



**BOARD OF DIRECTORS
2009 - 2010**

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Christian Church

Eugene Bellingar – Katren
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Bill Brewbaker - Allaby &
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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

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 Bellingar
Bill Brewbaker
William Jackson
Dennis LaForest

**Executive, Finance,
Strategic Planning**

Jan Havlik
William Jackson
Paul McNamara
Dave Mageli

Executive Director

Carole M. Field
Cell: 989.640.5217
Fax: 989.579.5907
Email: CaroleField@
DowntownStJohns.org

DIRECTORS MEETING AGENDA

Tuesday, October 6, 2009

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 September 1, 2009.
- b. *Minutes of Special Meeting dated September 16, 2009
- c. *Approval of Executive Director's and Administrative Expenses.
- d. *City of St. Johns Finance Report for month of June 2009.

4. Communications: Letter from St. Johns High School teacher Jason Gnegy regarding "Redwing Pride" Banners

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. **Exec./Finance/Strategic Planning** (Havlik, Jackson, McNamara, Mageli).
- f. ***Director's Report.** (Carole Field).

6. Old Business:

- a. Sidewalk Ordinance (Street Signs)
- b. Events 2010 Meeting
- c. Homecoming Decorations
- d. Fall Street Decorations

7. New Business

- a. Improvements to Downtown.

Next Regular Meeting: November 3, 2009, 7:30 a.m., Conference Rm. C, Courthouse

DIRECTORS MEETING MINUTES

Tuesday, September 1, 2009

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

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1. **Call to Order by Chairman Bill Jackson at 7:33 am.** Attendance: Aaron Baker, Bill Brewbaker, Carole Field, Jan Havlik, Dave Mageli, Craig Smith, Deputy City Manager Cindy Warda and Steve Wagner, Community Development Director of the City of St. Johns.
2. **Additions to the Agenda.**
 - a. **Street Signs:** Community Development Director Mr. Steve Wagner requested that a continuing discussion of Sidewalk and Portable Street Signage in the Downtown District be added to the agenda. Motioned by LaForest, seconded by Mageli to add to the agenda.
3. **Approval of the Consent Agenda:** Motioned by Mageli, seconded by Havlik, to approve August 4, 2009 DMB minutes and the Executive Director and Administrative expenses of \$1,580.89.
4. **Communications:**
 - a. Proposed Amendment to City Sign Ordinance (Ordinance No. 510)
 - b. Letter from Lewis Communications regarding the Downtown Sound System and need to replace damaged speakers (14 @ \$79/pair = \$553). Discussion was held regarding replacing speakers, and Board voted to accept Lewis Communications' bid to replace the 14 speakers. Pricing needs to be confirmed, but Bill Brewbaker motioned and Dave Mageli seconded spending up to \$1200 for purchase of new speakers. Mr. Lewis also stated in his letter he would investigate wireless hookup of the speakers and microphone using radio frequency as the existing underground wiring to speakers is irreparably damaged due to moisture underground. Deputy City Manager Cindy Warda will inquire if City has recourse with Streetscape Contractor due to inadequate protection of underground wiring.
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). The committee met and set the board meeting agenda.
 - f. ***Director's Report.** (Carole Field). Carole presented amended financial reports for the Spring Fling and Taste of the Town, and preliminary financial reports of Sidewalk Sales Days, Mint Festival DOWNTOWN! and the US27 Motor Tour. The NET totals were as follows:

	Total Fund	2008 Bal =	2009 NET
1) Spring Fling Financial	\$ 987.85 less	\$ 280.25 =	\$ 707.60
2) Taste of the Town	\$ 1,957.53 less	\$ 991.15 =	\$ 966.38
3) Sidewalk Sales	\$ 393.55 less	\$ 403.36 =	\$ 9.19
4) Mint Festival DOWNTOWN!	\$ 4,895.35 less	\$ 58.11 =	\$ 4,837.24
5) US27 Motor Tour Financial	\$ 497.75-		\$ 497.75-
	\$ 7,736.53 less	\$ 1,732.87 =	\$ 6,003.66

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DIRECTORS MEETING MINUTES

Tuesday, September 1, 2009
7:30 a.m., Conference room C, Courthouse

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6. Old Business:

- a. **DMB Corporate Sponsorship Totals:** Carole presented an updated corporate sponsorship accounting reflecting \$4,600 in cash and \$810 of in kind donations, which total \$5,410.00. The sponsorship event benefit breakdown shows \$751.10 available for the Pumpkin Festival Car Show and \$650.60 for the Santa Parade of Lights.
- b. **Mint Festival Notes & Wrap Up:** Discussion was held about the overall success of the Mint Festival Downtown. The street traffic was way up and was comparable to the Wednesday night before Thanksgiving in the taverns and restaurants.
- c. **Events 2010 Meeting:** The board will hold a Special Events Committee meeting to discuss the 2010 event calendar on Wednesday, September 16th at 7:30 a.m. in the Courthouse Conference Room C. Notice of Special Meeting will be posted, and the Central Business District members will receive written notice in the September Newsletter (to be delivered this week.) Email invitations will also be sent to Larry Button, Craig Parrish (car shows), Chuck DeSander and Jeff Lazaros (Mint City Boxing).

