



# St. Johns Downtown Management Board

100 E. State Street – P.O. Box 477 – St. Johns, Michigan 48879  
(989) 227-1717, fax (989) 224-2204, DMB@DowntownStJohns.org  
[www.DowntownStJohns.org](http://www.DowntownStJohns.org)

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## DIRECTORS MEETING AGENDA Tuesday, September 1, 2009 7:30 a.m., Conference room C, Courthouse

### Chairman

William Jackson

### 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](mailto:CaroleField@DowntownStJohns.org)

(\*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 August 4, 2009.
  - b. \*Approval of Executive Director's and Administrative Expenses.
4. **Communications:**
  - a. Proposed Amendment to City Sign Ordinance (Ordinance No. 510)
  - b. Letter from Lewis Communications regarding Downtown Sound System and need to replace damaged speakers (14 @ \$79 ea = \$1106)
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).
    1. \*Spring Fling Financial (amended)
    2. \*Taste of the Town Financial (amended)
    3. \*Sidewalk Sales Financial (preliminary)
    4. \*Mint Festival DOWNTOWN! Financial (preliminary)
    5. \*US27 Motor Tour Financial (preliminary)
6. **Old Business:**
  - a. \*Corporate Sponsorship Totals as of August 17, 2009
  - b. Mint Festival Notes & wrap-up
  - c. Events 2010 Meeting
7. **New Business**
  - a. Homecoming Decorations
  - b. Pumpkin Festival Car Show
  - c. Fall & Winter Street Decorations
  - d. September Newsletter... to include wrap up of Mint Festival DOWNTOWN!, Street Sign ordinance with request for feedback, and invitation to attend Events committee meeting.
  - e. Improvements to Downtown.

Next Regular Meeting: October 6, 2009, 7:30 a.m., Conference Rm. C, Courthouse



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## DIRECTORS MEETING MINUTES

Tuesday, August 4, 2009

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

### Chairman

William Jackson

### 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

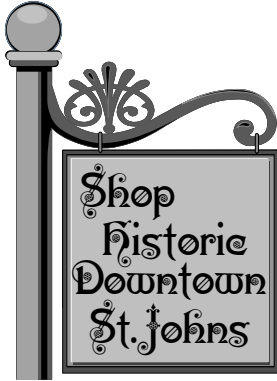
### Executive, Finance, Strategic Planning

Jan Havlik  
William Jackson  
Paul McNamara  
Dave Mageli

### Executive Director

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1. **Call to Order by Chairman Bill Jackson at 7:33 am.** Attendance: Bill Brewbaker, Carole Field, Jan Havlik, Dennis LaForest, Dave Mageli and Craig Smith plus guests Jennie McCambell of the Clinton County Arts Council, Brenda Terpening of the Clinton County Chamber of Commerce, Marcy Thompson from Thompson Public Relations 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 Havlik, seconded by LaForest, to approve July 7, 2009 DMB minutes, Executive Director and Administrative expenses of \$1,848.50, and the City of St. Johns finance reports for month of June 2009.
4. **Communications:**
  - a. Board reviewed letter from City Clerk Mindy Seavey stating the St. John City Commission approved appointment of Aaron Baker to the DMB/DDA board at their 7/13/2009 regular meeting.
  - b. Board reviewed letter from City Clerk Mindy Seavey stating the St. John City Commission approved appointment of Craig Smith to the DMB/DDA board at their 7/13/2009 regular meeting.
  - c. An example letter to the Michigan Natural Resources Trust Fund Board stating support of the City of St. Johns application for funding to acquire land adjacent to the future Clinton-Ionia-Shiawassee Rail Trail was presented by Mr. Steve Wagner, City of St. Johns Community Development Director. He requested similar letters be sent from individuals and businesses in the Downtown District, showing support of the City in this endeavor.
5. **Committee Reports:**
  - a. **Business Development, Retention & Recruitment.** (Harger, LaForest).
  - b. **Marketing** (Barlage, Brewbaker, Smith).
  - c. **Events** (Barlage, Havlik, Mageli). Dave Mageli reported that the Events Committee is working hard on the upcoming Mint Festival Downtown celebration.
  - d. **Parking, Maintenance & Security** (Baker, Bellingar, 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 artwork advertising the following: Sidewalk Sales Days, Mint Festival DOWNTOWN!, Mint City USA Car Show (at Mint Festival DOWNTOWN!) and theUS27 Motor Tour.



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## DIRECTORS MEETING MINUTES

Tuesday, July 7, 2009

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

-Page 2-

### 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 as of July 21, 2009 which combined total \$5,410.00.

### 7. New Business:

- a. **Street Signs:** City of St. Johns Community Development Director Steve Wagner again spoke of the existing City Ordinance regarding sidewalk and portable signage in the Downtown, stating their use is prohibited by City Ordinance when placed in the right of way. Mr. Wagner presented a proposed amendment to the City Sign Ordinance ALLOWING sidewalk signs on a public sidewalk during business hours, subject to the following requirements.

- 1) Sidewalk signs shall be displayed only during the normal business hours of the business advertised. All sidewalk signs shall be stored indoors at all other times.
- 2) Sidewalk signs shall be placed in a location so as not to impede pedestrian traffic or be a hazard to parked vehicles.
- 3) Sidewalk signs shall not be placed in a location or be of a size to impede the visibility of motorists at intersections.
- 4) Sidewalk signs shall be removed from the public sidewalk at any time weather conditions render the presence of such signs a hazard because of wind, ice, or snow.
- 5) Any sign that advertises a business other than that of the adjacent storefront must be granted the permission of the building owner and/or business.

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. