



Downtown St. Johns, Michigan

Mint City USA

Principal Shopping District and Downtown Development Authority

The St. Johns PSD/DDA - 100 E. State, PO Box 477 - St. Johns, MI. 48879 (989-227-1717) www.DowntownStJohns.org

**BOARD OF DIRECTORS
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

Bob Kudwa – Trinity Bldg

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
Bob Kudwa
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**

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Bill Brewbaker
William Jackson
Bob Kudwa
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

DIRECTORS MEETING AGENDA

Wednesday, January 9, 2013

12 Noon, Main Street Cafe

(*Indicates Attachment)

1. **Call to Order by Vice-Chairman Tyler Barlage**
2. **Additions to the Agenda.**
3. **Approval of the Consent Agenda:**
 - a. * Minutes of Meeting dated December 5, 2012.
 - b. * Approval of Executive Director Salary and Administrative Expenses of \$1,530.
 - c. * City of St. Johns YTD Amended Financial Report as of November 30, 2012
4. **Communications: None**
5. **Committee Reports:**
 - a. **Marketing** (Barlage-chair, Bishop, Brewbaker, Kudwa, LaForest, Oakwood-Bishop, Smith)
 - 1) Spicer Group Proposal
 - b. **Events** (Gartside-chair, Barlage, Jackson, Oakwood-Bishop, Mageli, Smith)
 - c. **Security, Parking, Maintenance** (LaForest-chair, Brewbaker, Jackson, Kudwa, Mageli)
 - d. **Executive/Finance/Strategic Planning** (Jackson-chair, Barlage, DeLong, Mageli, Smith)
 - e. **Director's Report.** (Carole Field)
 - 1) * 2012 Santa Parade preliminary Financial report
6. **Old Business:**
 - a. Recap of 12/7 Santa Parade of Lights
 - b. Recap of 12/11 and 12/13 Christmas Activities in the Depot
7. **New Business:**
 - a. PSD 2013-2014 Budget recommendations
 - b. 2013 PSD Events Calendar
 - c. Website Renewal

Next Regular PSD/DDA Meeting: First Wednesday of Month at 12 noon, Main Street Cafe



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DIRECTORS MEETING MINUTES

Wednesday, December 5, 2012

12 Noon, Main Street Café

1. **Call to Order by Chairman Bill Jackson at 12:00 p.m.** Attendance: Tyler Barlage, Craig Bishop, Bill Brewbaker, Kirk Gartside, Bob Kudwa, Dennis LaForest, Dave Mageli and Craig Smith. Guests in Attendance: Greg Teichman-Treasurer of the City of St. Johns and Jenny McCampbell from the Clinton County Arts Council.
2. **Amendment to the Agenda.** Move presentation of the Spicer Group Proposal by the Marketing Committee to the DDA agenda
3. **Approval of the Consent Agenda:** Motioned by Mageli, seconded by Barlage, to approve the minutes of the November 7, 2012 meetings, the Executive Director and Administrative expenses for November at \$1530 and the City of St. Johns YTD financial report for the period through October 31, 2012.
4. **Communications:** None
5. **Committee Reports:**
 - a. **Marketing** (Barlage-chair, Bishop, Brewbaker, Kudwa, LaForest, Oakwood-Bishop, Smith)
 - 1) **Christmas Decorations:** Committee chair Tyler Barlage reported difficulties with installing the skyline across the street as attachment to building fronts as originally planned has now been found impractical. Discussions are on going with the City to install two poles on corner bump outs on Clinton Avenue allowing skyline to be hung. Discussion was held and a recommendation of hanging between two existing telephone poles at the Depot was recommended. Tyler will pursue with the City DPW. Discussion was also held regarding bulbs being removed from tree lights and garland on street lamp poles in the Downtown. Replacement bulbs have been ordered and the DPW will replace missing lights on Friday December 7th before the Santa Parade of Lights.
 - b. **Events** (Gartside-chair, Barlage, Jackson, Mageli, Oakwood-Bishop, Smith)
 - c. **Security, Parking, Maintenance** (LaForest-chair, Brewbaker, Jackson, Kudwa, 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) * PSD/DDA 2012-2013 Budget: Discussion revealed that board members felt a portion of the previous fiscal year end fund balance (less 20% contingency) should be carried forward into the next year's budget appropriations. Tabled to finance committee.
6. **Old Business:**
 - a. Redwing Band Boosters donation of \$250 (discussed at November meeting) was again voted on and approved (5 in favor and 3 opposed) after motion by Craig Bishop seconded by Kirk Gartside.
 - b. Santa Parade of Lights 12/7: Parade activities are in order, although still looking for one additional judge. Kirk reported that Jason Colthorp has been contacted to judge, although he is on air during Parade timeframe so probably will not be able to assist.
 - c. Christmas Activities 12/11 and 12/13 in the Depot: Depot will be decorated on Monday, December 10th and volunteers are lined up to assist with activities.