7. New Business:

- a. **Street Signs:** City of St. Johns Community Development Director Steve Wagner presented a copy of the proposed amendment to the City Sign Ordinance ALLOWING sidewalk signs on a public sidewalk during business hours, and reported that he had personally distributed the Proposed Amendment to City Sign Ordinance (Ordinance No. 510) to the Central Business District for review and comment, and stated no responses had been received to date. Bill Jackson asked for a printed copy of the proposed ordinance to include in the DMB Newsletter and ask for feedback from those in the Business District. Carole will insert in the September newsletter this week.
- b. **Downtown Decorations:** After discussion, Tyler Barlage and Craig Smith agreed to coordinate Downtown decorations for both Homecoming (window painting) and the Pumpkin Festival Car Show (corn stalks adorning lamp posts).
- c. **Improvements to Downtown:** The board wishes to investigate improvements needed in the Downtown, and feels a comprehensive assessment of the first three blocks of Clinton is needed to obtain an estimate of work/repairs needed. (Electrical, speakers, trees, sidewalks, benches, flower barrels and hanging baskets, waste cans, etc.) Bill Jackson suggested engaging an engineering firm to provide assessment to detail needs and costs. Mr. Jackson states this can then be presented to the City during budget meetings this fall, and perhaps obtain assistance from the City. Aaron Baker will request independent appraisal from Trinity Engineering, asking for estimate by 9/16/09 to present at Special Events Committee Meeting. He will also ask for a separate estimate for lights on side streets Walker, Higham and Railroad. Craig Smith also mentioned the need for repair to the retaining wall behind Mainstreet Café, and Cindy Warda will pursue with City.

Motion by Mageli, seconded by Brewbaker, to adjourn. Meeting adjourned at 8:33 a.m.

Next Regular Meeting: November 3, 2009, 7:30 a.m., Conference Rm. C, Courthouse

DIRECTORS SPECIAL MEETING MINUTES

Tuesday, September 16, 2009

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

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1. **Call to Order by Chairman Bill Jackson at 7:32 am.** Attendance: Aaron Baker, Gene Bellinger, Bill Brewbaker, Carole Field, Jan Havlik, Dennis LaForest, Paul McNamara, Dave Mageli and guests Kathleen Beagle from the Briggs Public Library, Jenny McCampbell from the Clinton County Arts Council, Craig Parrish from the US 27 Motor Tour and Larry Button.
2. **Explanation of Agenda.**
 - a. **Events 2010:** Bill Jackson explained to those in attendance that this Special Meeting was called to exclusively discuss suggestions for events in the Downtown Business District, and to ultimately set the DMB events for the calendar year 2010.
3. **Approval of the Consent Agenda:** Motioned by Mageli, seconded by Havlik, to approve August 4, 2009 DMB minutes and the Executive Director and Administrative expenses of \$1,580.89.
4. **EVENTS:**
 - a. **Spring Fling:** The Spring Fling has traditionally been held the weekend before Memorial Day, and includes the Hospital Auxiliary Annual Flower Sale. This event has been plagued by bad weather, making it extremely difficult for the street vendors to display their wares and causing a less than desired turnout at the car show. After much discussion, Dave Mageli presented a motion to eliminate the Spring Fling event from our calendar, which Gene Bellinger seconded. This motion was carried by the consensus of the board.
 - b. **Farmer's Market:** The Farmer's Market has been in existence in St. Johns for over 30 years. LaForest motioned and Mageli seconded to continue, motion passed. Suggestions were voiced that the Hospital Auxiliary might hold their Annual Flower Sale at the Farmers Market next year, with a tentative schedule of every Saturday from June 20 through October 30, 2010.
 - c. **Taste of the Town:** Discussion was had to continue the expanded two day format again next year with the barbecue contest, beer tent and gaming, dropping the Friday night classic car "Cruise-In" and perhaps adding a Saturday afternoon boxing match. Mageli motioned and Havlik seconded to continue with a tentative event date of June 25 and 27, 2010; motion passed.
 - d. **Sidewalk Sales Days:** Discussion was had to combine the Sidewalk Sale with another Downtown event to insure its success, or to shorten the event to one day only from the traditional three days long. Bob Rehmann had communicated to Carole last week his own disappointment about this year's lack of participation from other retailers on the street, but stated that the Sidewalk Sale would not be beneficial for his business if it did not continue in the three day format during the same end third week of July period. It was also noted that the DMB contributed \$750 in advertising dollars in 2006, \$500 in 2007, \$500 in 2008 and \$300 in 2009. Paul McNamara motioned and Gene Bellinger seconded that the sidewalk sale be discontinued in its *current three day format*. Motion was carried by the consensus of the board.
 - e. **Mint Festival DOWNTOWN:** Discussion was had to continue the expanded two day beer tent/casino gaming format again next year with the Friday night classic car show and Saturday afternoon boxing match, with tentative dates set on Friday August 13 and Saturday August 14, 2010. Suggestions to pursue include the Mid Michigan Tractor Club and contacting Kevin Parker w/formula car and Al Thocker w/Hulk Car.

