



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, October 3, 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 – Main
Street Pizza

Directors

Craig Bishop –
Firstbank

Bill Brewbaker – Allaby
& Brewbaker
Insurance

Bruce DeLong –
Clinton County Board
of Commissioners

Kirk Gartside – Custom
Embroidery Plus

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
Dennis LaForest
Laurie Oakwood-
Bishop
Craig Smith

Events

Kirk Gartside-Chair
Tyler Barlage
William Jackson
Laurie Oakwood-
Bishop
Dave Mageli
Craig Smith

Security, Parking and Maintenance

Dennis LaForest-Chair
Bill Brewbaker
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 September 12, 2012.
- b. * Approval of Executive Director Salary and Administrative Expenses of \$1,530.
- c. * City of St. Johns YTD Amended Financial Report as of July 31, 2012

4. Communications: None.

5. Committee Reports:

- a. **Marketing** (Barlage-chair, Bishop, Brewbaker, LaForest, Oakwood-Bishop, Smith)
 - 1) New Business Incentives
- b. **Events** (Gartside-chair, Barlage, Jackson, Oakwood-Bishop, Mageli, Smith)
 - 1) **Christmas Decorating Sub-committee:** (Lisa Kurnz, Beth Russell, Bill Brewbaker)
Depot Decorations
- c. **Security, Parking, Maintenance** (LaForest-chair, Brewbaker, Jackson, Mageli)
- d. **Executive/Finance/Strategic Planning** (Jackson-chair, Barlage, DeLong, Mageli, Smith)
- e. **Director's Report.** (Carole Field)
 - 1) * Preliminary US27 Motor Tour Financial Statement
 - 2) * Preliminary Farmers Market Financial Statement
 - 3) * YTD Events Comparison
 - 4) * PSD 2012-2013 Budget

6. Old Business:

- a. PSD/DDA Meeting Location
- b. * Executive Director Meeting Recap

7. New Business:

- a. * St. Johns Community Fund Proposal for Art Contest
- b. Christmas Promotion in Downtown

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



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St. Johns Locale

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DIRECTORS MEETING MINUTES

Wednesday, September 12, 2012

12 Noon, St. Johns Depot

1. **Call to Order by Chairman Bill Jackson at 12:04 p.m.** Attendance: Tyler Barlage, Bruce DeLong, Kirk Gartside, Dennis LaForest, Dave Mageli and Craig Smith. Guests in Attendance: John Serrine from Serrine and Associates, Lisa Kurnz & Beth Russell from Sirens Bar.
2. **Additions to the Agenda.** None
3. **Approval of the Consent Agenda:** Motioned by LaForest, seconded by Mageli, to approve the minutes of the August 1, 2012 meetings, the Executive Director and Administrative expenses for July at \$1609.88 and the City of St. Johns YTD financial report accompanied by the detailed PSD financial report for the period through July 31, 2012.
4. **Communications:** None
5. **Committee Reports:**
 - a. **Marketing** (Barlage-chair, Bishop, Brewbaker, LaForest, Oakwood-Bishop, Smith)
 1. **New Business Incentives:** Committee chair Tyler Barlage reported on the Marketing Committee's continued discussions on designing an incentive plan to attract new businesses to the Downtown. City Manager Dennis LaForest and City Attorney John Salemi have drafted a generic letter to be included in the business incentive package to be utilized in approaching targeted companies. A more detailed report will be presented at the October PSD/DDA meeting.
 2. **Update Inventory of Buildings to Solicit Tenants:** The updating of properties inventory in the Downtown is ongoing.
 - b. **Events** (Gartside-chair, Barlage, Jackson, Mageli, Oakwood-Bishop, Smith)
 1. **Mint Festival Wrap up:** Committee chair Kirk Gartside reported that 4 classic car enthusiasts have been recruited to organize the Mint City USA car show in 2013. The board also agreed to continue scheduling the event for two days on Friday and Saturday. The board also favored asking the Squids Band to play on Saturday night.
 2. **US27 Motor Tour:** The board agreed to again contract the US27 Motor Tour to stop in Downtown St. Johns in 2013. Suggestion was made to engage the City of St. Johns Fire Department and ask them to suspend the large US Flag from the Ladder Truck parked near the Veterans Memorial.
 3. **New Events:** Discussion was held about increasing events to include something in the Spring and in October. Tabled to events committee.
 - c. **Security, Parking, Maintenance** (LaForest-chair, Brewbaker, Jackson, Mageli)
 - d. **Executive/Finance/Strategic Planning** (Jackson-chair, Barlage, DeLong, Mageli, Smith)
 1. The committee met and set the board meeting agenda
 - e. **Director's Report** (Carole Field)
 1. An amended Mint Festival financial statement dated 8/30/12 was reviewed reflecting a preliminary net profit of \$4,171.66.
6. **Old Business:**
 - a. **Veterans Memorial listing on website:** A link to the names of the Clinton County Veterans Roll Call (those names listed on the St. Johns Veterans Memorial) has been added to the Arts & Culture page listing of the Veterans Memorial on the www.DowntownStJohns.org website.

