sources	2012 Donations/Private		
681.000.675.005	Corporate Sponsors	2012 Corp Sponsors	1,450.00	4,450.00
681.000.699.035	Transfer from General Fund	2012 City of St. Johns Corp Sponsorship		
681.000.671.000	Miscellaneous Revenue	2012 Miscellaneous (Prepaid Vendor Fees)		
		Earned Revenue		21,159.00
681.000.672.006	Downtown Business District	YTD Assessment		25,879.87
		TOTAL REVENUE:	-	47,038.87

		EXPENSES	<u>May-12</u>	YTD
681.173.751.001	Farmers Market		84.75	365.50
681.173.751.004	Summerfest 2011			372.50
681.173.751.004	Summerfest 2012		4,891.15	4,910.15
681.173.751.003	Mint Festival 2011			7,542.97
681.173.751.003	Mint Festival 2012		50.00	250.00
681.173.751.002	Car Shows (US 27 Motor Tour)			1,057.89
681.173.751.005	Vietnam Legacy Ride			783.00
681.173.751.007	Santa Parade 2011	\$500 Best Decorated Prize Money		500.00
681.173.751.007	Santa Parade	Santa Parade Newspaper Advertising		427.50
681.173.751.007	Santa Parade	Gill-Roy's Christmas Supplies (Lights for Tree & Ornament Hooks)		95.08
681.173.751.007	Santa Parade	Jet Speed Printing - Christmas Posters		158.00
681.173.751.007	Santa Parade	Z92.5 Radio Advertising	121.00	121.00
		ADVERTISING	5,146.90	16,583.59

		<u>May-12</u>	YTD
681.173.818.040	Downtown Improvement		594.12
681.173.818.040	Downtown Improvement		229.00
681.173.818.040	Downtown Improvement		765.00
681.173.818.040	Downtown Improvement		213.76
681.173.900.000	Print & Publishing		
681.173.870.001	Promotions		200.00
681.173.956.000	Miscellaneous	2010 XM Satellite Radio (10/12/10-10/12/11)	134.83
681.173.956.000	Miscellaneous	ASCAP License Fee (1/1/12-12/31/12)	320.00
681.173.956.000	Miscellaneous	Main Street Café-Meetings 11/27, 11/1, 11/12	100.00
681.173.956.000	Miscellaneous	Sirens-Meeting 2/16/12	22.00
681.173.956.000	Miscellaneous	Newspaper Notices for PSD Renewal Mtg	217.44
		DOWNTOWN IMPROVEMENTS	-
			2,796.15
		Sub-Total for Promotion (Advertising + Improvements)	19,379.74

		<u>May-12</u>	YTD
681.173.729.000	Postage		449.80
681.173.730.000	Office Supplies/Adm		300.16
681.173.853.004	Monthly & Long Distance		283.40
681.173.826.086	Audit Fees		
681.173.818.000	Contractual Services		16,500.00
681.173.818.000	Contractual Services		1,402.50
681.173.956.000	Miscellaneous	Donation to Clinton County Arts Council (Final Yearly Pymt #3 of 3)	300.00
681.173.956.000	Miscellaneous	Donation to Clinton County Economic Alliance	1,000.00
		ADMINISTRATIVE	2,723.34
		TOTAL EXPENSES:	7,870.24
			39,615.60

Excess of Revenue	7,423.27
Fund Balance beginning of year	12,185.83
Fund Balance, end of period	19,609.10



CLINTON
COUNTY
ECONOMIC
ALLIANCE

12800 Escanaba Drive
Suite D
DeWitt, MI 48820
517-669-1345
www.cceami.org

June 6, 2012

Mr. Dennis LaForest
City Manager
City of St. Johns
100 E. State Street
St. Johns, MI 48879

Dear Dennis:

On behalf of the Executive Committee of the Clinton County Economic Alliance I would like to thank the City of St. Johns DDA/PSD for your check of \$1,000. Your decision to continue to support economic development in Clinton County gives testament to the commitment you and your organization have to the economic strength of our community and the importance of regional cooperation with other economic development organizations in the Mid-Michigan region.

Again, thank you for continuing to be an investor in the future of economic development in Clinton County.