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DIRECTORS SPECIAL MEETING MINUTES

Tuesday, September 1, 2009

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- f. **US 27 Motor Tour:** The US 27 Motor Tour has been well received during each of the three years Downtown St. Johns has participated, and although it is a costly venture to join the tour, the benefit of bustling crowds viewing the three blocks of Clinton Avenue lined with classic cars was deemed worth the cost per the board discussion. Mageli motioned and LaForest seconded to continue the US 27 Motor Tour Stop, with a tentative date of Thursday August 19, 2010. Motion carried.
- g. **Pumpkin Festival Car Show:** The Pumpkin Festival Car Show has had some difficulties with weather and facilitating portions of the event (electrical outlets blowing during Chili Cook-Off). The board has also received advice from car show aficionados Larry Button, Rich Chapko and Craig Parrish to limit our Downtown Car Shows to ONE event per year. Mageli motioned and Havlik seconded that this event be discontinued, and motion carried.
- h. **Santa Parade of Lights:** This Parade is a new event for the DMB to coordinate, having only begun last year. LaForest motioned with Mageli seconding, and the board voted to continue the event.

5. **Closing Comments:** Paul McNamara noted that holding the Special Meeting and inviting the Downtown Business District members benefited the Board, as it allowed the luxury of time in discussions.

Motion by Jackson, seconded by LaForest, to adjourn. Meeting adjourned at 8:45 a.m.



St. Johns Downtown Management Board
Mint City USA
 100 E. State - St. Johns, MI. 48879 (989) 227-1717 www.DowntownStJohns.org

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EXECUTIVE DIRECTOR and ADMINISTRATIVE EXPENSES

September 2009

Total Supplies	\$ 0.00
Total Administrative Expenses	\$ 0.00
Executive Director Salary:	<u>\$ 1,500.00</u>
TOTAL for SEPTEMBER	\$ 1,500.00

Next Regular Meeting: November 3, 2009, 7:30 a.m., Conference Rm. C, Courthouse

**DOWNTOWN MANAGEMENT BOARD
YTD FINANCIAL REPORT
JULY 1, 2008 TO June 30, 2009**

Revenue		
YTD Assessment		21,908.03
Interest		68.55
2008 Car Raffle		160.00
2008 Taste of the Town		3,260.90
2008 Sidewalk Sales (Merchant/Vendor Advertising Monies)		625.00
2008 Car Shows (Mint Festival, Pumpkin Festival)		1,855.00
2008 Farmer's Market (Vendor Fees)		785.00
2009/2010 Corp Sponsors		4,250.00
2009 Spring Fling - 50/50 Raffle		201.00
2009 Spring Fling - Car Show		150.00
2009 Spring Fling - Vendors		60.00
2009 Taste of the Town		8,583.93
Miscellaneous		340.00
TOTAL REVENUE:		42,247.41
Expenses		
2008 Taste of the Town Print Ads	307.24	
2008 Sidewalk Sales Print Ads	1,177.87	
2008 Car Show Print Ads	300.00	
2008 Car Show Radio Ads	300.00	
2008 Car Show Promotions (trophies, T-shirts, bags)	1,671.78	
2008 Car Show DJ/Bands	750.00	
2008 US 27 Motor Tour	1,000.00	
2008 Farmer's Market Print Ads	309.00	
2008 Car Raffle	250.00	
2008 Christmas Full Page Print Ad	225.00	
2009 Advertising, Printing DMB Brochures	158.48	
2009 Advertising, Ad for DMB Renewal Mtg	76.80	
2009 Advertising, Printing Placements	430.00	
2009 Downtown Event Signs (Metal Standing)	600.00	
2009 Spring Fling Advertising	606.30	
2009 Spring Fling Trophies for CAR SHOW	149.70	
2009 Spring Fling Disc Jockey	150.00	
2009 Spring Fling Supplies	53.18	
2009 T-Shirts for DMB Volunteers	133.00	
2009 T-Shirts for CAR SHOWS	259.00	
2009 Taste of the Town Gaming License	100.00	
2009 Taste of the Town Beverages	3,084.20	
2009 Taste of the Town Bands & Radio Talent	1,450.00	
2009 Taste of the Town Tent & Chair Rental	1,871.00	
2009 Taste of the Town Insurance (Liquor Liability)	1,102.38	
2009 Taste of the Town Flyer Inserts for Newspaper	365.00	
2009 Taste of the Town Radio Advertising	750.00	
2009 Taste of the Town Supplies	140.60	
2009 Mint Festival Application	200.00	
2009 US 27 Motor Tour	1,000.00	
ADVERTISING (87% of YTD assessment)		18,970.53
2008 Downtown Flowers (51 planters, 12 hanging baskets)	2,500.00	
2008 Homecoming Window Decorating	75.00	
2008 Downtown Holiday greenery	285.00	
2008 Decorations for "Santa in Sleigh" float	154.32	
2008 XM Satellite Radio, BMI Broadcasting (Downtown Music)	438.45	
2009 BMI Broadcasting (Downtown Music)	305.00	
2009 CCAC Donation for Railcar Restoration at Depot	300.00	
2009 Downtown Flowers (51 planters, 12 hanging baskets)	3,226.40	
DOWNTOWN IMPROVEMENTS (16% of YTD assessment)		7,284.17
Sub-Total for Promotion (103% of YTD assessment)		26,254.70
Postage	325.95	
Office Supplies	68.91	
Phone (Long Distance)	382.33	
Other Expenses, Dues, Memberships	570.32	
Executive Director Salary	16,999.92	
Website Design	950.00	
Miscellaneous	157.68	
ADMINISTRATIVE (equal to 46% of YTD Revenue)		19,455.11
TOTAL EXPENSES:		45,709.81
Excess of Revenue		(3,462.40)
Fund Balance beginning of year		11,101.06
Fund Balance, end of period		7,638.66