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Secretary-Treasurer

Craig Smith – Mainstreet Pizza

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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

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7. New Business:

- a. **Executive Director Position:** Bill Jackson requested a special meeting of the board to discuss the job requirements of the Executive Director position. The meeting will take place on 9/19/12 at 12 noon at the Jackson, Jackson & Associates building with notice of the meeting to be posted on the City of St. Johns bulletin board.
- b. **Santa Parade:**
 - 1) **Prize Money:** The board agreed to again offer \$500 in total prize money to be distributed at \$250 for the best decorated float and \$250 for the best marching unit.
 - 2) **Decorations:** Marketing chair Tyler Barlage reported the tree lights are on hand, and the skyline has been ordered. Additional discussion about renting tents and decorating the interior of the Depot were tabled to the Marketing Committee.

Meeting adjourned at 12:46 p.m.

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EXECUTIVE DIRECTOR and ADMINISTRATIVE EXPENSES

September 2012

Total Supplies	\$ 0.00
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Mail Chimp – Electronic Email Newsletter (monthly fee)	\$ 30.00
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Total Administrative Expenses	\$ 30.00
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Executive Director Salary:	<u>\$ 1,500.00</u>
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TOTAL for Month	\$ 1,530.00
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Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
Fund 681 PRINCIPAL SHOPPING DISTRICT							
07/01/2012			681-000-002.000 CASH - IMM/PRI ACCT 1289		BEG. BALANCE		23,043.77
07/10/2012	CD	CHK	SUMMARY CD 07/10/2012			4,716.39	18,327.38
07/24/2012	CD	CHK	SUMMARY CD 07/24/2012			10,443.49	7,883.89
07/31/2012			681-000-002.000	END BALANCE	0.00	15,159.88	7,883.89
07/01/2012			681-000-084.015 DUE FROM CURRENT TAX COLLECT		BEG. BALANCE		0.00
07/31/2012	GJ	JE	Record July Tax Revenues	7858	6,105.88		6,105.88
07/31/2012			681-000-084.015	END BALANCE	6,105.88	0.00	6,105.88
07/01/2012			681-000-202.000 ACCOUNTS PAYABLE		BEG. BALANCE		(5,468.00)
07/05/2012	AP	INV	EXECUTIVE SALARY 07/12	07/2012		1,500.00	(6,968.00)
07/06/2012	AP	INV	TELEPHONE SERVICE	BA201742-07/12		28.38	(6,996.38)
07/10/2012	CD	CHK	SUMMARY CD 07/10/2012		4,716.39		(2,279.99)
07/19/2012	AP	INV	BANKS & CAR SHOW PRIZE	SUMMERFEST 2012		1,350.00	(3,629.99)
07/20/2012	AP	INV	MINT FEST 2012	MINT FEST 2012		150.00	(3,779.99)
07/20/2012	AP	INV	MOTOR TOUR 2012	MOTOR TOUR 2012		1,000.00	(4,779.99)
07/20/2012	AP	INV	SUMMERFEST 2012	128222		6,455.50	(11,235.49)
07/24/2012	CD	CHK	SUMMARY CD 07/24/2012		10,443.49		(792.00)
07/31/2012			681-000-202.000	END BALANCE	15,159.88	10,483.88	(792.00)
07/01/2012			681-000-672.006 DOWNTOWN BUSINESS DISTRICT		BEG. BALANCE		0.00
07/31/2012	GJ	JE	Record July Tax Revenues	7858		6,105.88	(6,105.88)
07/31/2012			681-000-672.006	END BALANCE	0.00	6,105.88	(6,105.88)
07/01/2012			681-173-751.002 CAR SHOWS		BEG. BALANCE		0.00
07/20/2012	AP	INV	MOTOR TOUR 2012	MOTOR TOUR 2012	1,000.00		1,000.00
07/31/2012			681-173-751.002	END BALANCE	1,000.00	0.00	1,000.00
07/01/2012			681-173-751.003 MINT FESTIVAL		BEG. BALANCE		0.00
07/19/2012	AP	INV	BANKS & CAR SHOW PRIZE	SUMMERFEST 2012	1,250.00		1,250.00
07/19/2012	AP	INV	BANKS & CAR SHOW PRIZE	SUMMERFEST 2012	100.00		1,350.00
07/20/2012	AP	INV	MINT FEST 2012	MINT FEST 2012	150.00		1,500.00
07/20/2012	AP	INV	SUMMERFEST 2012	128222	6,455.50		7,955.50
07/31/2012			681-173-751.003	END BALANCE	7,955.50	0.00	7,955.50
07/01/2012			681-173-818.000 CONTRACTUAL SERVICES		BEG. BALANCE		0.00
07/05/2012	AP	INV	EXECUTIVE SALARY 07/12	07/2012	1,500.00		1,500.00
07/31/2012			681-173-818.000	END BALANCE	1,500.00	0.00	1,500.00
07/01/2012			681-173-853.004 MONTHLY & LONG DISTANCE SERV		BEG. BALANCE		0.00
07/06/2012	AP	INV	TELEPHONE SERVICE	BA201742-07/12	28.38		28.38
07/31/2012			681-173-853.004	END BALANCE	28.38	0.00	28.38
TOTAL FOR FUND 681 PRINCIPAL SHOPPING DISTRICT					31,749.64	31,749.64	17,575.77

Fund 681 PRINCIPAL SHOPPING DISTRICT

GL Number	Description	Balance
*** Assets ***		
681-000-002.000	CASH - IMM/PRI ACCT 1289	7,883.89
681-000-084.001	DUE FROM GENERAL FUND	1,198.33
681-000-084.015	DUE FROM CURRENT TAX COLLECT	6,105.88
Total Assets		15,188.10
*** Liabilities ***		
681-000-202.000	ACCOUNTS PAYABLE	792.00
Total Liabilities		792.00
*** Fund Balance ***		
681-000-390.000	Fund Balance	12,185.83
Total Fund Balance		12,185.83
Beginning Fund Balance - 11-12		12,185.83
Net of Revenues VS Expenditures - 11-12		6,588.27
Net of Revenues VS Expenditures - Current Year		(4,378.00)
Ending Fund Balance		14,396.10
Total Liabilities And Fund Balance		15,188.10

City of St. Johns

Downtown Management Board

BALANCE SHEET

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

ASSETS

Cash	\$	7,883.89
Due from General Fund	\$	1,198.33
Prepaid Expense	\$	-
Due from Current Tax	\$	6,105.88
TOTAL ASSETS:	\$	<u>15,188.10</u>

LIABILITIES AND FUND BALANCE

LIABILITIES

Accounts payable	\$	792.00
Due to General Fund	\$	-
TOTAL LIABILITIES:	\$	<u>792.00</u>

FUND BALANCE: \$ 14,396.10

TOTAL LIABILITIES AND FUND BALANCE: \$ 15,188.10

City of St. Johns

Downtown Management Board

STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCE

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

	Budget	July	YTD Actual	Variance Favorable (Unfavorable)
REVENUES				
Special assessments	\$ 25,880.00		\$ -	\$ (25,880.00)
Interest	\$ 20.00		\$ -	\$ (20.00)
Miscellaneous	\$ -		\$ -	\$ -
Summerfest	\$ 4,000.00	\$ 6,105.88	\$ 6,105.88	\$ 2,105.88
Mint Festival	\$ 15,000.00		\$ -	\$ (15,000.00)
Farmer's Market	\$ 1,100.00	\$ -	\$ -	\$ (1,100.00)
Corporate Sponsors	\$ 5,000.00	\$ -	\$ -	\$ (5,000.00)
Transfer from General Fund	\$ 1,000.00	\$ -	\$ -	\$ (1,000.00)
TOTAL REVENUES:	\$ 52,000.00	\$ 6,105.88	\$ 6,105.88	\$ (45,894.12)
EXPENDITURES				
Postage	\$ 400.00	\$ -	\$ -	\$ 400.00
Office Supplies	\$ 400.00	\$ -	\$ -	\$ 400.00
Farmer's Market	\$ 600.00	\$ -	\$ -	\$ 600.00
Car Shows	\$ 1,970.00	\$ 1,000.00	\$ 1,000.00	\$ 970.00
Mint Festival	\$ 9,700.00	\$ 7,955.50	\$ 7,955.50	\$ 1,744.50
Summerfest	\$ 4,800.00	\$ -	\$ -	\$ 4,800.00
Santa Parade	\$ 2,000.00	\$ -	\$ -	\$ 2,000.00
Website	\$ 1,980.00		\$ -	\$ 1,980.00
Contracted services (Administration)	\$ 18,000.00	\$ 1,500.00	\$ 1,500.00	\$ 16,500.00
Downtown Improvement	\$ 9,950.00	\$ -	\$ -	\$ 9,950.00
Audit Fees	\$ 200.00	\$ -	\$ -	\$ 200.00
Monthly & Long Distance Service	\$ 500.00	\$ 28.38	\$ 28.38	\$ 471.62
Print & Publishing	\$ 1,500.00	\$ -	\$ -	\$ 1,500.00
Miscellaneous	\$ -	\$ -	\$ -	\$ -
TOTAL EXPENDITURES:	\$ 52,000.00	\$ 10,483.88	\$ 10,483.88	\$ 41,516.12
EXCESS OF REVENUES OVER (UNDER) EXPENDITURES:	\$ -	\$ (4,378.00)	\$ (4,378.00)	\$ (4,378.00)
Fund balance, beginning of year	\$ 18,774.10		\$ 18,774.10	
Fund balance, end of period	\$ 18,774.10		\$ 14,396.10	



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REVENUE AND EXPENDITURE REPORT

2012 US 27 MOTOR TOUR – 8/23/12

Preliminary Report as of September 20, 2012

<u>Revenue</u>		
-	None	
<hr/>		
-	Sub-Total (actual event proceeds)	
1,476.67	Corporate Sponsorship allocation for 2012 (Trade = \$310)	
1,476.67	Sponsorship Allocation for US 27 Motor Tour	
<hr/>		
		TOTAL REVENUE 1,476.67
<u>Expenses</u>		
60.00	Percentage of Jet Speed Trade for 5,000 DMB Downtown Brochures	
230.00	Michigan Graphics & Signs - Parking Lot Sign @ \$1150 / 5 events)	
20.00	Main Street Café Luncheon (percentage of \$100 overall)	
1,000.00	Craig Parrish (promoter)	
65.00	Jet Speed - 100 posters	
84.75	Platemate - Ad on 15,000 placements	
1,459.75		
<hr/>		
		TOTAL EXPENSES 1,459.75
<hr/>		
2012 US 27 Motor Tour Preliminary NET Profit:		\$ 16.92



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REVENUE AND EXPENDITURE REPORT

2012 FARMERS MARKET

Preliminary Report as of October 1, 2012

Revenue

Craig Bishop – Firstbank	285.00	6/25/2012
Bill Brewbaker – Allaby & Brewbaker Insurance	400.00	8/13/2012
	355.00	8/30/2012
Bruce DeLong – Clinton County Board of Commissioners	245.00	9/25/2012

1,000.00

Sub-Total (actual event proceeds)

310.00

Corporate Sponsorship allocation for 2012 (Trade = \$310)

310.00

Sponsorship Allocation for US 27 Motor Tour

TOTAL REVENUE

1,310.00

Expenses

	60.00	Percentage of Jet Speed Trade for 5,000 DMB Downtown Brochures
	230.00	Michigan Graphics & Signs - Parking Lot Sign @ \$1150 / 5 events)
	20.00	Main Street Café Luncheon (percentage of \$100 overall)
Tyler Barlage-Chair	84.75	Platemate - Ad on 15,000 placements Memorial Day issue
Craig Bishop	53.00	Jet Speed - 100 posters
Bill Brewbaker	76.00	St. Johns Reminder Ads - 6/16 & 6/24/12
Kirk Gartside	84.75	Platemate - Ad on 15,000 placements Mint Festival issue
Dennis LaForest		
Laurie Oakwood-Bishop		
Craig Smith		

608.50

TOTAL EXPENSES

608.50

2012 Farmers Market Preliminary NET Profit:

\$ 701.50



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	277.8%



St. Johns Principal Shopping District Board Events Comparison

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



St. Johns Principal Shopping District Board Events Comparison

	2010				2011					
Downtown Management Board Event	Sponsors	Revenue	Expenses	Net	Sponsors	Revenue	Expenses	Net	Difference (\$)	Difference (%)
Farmer's Market - 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	1,000.00	608.50	\$ 701.50	2.25	0.3%
Summerfest - June	2,368.60	3,127.00	4,425.07	\$ 1,070.53	3,419.00	6,158.00	6,403.65	\$ 3,173.35	2,102.82	196.4%
Vietnam Legacy Ride - August	1,090.00	0.00	833.00	\$ 257.00		0.00		\$ -	(257.00)	0.0%
Mint Festival - August	2,290.00	15,705.00	9,816.39	\$ 8,178.61	2,885.66	11,187.00	9,901.00	\$ 4,171.66	(4,006.95)	-49.0%
Old Historic US 27 Motor Tour Stop - August	1,913.00	0.00	1,926.00	\$ (13.00)	1,476.67		1,459.75	\$ 16.92	29.92	-230.2%
Santa Parade of Lights - December	1,090.00	500.00	1,600.10	\$ (10.10)	1,476.67			\$ 1,476.67	1,486.77	14720.5%
Yearly Totals	8,801.60	20,336.00	18,955.31	2011	9,568.00	18,345.00	18,372.90	2012	Difference (\$)	Difference (%)
		29,137.60	18,955.31	\$ 10,182.29		27,913.00	18,372.90	\$ 9,540.10	\$ (642.19)	-6.3%



Downtown St. Johns, Michigan

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Carole M. Field
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Email: CaroleField@
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ST. JOHNS PRINCIPAL SHOPPING DISTRICT BOARD BUDGET Fiscal Year July 1, 2012 to June 30, 2013

REVENUE

25,880	Special Assessment
20	Interest Earned
1,100	Farmers Market 2012
15,000	Mint Festival 2012
4,000	Summerfest 2013
-	Contra-Donation/Private Sources
5,000	Corporate Sponsors 2013
1,000	Transfer from City General Revenue

TOTAL REVENUE

\$ 52,000

EXPENSES

400	Postage
400	Office Supplies
600	Farmers Market 2012
9,700	Mint Festival 2012
1,970	U27 Motor Tour 2012
2,000	Santa Parade of Lights 2012
4,800	Summerfest 2013
18,000	Executive Director Salary
500	Phone
200	Audit Fees
1,500	Print & Publishing (Brochure)
1,980	Website
9,950	Downtown Reinvestment
4,450	Downtown Planters
500	Downtown Music
2,000	Christmas (Decorations)
1,000	Christmas (Install)
2,000	Miscellaneous

TOTAL EXPENSES

\$ 52,000

----- Original Message -----

From: "Bill & Yvonne Jackson" <wyjackson@frontier.com>

To: <CaroleField@DowntownStJohns.org>

Cc: "Craig Bishop" <cbishop@firstbankmi.com>; "Craig Smith" <PizzaCraig@voyager.net>; "Dave Mageli" <dmageli@ars.net>; "Bruce DeLong" <migsigns@frontier.com>; "Dennis LaForest" <DLaForest@ci.saint-johns.mi.us>; "Laura Bishop" <laurie.localemidia@gmail.com>; "Tyler Barlage" <TylerBarlage@aol.com>; "Bill Brewbaker" <bbrewbaker@abins.com>; "BILL & YVONNE JACKSON" <wyjackson@frontier.com>

Sent: Wednesday, September 19, 2012 1:56 PM

Subject: Direcort's position

Well, we had a very nice meeting this noon about our director and her position. Generally, we were all quite complimentary of her work and said as much at the meeting. We did, however, have some suggestions and after discussion it was agreed between Carole and us that Carole would implement the following:

1. First, Carole would call upon the members of the District at their place of business at least once a year to just chat and see what's on the members mind ect. Since there are 125 members it was estimated that if Carole called on 10 to 12 members each month, she would be able to touch base with each member at least once a year. Since she would be in the District during these times, she would be available to talk to any member who may wish to speak to her. She can also be reached at the PSD ph # and her published Cell #. It was also felt that calling upon members oftener would not be beneficial.
2. On the subject of marketing, the Board decided that it liked using the Marketing Committee to originate marketing strategies ect rather than the Director. Presently, the Marketing Committee has under review for possible later recommendation to the Board a strategy, which includes a possible pamphlet outlining available property, cost or rental, description and how the PSD/DDA might financially help a new business get started in our District. There is more work the Marketing Committee can do on marketing but its Chair felt they had plenty to do at present and did not want additional charges until it has completed what it has already begun.
3. With regards to maintaining regular hours at the City Offices, the Board believed that this was a waste of time as no one has shown up to take advantage of the availability of the Director when we offered this to the members in the past.
4. The Board did not believe we needed another person, unpaid or otherwise, to help Carole at this time. Carole felt she could handle what needs to be done in order to do her job and if she believes she needs help in the future, she will let us know. Obviously, she needs lots of help for the Events we put on and it is hoped that members will continue to participate along with other members of the public to assist with these Events from time to time.
5. The Board discussed having Greg or someone else help Carole with the accounting, and the Board decided to leave this responsibility with Carole as she helps keep our individual accounting straight with the City. The Board reflected on what had happened before Carole assisted us with the accounting.

I believe the foregoing reflects our discussions with Carole as to how the Board wishes to proceed in the future. In general, we would like Carole to have more contact with members in the District, but we do not want to be a nuisance to members. Therefore, it was felt a once a year contact would be sufficient at this time. If things change, then we can ask Carole to change.

Carole was asked what we could do for her and she said she appreciated our compliments and felt that the additional time that may be involved is manageable.

If any Board member feels I have left anything out or mischaracterized anything, then I would request that the member speak up and advise of his or her corrections.

Bill

----- Original Message -----

From: [Craig Bishop](#)

To: CaroleField@DowntownStJohns.org ; bbrewbaker@abins.com ; TylerBarlage@aol.com ; laurie.localemedia@gmail.com ; WYJackson@frontier.com ; [Dennis LaForest](#) ; migsigns@frontier.com ; PizzaCraig@voyager.net ; KGartside@CEPlusOnLine.com ; dmageli@ar-s.net ; DonaldThompson@comcast.net

Cc: [John Serrine](#) ; sjwieber@hotmail.com ; [Heather Hanover](#) ; [Cheryl Grueneberg](#) ; [George Ayoub](#) ; mccampbellsj@gmail.com ; tomirrer@mintcity.com ; [Paul McNamara](#) ; kathbeagle@charter.net ; [Kerry Nobis](#)

Sent: Wednesday, September 26, 2012 9:48 AM

Subject: Joint project between St. Johns Community Fund and DDA/PSP

At this morning's St. Johns Community Fund meeting, John Wieber brought up a concept that would be comparable, in theme, not scope, of the Art Prize contest that is run in Grand Rapids. As noted, the thought process would be to open up a contest and place pieces of art throughout business's in downtown St. Johns, and have people vote on their favorite piece. The winner would win some type of cash prize...we were thinking about \$5-10,000 in size. I thought that this might be a good joint project to be worked on by both entities (SJACF and the DDA/PSP) Benefits to this project would be

- 1) Bringing people into the downtown area for a concentrated period of time to be determined, and
- 2) Bringing these people in the individual downtown business's themselves

Both of these are goals of the DDA/PSP.