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Dennis LaForest – City of St. Johns, Michigan

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Laurie Oakwood-Bishop – St. Johns Locale

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Wednesday, December 5, 2012

12:00 Noon, Main Street Café

-Page 2-

- d. PSD/DDA Board Member Committee Assignment: Bob Kudwa agreed to sit on the marketing committee and the Security, Parking & Maintenance Committee.

7. New Business:

- a. Bill Clark, Jr. Classic Car Club Show: Carole reported that Don Thompson has been approached by Bill Clark, Jr. with a request to hold a classic car show in the first block of the Downtown on the second Sunday of the month from May through September with the meeting point being Shaggie's Ice Cream. Motioned by Mageli and seconded by Barlage to encourage event and advertise through PSD venues providing all permits and accommodations (set-up and take down of sawhorses, clean-up, etc) be handled by responsible party (Shaggies).
- b. Residential Property Registrations: Bill Jackson reported that a residential property ordinance is in the making with certification required for authorization to lease. Although the ordinance is still being drafted, it should come to a vote in 2013 and will pertain to any rental property with more than 2 rental units.
- c. Park Use Rules and Regulations: Dennis LaForest reported that the City Commissioners are also developing Park Use Rules and Regulations.
- d. City Parks Board recommendation: Dennis LaForest reported that the City Commissioners wish to have a member of the PSD/DDA board sit on the City Parking Commission Board. Bill Brewbaker volunteered; motioned by LaForest and seconded by Mageli and motion to recommend Bill Brewbaker to City Commissioners passed.
- e. 2013 PSD Events Calendar: The Events Committee is scheduled to meet after December 9th and schedule events. Tabled to January meeting.

Meeting adjourned at 1:00 p.m.

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



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EXECUTIVE DIRECTOR and ADMINISTRATIVE EXPENSES

December 2012

| | |
|-----------------------|----------------|
| Total Supplies | \$ 0.00 |
|-----------------------|----------------|

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

| | |
|--------------------------------------|-----------------|
| Total Administrative Expenses | \$ 30.00 |
|--------------------------------------|-----------------|

Executive Director Salary: \$ 1,500.00

| | |
|------------------------|--------------------|
| TOTAL for Month | \$ 1,530.00 |
|------------------------|--------------------|



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REVENUE AND EXPENDITURE REPORT

2012 SANTA PARADE OF LIGHTS

Preliminary Report as of January 3, 2013

Revenue

| | |
|----------------------|---|
| - | |
| - | Sub-Total (actual event proceeds) |
| 2,000.00 | Funded from PSD 2011/2012 annual budget |
| 1,476.67 | Corporate Sponsorship allocation (Trade = \$310) |
| 3,476.67 | Sponsorship Allocation for Santa Parade 2010 |
| <hr/> | |
| TOTAL REVENUE | |
| 3,476.67 | |

Expenses

| | |
|-----------------------|---|
| 60.00 | Percentage of Jet Speed Trade for 5,000 Downtown Brochures |
| 230.00 | Michigan Graphics & Signs - Parking Lot Sign @ \$1150 / 5 events) |
| 20.00 | Main Street Café Luncheon (percentage of \$100 overall) |
| 70.00 | Jet Speed - 100 Santa Parade Posters |
| 140.00 | Jet Speed - 500 Santa Parade Table Toppers |
| 200.00 | St. Johns High School Musical Program Advertising |
| 500.00 | Best Decorated Prize Money |
| 114.60 | Gill-Roy's - Supplies for Christmas Tree Lights |
| 500.00 | CC News - 2 weeks Ads for Santa Parade |
| 350.00 | Z92.5 Radio Advertising |
| 227.50 | Andy T's - Cornstalks for Downtown |
| 420.00 | Andy T's - Evergreens for Downtown |
| 199.97 | Andy T's - Evergreens for Pavilion |
| 2,722.07 | Preliminary Estimate |
| <hr/> | |
| TOTAL EXPENSES | |
| 2,722.07 | |

Santa Parade of Lights 2012 preliminary estimated NET: \$ 754.60

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DowntownStJohns.org

PRINCIPAL SHOPPING DISTRICT CALENDAR OF EVENTS FOR 2013

The following are suggested events and dates for the
St. Johns Principal Shopping District Board calendar of events for 2013.

Shaggies Classic Car Show: 2nd Sunday, May - Sept, 2013

5/12, 6/9, 7/14, 8/11, 9/8

Habitat for Humanity Blessing of the Bikes: Saturday May 18, 2013

Armed Forces Day – Boat & RV Show in Downtown?

Farmers Market: Saturdays June 15 – Oct 26, 2013

Summerfest Battle of the Bands: Saturday Jun 22, 2013

Mint Festival: Friday August 9 & Saturday Aug 10, 2013

US 27 Motor Tour Stop: Thursday Aug 23, 2013

Santa Parade of Lights: Friday Dec 6, 2013

Children's Activities Down at the Depot: Saturday Dec 10, 2013

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NOTICE OF REGULAR BOARD MEETINGS FOR 2013

The St. Johns Principal Shopping District Board will meet at 12 Noon on the first Wednesday of each month at Main Street Café, located at 205 North Clinton Avenue. The Downtown Development Authority meetings follow the PSD meetings.