From: Jason Gnegy [mailto:Gnegy_J@stjohns.edzone.net]
Sent: Thursday, September 10, 2009 2:33 PM
To: carole@carolefield.com
Subject: Downtown Banners Idea

Carole:

My name is Jason Gnegy and I am the Student Council Adviser at St. Johns High School (as well as a math teacher). I received your contact information from Dennis LaForest.

I had an idea that I think would be great for our downtown area as well as our schools. I would like to know what you think and if the DDA would support it.

I think that it would be really neat to change the downtown banners after Mint Festival to a new banner that would say something like "Redwing Pride" and have the school logo on it or something like that. These banners could be up until the Christmas banners get put out. This would allow them to be up during the Homecoming parade.

The Student Council has some money that we could put towards the cost of the banners. I also thought that we could solicit past graduates or just local community members to buy a banner or 2 to help defray the cost. I don't think that I want to get in to having a separate banner that would hang underneath to show who paid for the banner. Just simply a solicitation of money towards the total cost of banners to bring down the cost to the Student Council.

What are your thoughts?

What I would like to do is to research the total cost of the project and then present the findings to the Student Council.

If you think that this is a good idea that we should further discuss, I would gladly meet with you and we can hammer out some of the details.

I know when I talked to Dennis he really liked the idea and he said he could have the "city boys" put them up if we had the banners. He even commented that the Mint Festival banners had to be taken down.

Thanks for your time! I look forward to hearing your thoughts on this issue.

Jason

P.S. In addition to the banners downtown, I thought it would be neat if we could buy some extras to fly on the light posts around all of our schools. I think that this is a great way to increase school spirit and pride in our community schools.

Jason Gnegy
St. Johns High School
Math Teacher
501 W. Sickels
St. Johns, MI 48879
989.227.4163
989.227.4199 Fax
gnegy_j@stjohns.edzone.net



EXECUTIVE DIRECTORS REPORT

Tuesday, October 6, 2009

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

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*Indicates attachment

1. *Website 6 month Review

- Visits
- Page Views by Month
- Visit Depth
- Time Spent on Site
- Entry Page
- Most Popular Pages
- Search Keywords
- Taste of the Town Financial (amended)

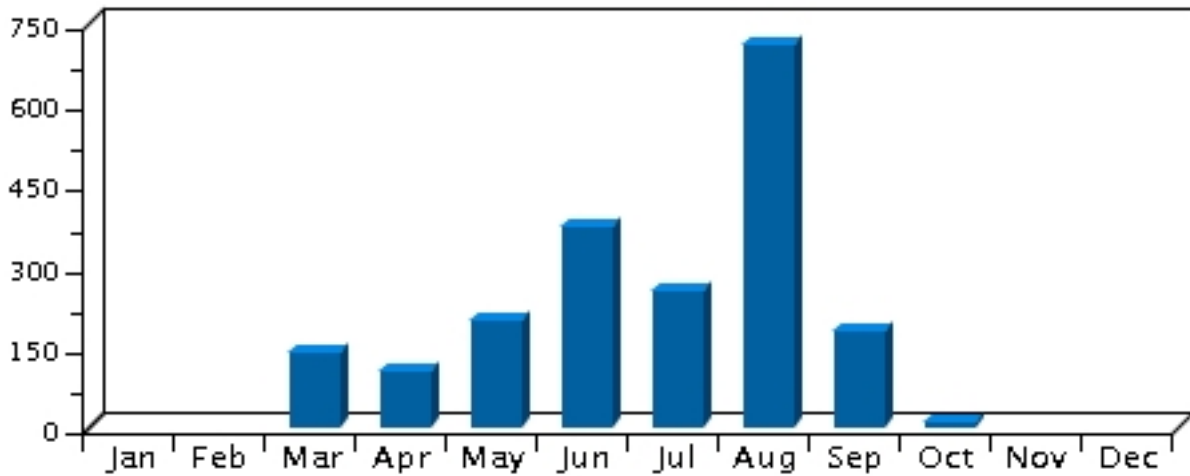
2. Meetings/events attended since last report:

- a. 09/01/09 – DMB Board Meeting
- b. 09/16/09 – DMB Special Board Meeting (Events)
- c. 09/30/09 – DMB Executive Board Meeting
- d. 10/01/09 – Downtown Lamp Post Decorating

Next Regular Meeting: November 3, 2009, 7:30 a.m., Conference Rm. C, Courthouse

Visits

Reporting Date: 2009



Visits Report Summary

		2009
Total		1,961

Visits Report Details

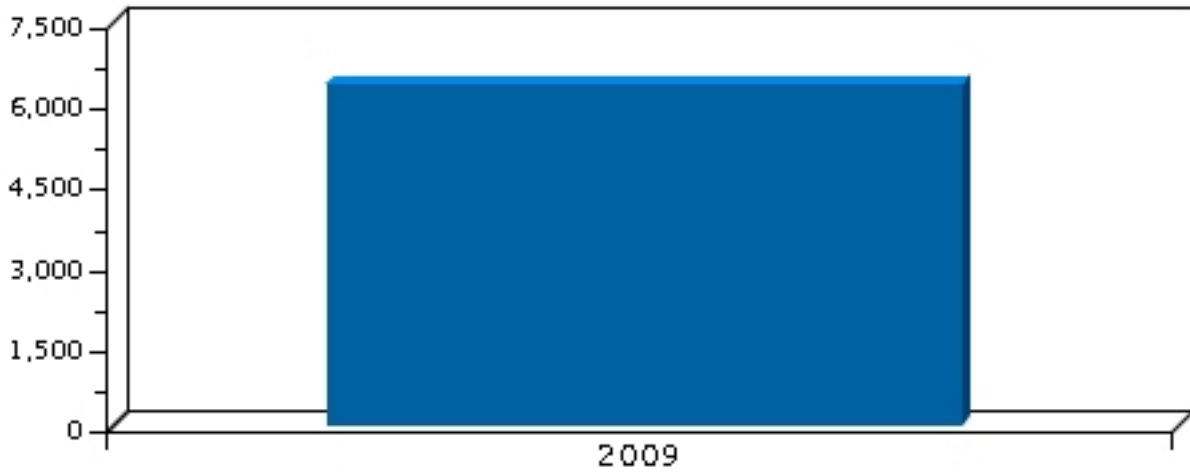
	Month	2009
1.	January 2009	0
2.	February 2009	0
3.	March 2009	140
4.	April 2009	104
5.	May 2009	197
6.	June 2009	371
7.	July 2009	251
8.	August 2009	709
9.	September 2009	181
10.	October 2009	8
11.	November 2009	0
12.	December 2009	0

Report generated at 05:08 AM N/A 10/02/2009

Page Views by Month

Reporting Date: All Years

Page: Entire Site



Page Views by Month Report Summary

	All Years
Total	6,356

Page Views Report Details

Year	All Years
1. 2009	6,356

Report generated at 05:17 AM N/A 10/02/2009

Visit Depth

Reporting Date: 2009



- 46.4% Visits with 1 page viewed
- 17.1% Visits with 2 pages viewed
- 16.8% Visits with 3 pages viewed
- 10.3% Visits with 4 pages viewed
- 9.5% Visits with 5 or more pages viewed

Average Visit Depth = 3.2

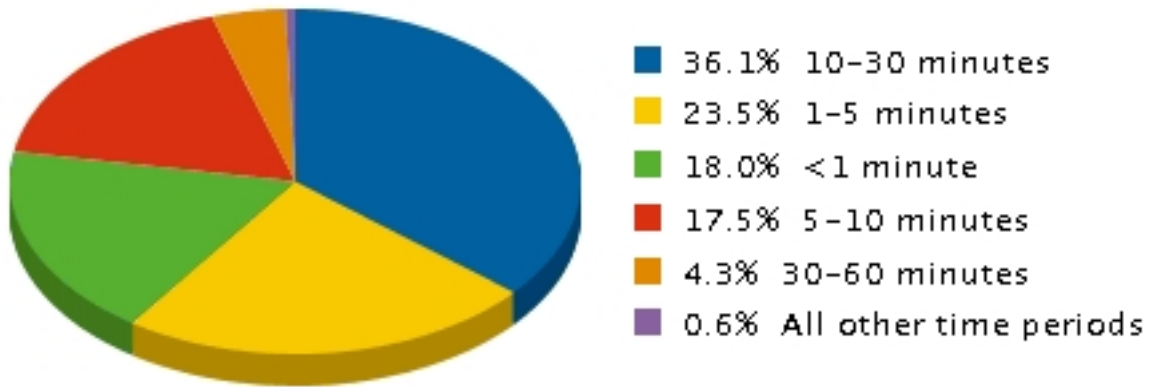
Visit Depth Report

Visit Depth	%	Visits
1. Visits with 1 page viewed	46.4%	1,049
2. Visits with 2 pages viewed	17.1%	387
3. Visits with 3 pages viewed	16.8%	379
4. Visits with 4 pages viewed	10.3%	232
5. Visits with 5 or more pages viewed	9.5%	215

Report generated at 05:14 AM N/A 10/02/2009

Time Spent on Site

Reporting Date: 2009



Average Time Spent on Site = 10.0 minutes.

Time Spent on Site Report

Time Interval	%	Visits
1. 10-30 minutes	36.1%	383
2. 1-5 minutes	23.5%	250
3. <1 minute	18.0%	191
4. 5-10 minutes	17.5%	186
5. 30-60 minutes	4.3%	46
6. 1-2 hours	0.6%	6
7. 2-5 hours	<0.1%	0
8. 5-10 hours	<0.1%	0
9. 10-15 hours	<0.1%	0
10. >15 hours	<0.1%	0

Report generated at 05:07 AM N/A 10/02/2009

Entry Page

Reporting Date: 2009



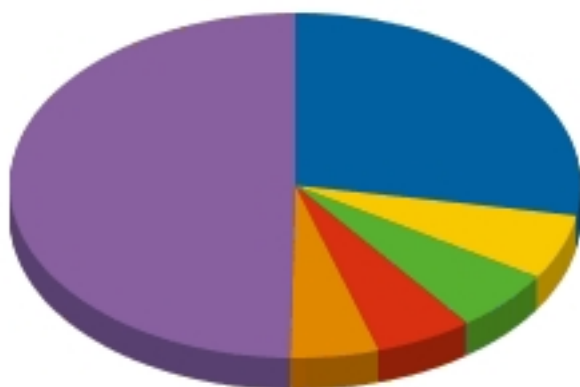
- 54.6% Downtown St. Johns, MI
- 8.3% Farmers Market
- 5.7% Mint Festival Downtown!
- 5.2% Taste of the Town
- 4.2% Arts & Culture
- 22.1% All other entry pages

Entry Page Report

	Entry Page	%	Visits
1.	Downtown St. Johns, MI	54.6%	1,070
2.	Farmers Market	8.3%	163
3.	Mint Festival Downtown!	5.7%	111
4.	Taste of the Town	5.2%	101
5.	Arts & Culture	4.2%	82
6.	Spring Fling Car Show	4.1%	81
7.	Spring Fling Flower Sale	3.0%	59
8.	Events Guide	2.6%	51
9.	Downtown Events	1.4%	28
10.	Home Page	1.3%	25
11.	Business Directory	1.3%	25
12.	Downtown Management Board	1.1%	21
13.	Mint Festival Car Show	0.9%	17
14.	Visitors Guide	0.8%	16
15.	Other	0.8%	15
16.	Vietnam Legacy Ride	0.7%	14
17.	Property Inventory	0.7%	13
18.	Santa Parade of Lights	0.6%	12
19.	What does the DMB/DDA do?	0.5%	9
20.	Historic US 27 Motor Tour	0.4%	8
21.	Summer Sidewalk Sale Days	0.3%	6
22.	By Category	0.3%	6
23.	Alphabetical	0.3%	5
24.	About the DMB	0.2%	4
25.	What is the DMB/DDA?	0.2%	4
26.	Helpful Links	0.2%	4
27.	Pumpkin Festival Car Show	0.2%	4
28.	Board Members	0.1%	2
29.	Volunteer	0.1%	2
30.	Car Shows	0.1%	2
31.	Event So Good It's Scary	0.1%	1

Most Popular Pages

Reporting Date: 2009



- 27.9% Downtown St. Johns, MI
- 6.0% Mint Festival Downtown!
- 5.9% Events Guide
- 5.6% Visitors Guide
- 4.9% Arts & Culture
- 49.7% All other pages

Most Popular Pages Report

		%	Pg. Views
1.	Downtown St. Johns, MI	27.9%	1,772
2.	Mint Festival Downtown!	6.0%	380
3.	Events Guide	5.9%	377
4.	Visitors Guide	5.6%	359
5.	Arts & Culture	4.9%	312
6.	Taste of the Town	4.7%	296
7.	Farmers Market	4.4%	281
8.	Downtown Events	4.2%	270
9.	Business Directory	3.2%	204
10.	Property Inventory	2.9%	183
11.	Board Members	2.7%	172
12.	Spring Fling Car Show	2.7%	172
13.	Helpful Links	2.5%	162
14.	Spring Fling Flower Sale	2.5%	157
15.	Downtown Management Board	2.4%	150
16.	Mint Festival Car Show	2.0%	124
17.	By Category	1.6%	100
18.	What does the DMB/DDA do?	1.4%	92
19.	Special Promotions	1.2%	75
20.	Alphabetical	1.1%	73
21.	Summer Sidewalk Sale Days	1.1%	69
22.	Other	1.1%	69
23.	Car Shows	1.1%	69
24.	Pumpkin Festival Car Show	1.0%	66
25.	What is the DMB/DDA?	1.0%	64
26.	Volunteer	1.0%	62
27.	Historic US 27 Motor Tour	0.9%	58
28.	Vietnam Legacy Ride	0.8%	54
29.	Santa Parade of Lights	0.7%	45
30.	Home Page	0.6%	40
31.	Event So Good It's Scary	0.5%	31

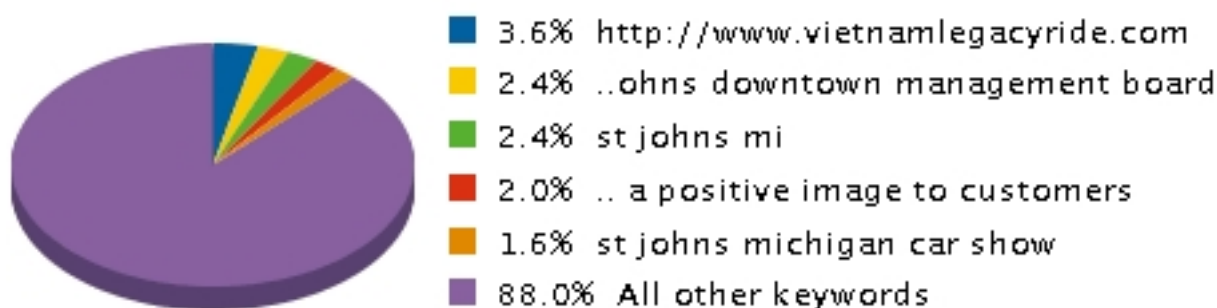
Most Popular Pages (Page 2)

		%	Pg.	Views
32.	About the DMB	0.3%		18

Report generated at 05:19 AM N/A 10/02/2009

Search Keywords

Reporting Date: 2009



Search Keywords Report

	Keyword	Searches
1.	http://www.vietnamlegacyride.com	9
2.	st. johns downtown management board	6
3.	st johns mi	6
4.	presenting a positive image to customers	5
5.	st johns michigan car show	4
6.	st. johns michigan sidewalk sales	4
7.	city of st. john's events guide	4
8.	st. john's june 26th car show	4
9.	st. johns mi	4
10.	st johns farmers market michigan	4
11.	st. john's events in 2009	4
12.	st johns mi farmers market	4
13.	st. john's car show	3
14.	downtown st. johns mi	3
15.	st johns michigan mint festival car show 2009	3
16.	the mint st. johns, mi	3
17.	saint johns car show	3
18.	http://www.downtownstjohns.org/eventsguide/mintfestivalcarshow.html	3
19.	st. johns car show	3
20.	saint johns michigan	3
21.	carolefield.com	2
22.	st. johns and michigan and chamber of commerce	2
23.	downtown development st. john's	2
24.	saint johns, michigan	2
25.	phil squattrito	2
26.	st. johns 2009 car show	2
27.	st.john's downtown	2
28.	photos of downtown saint johns veteran memorial	2
29.	car shows in st johns	2
30.	downtown st johns mi	2
31.	st. johns, mi	2

Search Keywords (Page 2)

	Keyword	Searches
32.	mint festival st johns mi	2
33.	st. johns mi. performance shell address	2
34.	st. johns spring fling mi	2
35.	michigan car shows 2009 st. johns	2
36.	city of st john's michigan carole field	2
37.	downtown st. johns michigan	2
38.	spring fling st johns mi	2
39.	downtown st. john's events	2
40.	st. john mi. spring fling	2
41.	car shows st johns	2
42.	st johns mint festival car show	2
43.	st. johns, mi farmers market	2
44.	st. john's michigan spring car show 2009	2
45.	www.chrishoughtonart.com	2
46.	mint festival logo contest 2009 st.johns mi	2
47.	saint johns michigan downtown management board	2
48.	swany's pub and grub	2
49.	the clinton theater in st. johns mi	2
50.	downtown st johns.org	2
51.	sidewalk sale st. johns, mi	2
52.	st. johns michigan events calendar	2
53.	the mint st. johns, mi	1
54.	taste of the town, st.johns,mi	1
55.	st. john's antique car show	1
56.	saint johns spring fling	1
57.	paine-gilliam-scott museum	1
58.	what does downtown do	1
59.	antique car show st.john's	1
60.	mint festival classic car, truck	1
61.	st. john's michigan spring fling	1
62.	downtown management board east lansing	1
63.	vetrans families st. johns michigan	1
64.	downtown st john's	1
65.	downtownmanagement.ca st.johns	1
66.	st. johns, mi car show	1
67.	car shows in st johns this month	1
68.	st johns sidewalk sales michigan	1
69.	housing available downtown st. johns michigan	1
70.	st johns car show	1
71.	st johns michigan art	1
72.	bruno's bar st. johns michigan	1
73.	st johns mi car shows	1
74.	farmers market, st johns, mi	1
75.	st johns mi shell	1
76.	car show st. johns	1
77.	downtown st johns events guide	1
78.	shaggys ice cream st.johns mi	1
79.	st.johns, mi and farmers market	1
80.	www.downtownstjohns.org	1
81.	car shows in newfoundland st. john's	1
82.	historic downtown st johns mi	1
83.	st. johns farmers market	1

Search Keywords (Page 3)