Sincerely,

A handwritten signature in black ink, appearing to read 'Brian Coughlin', written over a horizontal line.

Brian Coughlin
President & CEO



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Jewelry

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2012 EVENT CORPORATE SPONSORS as of June 28, 2012

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	McKenzie & Crosby Insurance	300.00
7	Sundance Buick GMC	300.00
8	Trinity Engineering & Surveying	300.00
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	Jackson, Jackson & Associates	150.00
16	Sirrine & Associates	150.00
17	Unique Reflections	150.00
18	Main Street Café	100.00
19	Deano's Pizza	75.00
20	Koenigsknecht Dentistry	75.00
21	Mazz's Endzone Party Store	75.00
22	UAW Local 925	75.00

Total Cash Deposited 5,400.00

IN KIND DONATIONS

1	Michigan Graphics & Signs	1,150.00
2	City of St. Johns (Summerfest & Mint Festival Police Services)	750.00
3	Katren Industries (stages for Summerfest & Mint Festival)	718.00
4	Custom Embroidery Plus (100 Summerfest shirts)	600.00
6	Cher Car Kennels (overnight security for Mint Festival)	550.00
5	Jet Speed Printing	300.00
6	Main Street Café (Luncheons @ \$100)	100.00

Total in Trade 4,168.00

2012 Corporate Sponsorships YTD 9,568.00

The above in-kind sponsorship donations benefit these events for the following amounts:

1	Farmers Market (includes \$310 trade)	310.00
2	Summerfest (includes \$2069 trade)	3,419.00
3	Mint Festival (includes \$1535.66 trade)	2,885.66
4	US 27 Motor Tour (includes \$126.67 trade)	1,476.67
5	Santa Parade of Lights (includes \$126.67 trade)	1,476.67

2012 Corporate Sponsorship Allocation 9,568.00



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REVENUE AND EXPENDITURE REPORT

2012 SUMMERFEST (6/23/12)

Preliminary Estimated Report as of June 28, 2012

Revenue

2,000.00	Gate Entries (336 Tix + 64 shirts @ \$5ea = 400 total)
3,715.00	Beer Sales (1518 - 32 to bands = 1486 @ \$2.50ea)
320.00	T-Shirts (64 @ \$5ea)
125.00	50/50 Raffle
(2.00)	reconcile

6,158.00 Sub-Total (actual event proceeds)

3,419.00 Corporate Sponsorship allocation for 2012 (Trade = \$2069)

3,419.00 Sponsorship Allocation for Summerfest 2011

TOTAL REVENUE 9,577.00

Expenses

60.00	Jet Speed - Percentage of Trade for 5,000 PSD Downtown Brochures
250.00	City of St. Johns Police Service
230.00	Michigan Graphics & Signs (Parking Lot Sign @ \$1150 / 5 events)
359.00	Katren Industries (New stage / 2)
20.00	Main Street Luncheon (percentage of \$100 overall)
550.00	Z92.5 Exclusive Sponsorship for Summerfest
600.00	Trade portion of CEP - 100 Summerfest T-Shirts
76.00	Remaining cash cost of CEP - 100 Summerfest T-Shirts
242.00	Z92.5 - 66 commercials (28 wk1 + 38 wk2 @ \$12ea = \$792-\$550 spons)
1,123.35	Main Beverage
950.00	Prize money for 4 Bands
618.50	American Rentals (tent & portable toilets)
50.00	Allaby & Brewbaker (Liquor Bond)
462.75	Allaby & Brewbaker (Liquor Liability Insurance)
7.50	State of Michigan (Raffle License)
25.00	State of Michigan Liquor Control Commission
164.30	Estimated 6% Sales Tax on Liquor Sold
768.00	Advertising (Print Ads CCN, D/BR, LCC, & TC)
224.75	Advertising (Posters, Placemats)
39.90	Ice (10- 20lb bags)

6,821.05 Preliminary Estimate

TOTAL EXPENSES 6,821.05

2012 Summerfest NET Profit:

\$ 2,755.95



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		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	277.6%