While no decision needs to be made today, as a member of both entities, I thought I would put this idea out there and get everybody's thoughts...again, this was brought up as a concept and if we go forward with it, many issues would still need to be worked out...

Your thoughts??

Craig



Principal Shopping District and Downtown Development Authority

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Secretary-Treasurer

Craig Smith – Main Street
Pizza

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Bruce DeLong – Clinton
County Board of
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Kirk Gartside – Custom
Embroidery Plus

Dennis LaForest – City of
St. Johns, Michigan

Dave Mageli – Account
Receivable Solutions

Laurie Oakwood-Bishop –
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Fax: 989-579-5907
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**DOWNTOWN DEVELOPMENT AUTHORITY (DDA)
DIRECTORS MEETING AGENDA
Wednesday, October 3, 2012
12 Noon, St. Johns Depot**

(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 September 12, 2012**
- 4. Communications: None**
 - a. Marketing** (Barlage-chair, Bishop, Brewbaker, LaForest, Oakwood-Bishop, Smith)
 - 1) Trail Head Design and Downtown "Theme"**
 - b. Events** (Kartside-Chair, Barlage, Jackson, Oakwood-Bishop, Smith)
 - c. Finance** (Jackson-chair, Barlage, DeLong, Mageli, Smith)
 - d. Security, Parking, Maintenance** (LaForest-chair, Brewbaker, Jackson, Mageli)
- 5. Old Business: * DDA 2013 Fiscal Year Budget and Anticipated DDA financial statement for the period ending August 30, 2012**
- 6. New Business: None**

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



Downtown St. Johns, Michigan

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DOWNTOWN DEVELOPMENT AUTHORITY (DDA)

DIRECTORS MEETING MINUTES

Wednesday, September 12, 2012

12 Noon, St. Johns Depot

(Following meeting of the Principal Shopping District Board)

1. **Call to Order by Chairman William Jackson at 12:46 p.m.** Attendance: Tyler Barlage, Bruce DeLong, Kirk Gartside, Dennis LaForest, Dave Mageli and Craig Smith. Guests in Attendance: John Serrine from Serrine and Associates, Lisa Kurnz & Beth Russell from Sirens Bar.
- 2.
3. **Additions to the Agenda.** None.
4. **Approval of Meeting Minutes:** Minutes of August 1, 2012 meeting were reviewed and approved. The City of St. Johns YTD amended financial report of the DDA for the period through June 30, 2012 was reviewed and discussed.
5. **Communications:** None
6. **Committee Reports:** None
7. **Old Business:** None
8. **New Business:** Trail Head Design: Discussion was held about designing a trail head greeting area containing advertisement and information about the Downtown to be located at the Depot. Grant applications have been submitted to the DNR for the construction of restrooms, storage, parking lot, picnic area, benches, water fountain, etc. The board agreed that a Landscape Architect would be useful in designing not on the trail head but a "theme" for Clinton Avenue and the rail trail. Tabled to the Marketing committee to pursue a Landscape Architect.

Meeting adjourned at 12:58 p.m.

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



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DOWNTOWN DEVELOPMENT AUTHORITY BOARD BUDGET Fiscal Year July 1, 2012 to June 30, 2013

REVENUE

19,000 Current Property Tax

TOTAL REVENUE

\$ 19,000

EXPENSES

3,500 City of St. Johns 207 Spring Parking Lot (\$3500/yr 2012-2016 = \$17,500)

3,000 Katren Industries for New Stage Construction

10,000 New Construction

2,500 *Miscellaneous*

TOTAL EXPENSES

\$ 19,000