	Keyword	Searches
84.	st johns michigan taste of the town	1
85.	st johns mi businesses	1
86.	st johns pumkin festival car show 2009	1
87.	st john's car show	1
88.	st. john's, downtown events	1
89.	st john michigan train	1
90.	chrishoughtonart.com	1
91.	st johns, mi downtown	1
92.	st john's downtown management board	1
93.	paine gilliam house	1
94.	st.john car show	1
95.	downtown st john's 2009	1
96.	st.johns car show	1
97.	downtown st.johns mi	1
98.	st johns car, mi car show	1
99.	107 e railroad st st johns mi	1
100.	downtown st. johns, mi	1
101.	car show in st.johns mi. june 27th 2009	1
102.	st. john's events 2009	1
103.	briggspubliclibrary.org	1
104.	www.pizzophotography.com	1
105.	dmb@downtownstjohns.org	1
106.	homegrown productions st. johns michigan	1
107.	photos of firstbank st. john	1
108.	stjohnscarshow	1
109.	st. john's farmers market	1
110.	st. john's county farmers market	1
111.	paine gilliam scott museum, st. johns, michigan	1
112.	car show in st john	1
113.	summer sidewalk sales event saint johns 2009 -eventlister.com -craftlister.com	1
114.	mint festival classic car show st. john's	1
115.	st john in car show	1
116.	st johns mi.	1
117.	st johns michigan downtown	1
118.	st. johns michigan car show	1
119.	mint festival classic car show st. john's registration	1
120.	october 2009 st john's mi chili cook off	1
121.	st john's farmers market	1
122.	st john's michigan spring fling	1
123.	st.john spring fling, clinton	1
124.	st johns mi car show	1
125.	car show flyer st johns michigan	1
126.	211 n. clinton ave., st. johns, mi	1
127.	art gallery in st. john's, mi	1
128.	st. johns car show ca.	1
129.	st johns - spring fling festival	1
130.	st johns mint festival	1
131.	st. johns spring fling	1
132.	211 n. clinton saint johns michigan	1
133.	historical downtown saint johns michigan	1
134.	st. johns michigan visitors	1
135.	downtownstjohns.org	1

Search Keywords (Page 4)

	Keyword	Searches
136.	clinton county historical commission st johns	1
137.	st. john car show	1
138.	performance shell st. johns city park michigan	1
139.	http://www.vietnamlegacyride.com/	1
140.	shaggy's ice cream st. johns mi	1
141.	clinton county historical museum st johns	1
142.	downtown st. john's calendar	1
143.	st. johns, mi farmers market	1
144.	st. john's downtown management board	1
145.	st. johns michigan community theater	1
146.	volunteer opportunities, st. johns mi	1
147.	st. johns spring fling michigan	1
148.	st johns mint festival parade	1
149.	st. john's event guide	1
150.	downtown management board st. johns mi	1
151.	st. johns farmersâ€™™ market, mi mailing address	1
152.	car show saint johns michigan	1
153.	st. johns mint festival 2009	1
154.	downtown st johns, michigan	1
155.	clinton county historical museum, mi	1
156.	down town st.johns mi	1

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

Tuesday, October 6, 2009
 7:30 a.m., Conference room C, Courthouse

(Following meeting of the Downtown Management Board)

**BOARD OF DIRECTORS
 2009 - 2010**

Chairman

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

Vice-Chairman

Dave Mageli - Account Receivable Solutions, Inc.

Secretary-Treasurer

Jan Havlik - Firstbank

Directors

Aaron Baker – Harr's Jewelry

Tyler Barlage – Community Christian Church

Eugene Bellingar - Katren Industries, Inc.

Bill Brewbaker - Allaby & Brewbaker Inc.

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

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 Bellingar
 Bill Brewbaker
 William Jackson
 Dennis LaForest

Executive, Finance, Strategic Planning

Jan Havlik
 William Jackson
 Paul McNamara
 Dave Mageli

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 Bill Jackson
2. Additions to the Agenda.
3. *Approval of Meeting Minutes dated September 1, 2009.
4. Communications: None.
5. Old Business: None.
6. New Business: None.

**BOARD OF DIRECTORS
2009 - 2010**

Chairman

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

Vice-Chairman

Dave Mageli - Account Receivable Solutions, Inc.

Secretary-Treasurer

Jan Havlik - Firstbank

Directors

Aaron Baker – Harr's Jewelry

Tyler Barlage – Community Christian Church

Eugene Bellingar - Katren Industries, Inc.

Bill Brewbaker - Allaby & Brewbaker Inc.

Eric Harger - Trinity Engineering and Surveying Services, Inc.

Dennis LaForest - City of St. Johns, Michigan

Paul McNamara - Clinton County Board of Commissioners

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Executive Director

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**DOWNTOWN DEVELOPMENT AUTHORITY (DDA)
DIRECTORS MEETING MINUTES
Tuesday, August 4, 2009
7:30 a.m., Conference room C, Courthouse**

(Following meeting of the Downtown Management Board)

1. **Call to Order by Chairman Bill Jackson at 7:33 am.** Attendance: Aaron Baker, Bill Brewbaker, Carole Field, Jan Havlik, Dave Mageli, Craig Smith, Deputy City Manager Cindy Warda and Steve Wagner, Community Development Director of the City of St. Johns.
2. **Additions to the Agenda.** None. Agenda approved.
3. **Approval of Meeting Minutes:** Motioned by Mageli, seconded by Havlik, to approve minutes of meeting dated August 4, 2009. Approved.
4. **Communications:** None.
5. **Old Business:** None.
6. **New Business:** None.

Motion by Jackson, seconded by Mageli, to adjourn. Meeting adjourned at 8:34 a.m.

Next Regular Meeting: November 3, 2009, 7:30 a.m., Conference Rm. C, Courthouse