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 - June through October	60.00	1,121.00	433.75	\$ 747.25	50.00	1,004.00	354.75	\$ 699.25	(48.00)	-6.4%
Summerfest - June	2,660.00	7,674.00	9,612.65	\$ 721.35	2,368.60	3,127.00	4,425.07	\$ 1,070.53	349.18	48.4%
Vietnam Legacy Ride - August	0.00	0.00	0.00	\$ -	1,090.00	0.00	833.00	\$ 257.00	257.00	undefined
Mint Festival - August	2,672.50	13,753.00	10,956.27	\$ 5,469.23	2,290.00	15,705.00	9,816.39	\$ 8,178.61	2,709.38	49.5%
Old Historic US 27 Motor Tour Stop - August	1,572.50	0.00	1,295.00	\$ 277.50	1,913.00	0.00	1,926.00	\$ (13.00)	(290.50)	-104.7%
Santa Parade of Lights - December	1,372.50	500.00	1,880.74	\$ (8.24)	1,090.00	500.00	1,600.10	\$ (10.10)	(1.86)	-22.6%
Yearly Totals	8,337.50	23,048.00	24,178.41	2010	8,801.60	20,336.00	18,955.31	2011	Difference (\$)	Difference (%)
		31,385.50	24,178.41	\$ 7,207.09		29,137.60	18,955.31	\$ 10,182.29	\$ 2,975.20	41.3%



St. Johns Principal Shopping District Board Events Comparison

Downtown Management Board Event	2011				2012				Difference (\$)	Difference (%)
	Sponsors	Revenue	Expenses	Net	Sponsors	Revenue	Expenses	Net		
Farmer's Market - June through October	50.00	1,004.00	354.75	\$ 699.25	310.00	275.00	137.75	\$ 447.25	(252.00)	-36.0%
Summerfest - June	2,368.60	3,127.00	4,603.67	\$ 891.93	3,419.00	6,158.00	6,821.05	\$ 2,755.95	1,864.02	209.0%
Vietnam Legacy Ride - August	1,090.00	0.00	833.00	\$ 257.00		0.00	0.00	\$ -	(257.00)	0.0%
Mint Festival - August	2,290.00	15,705.00	9,816.39	\$ 8,178.61	2,885.66	0.00	0.00	\$ 2,885.66	(5,292.95)	-64.7%
Old Historic US 27 Motor Tour Stop - August	1,913.00	0.00	1,926.00	\$ (13.00)	1,476.67	0.00	0.00	\$ 1,476.67	1,489.67	-11459.0%
Santa Parade of Lights - December	1,090.00	500.00	1,600.10	\$ (10.10)	1,476.67	500.00	0.00	\$ 1,976.67	1,986.77	19671.0%
Yearly Totals	8,801.60	20,336.00	19,133.91	2010	9,568.00	6,933.00	6,958.80	2011	Difference (\$)	Difference (%)
		29,137.60	19,133.91	\$ 10,003.69		16,501.00	6,958.80	\$ 9,542.20	\$ (461.49)	-4.6%

Mint Festival Down at the

depot

2 Nights!
Friday Aug 10
Saturday Aug 11
from 7:00 to Midnight

BEER TENT

Live Music from
TKO-The Knock Offs on Friday
and The SQUIDS on Saturday

Mint City USA
Classic Car Show
on Friday from 7-9pm
Trophies 1st-3rd Place
and \$100 to 1st Place!

Michigan Graphics
Signs

989-224-1936

City of St. Johns
Mint City USA



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Main Street Pizza - Sundance Buick GMC - Trinity Engineering & Surveying

Bruno's Wonder Bar - Clinton County Chamber of Commerce - Clinton County Federal Credit Union - Jackson, Jackson & Associates
Deano's Pizza - Koenigsnecht Dentistry - Mazz's Endzone Party Store - UAW Local 925

Proceeds from this event will benefit the St. Johns Principal Shopping District, a non-profit business organization promoting Downtown St. Johns

www.DowntownStJohns.org



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Secretary-Treasurer

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Pizza

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Craig Bishop – Firstbank

Bill Brewbaker – Allaby &
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Bruce DeLong – Clinton
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Kirk Gartside – Custom
Embroidery Plus

Eric Harger – Trinity
Engineering and
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Dennis LaForest – City of
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Dave Mageli – Account
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Laurie Oakwood-Bishop –
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Events