January 9, 2013

February 6, 2013

March 6, 2013

April 3, 2013

May 1, 2013

June 5, 2013

July 3, 2013

August 7, 2013

September 4, 2013

October 2, 2013

November 6, 2013

December 4, 2013

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Field Works Services

Proposal Quote

Date: January 9, 2013

4305 S. Lowell Road - Saint Johns, MI. 48879-9573
 Phone 989.640.5217, Fax 989.579.5907
 Email: Carole@CaroleField.com



TO:

St. Johns Principal Shopping District Board
 100 E. State, PO Box 477
 St. Johns, MI. 48879

FOR: St. Johns Principal Shopping District Board
Website Maintenance Proposal

| DESCRIPTION | HOURS per MO | RATE | AMOUNT |
|---|--------------|----------|---------------------------------|
| Website Design and Creation A. Domain Names (www.DowntownStJohns.org and www.MintCityUSA.com) B. Tailored Website Design and Hosting (99.9% Uptime Reliability) C. Email matched to Domain Name (1000 mailboxes) D. Design and Creation of Website Pages: 1) Home Page (Downtown St. Johns, MI) 2) About Us Page (Downtown Management Board) 3) What is the PSD/DDA? 4) What does the PSD/DDA do? 5) Board Members 6) Volunteer 7) Visitors Guide 8) Arts and Culture 9) Events Guide 10) Downtown Events 11) Farmers Market 12) Summerfest 13) Vietnam Legacy Ride 14) Mint Festival Car Show 15) Mint Festival Down at the Depot 16) Historic US 27 Motor Tour 17) Santa Parade of Lights 18) Downtown Dollars 19) Business Directory 20) Alphabetical Business Directory 21) By Category Business Directory 22) Property Inventory 23) Document Library 24) Helpful Links | | | 0.00 |
| Website Maintenance 1. Monthly Maintenance <ul style="list-style-type: none"> ▪ Updates and/or Additions to existing site (design, script, forms, photograph and document uploads, etc.) ▪ Monthly Search Engine Submission ▪ Monthly On-line Media Marketing: Utilization of member, shopper and visitor information obtained to Market and Communicate using electronic newsletters, emails and social media announcements. 2. Domain Name & Site Hosting | 1.0 wk = 4.5 | 30.00 HR | 135.00 Month 30.00 Month |

Thank you for giving me the opportunity to bid for your business. To view examples of my design work, please visit the websites of some of my clients online at CherCarKennels.net, DSDCA.org or CCDSA.org.

| | |
|------------------------------|----------------|
| YEARLY MAINTENANCE & UPKEEP | 1620.00 |
| YEARLY DOMAIN & SITE HOSTING | <u>360.00</u> |
| YEARLY TOTAL | 1980.00 |



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**DOWNTOWN DEVELOPMENT AUTHORITY (DDA)
DIRECTORS MEETING AGENDA
Wednesday, January 9, 2013
12 Noon, Main Street Cafe**

(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 December 5, 2012**
- 4. Communications: None**
 - a. Marketing** (Barlage-chair, Bishop, Brewbaker, Kudwa, LaForest, Oakwood-Bishop, Smith)
 - 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, Kudwa, Mageli)
- 5. Old Business:** Budget recommendations
- 6. New Business:** None

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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

DOWNTOWN DEVELOPMENT AUTHORITY (DDA)

DIRECTORS MEETING MINUTES

Wednesday, December 5, 2012

12 Noon, Main Street Cafe

(Following meeting of the Principal Shopping District Board)

1. **Call to Order by Chairman Bill Jackson at 12:45 p.m.** Attendance: Tyler Barlage, Craig Bishop, Bill Brewbaker, Kirk Gartside, Bob Kudwa, Dennis LaForest, Dave Mageli and Craig Smith. Guests in Attendance: Greg Teichman-Treasurer of the City of St. Johns and Jenny McCampbell from the Clinton County Arts Council.
2. **Additions to the Agenda.** Spicer Group Proposal
3. **Approval of Meeting Minutes:** Minutes of November 7, 2012 meeting were reviewed and approved.
4. **Communications:** None
5. **Committee Reports:** None
6. **Old Business:** DDA financial statement for the period ending October 31, 2012 was presented.
7. **New Business:** Spicer Group Proposal: Board members reviewed the November 16, 2013 Spicer Group Proposal to develop and design a "Downtown Area/ Rail Trail connection conceptual plan" offering a to develop a plan and layout of proposed area improvements amenities which *might* include city gateways, way finding components, Veterans Memorial components, a water feature, an exhibit area and more. The group speculates three meetings will be required to fact find, design and redesign the conceptual plan and present the finalized concept plan for a lump sum fee of \$7,800. Discussion was held and proposal was tabled to January meeting which will take place after finance committee meeting (in December) for recommendations on cost affordability and reviewing existing DDA budget. Comments were noted that the budget would need to be amended to allow for such expenditure during the 2012/2013 budget year.

Meeting adjourned at 1:15 p.m.

Next Regular PSD/DDA Meeting: First Wednesday of Month at 12 noon, Main Street Cafe