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William Jackson
Laurie Oakwood-Bishop
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**Security, Parking
and Maintenance**

Dennis LaForest-Chair
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William Jackson
Dave Mageli

**Executive, Finance,
Strategic Planning**

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Tyler Barlage
Bruce DeLong
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DowntownStJohns.org

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

**DOWNTOWN DEVELOPMENT AUTHORITY (DDA)
DIRECTORS MEETING AGENDA**

Wednesday, June 6, 2012

12 Noon, Sirens Bar

(Following meeting of the Principal Shopping District Board)

(*Indicates Attachment)

1. Call to Order by Chairman William Jackson

2. Additions to the Agenda.

3. *Approval of Meeting Minutes dated May 2, 2012

4. Communications: None

a. Marketing (Barlage-chair, Bishop, Brewbaker, Harger, LaForest, Oakwood-Bishop, Smith)
1) Christmas Decorations

b. Events (Barlage, Jackson, Oakwood-Bishop, Smith)

c. Finance (Jackson-chair, Barlage, DeLong, Mageli, Smith)

d. Security, Parking, Maintenance (LaForest-chair, Brewbaker, Harger, Jackson)

5. Old Business:

a. Banners and Flags tabled last year: The cost of proposed Banners and US flags for electrical poles on side streets was discussed at the June 6/6/12 meeting and tabled until the new fiscal year 2012-2013.

1) The cost of 18 banners measuring 24" x 48" is \$1800 with brackets costing \$1440, for a total cost of \$3240.

2) The cost of 18 US flags complete with mounting brackets is \$1035.

6. New Business:

a. Large Street Clock in Downtown

b. Kiosk at Depot Trail Head with Map and Advertising of Downtown

Next Regular PSD/DDA Meeting: First Wednesday of Month at 12 noon, Train Depot Terminal Building



Downtown St. Johns, Michigan

Mint City USA

Principal Shopping District and Downtown Development Authority

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DowntownStJohns.org

DOWNTOWN DEVELOPMENT AUTHORITY (DDA)

DIRECTORS MEETING MINUTES

Wednesday, June 6, 2012

12 Noon, Sirens Bar

(Following meeting of the Principal Shopping District Board)

1. **Call to Order by Chairman William Jackson at 12:45 p.m.** Attendance: Tyler Barlage, Craig Bishop, Laurie Oakwood-Bishop, Bill Brewbaker and Dave Mageli. Guest in Attendance: Kirk Gartside-Custom Embroidery Plus, Jenny McCampbell-Clinton County Arts Council, Don Thompson-Shaggies and Steve Wagner-City of St. Johns.
2. **Additions to the Agenda.** None.
3. **Approval of Meeting Minutes:** Minutes of May 2, 2012 meeting were reviewed and approved.
4. **Communications:** None
5. **Committee Reports:** None
6. **Old Business:**
 - a. Update on Trash Can Lids: Dave Mageli presented drawings of trash can lids from Katren Industries. A swing top style with mount to prevent dislodging costs \$150.75 per unit to manufacture, but Katren Industries will provide them to the PSD at the reduced of \$98 each if desired. Further research was recommended to see if prefabricated lids might be purchased at a more reasonable price.
 - b. Update on Sign for 207 Spring Street parking lot: Bruce DeLong was not present, but when last discussed stated he hoped to have the sign installed this week.
7. **New Business:**
 - a. Pavilion side curtains: Three panels of side curtains for the Pavilion staging area have been ordered by the City, secured at the bottom and lowered by hand crank at the cost of \$2500. Mageli motioned supplying DDA funds for 50% of the expense (equal to \$1250) and Barlage seconded; motion passed.
 - b. The cost of proposed Banners and US flags for electrical poles on side streets was discussed. The cost of 18 banners measuring 24" x 48" is \$1800 with brackets costing \$1440, for a total cost of \$3240. The cost of 18 US flags complete with mounting brackets is \$1035. Motioned by Brewbaker and seconded by Bishop to table until next fiscal year.

Meeting adjourned at 1:03 p.m.

Next Regular PSD/DDA Meeting: First Wednesday of Month at 12 noon, Train Depot Terminal Building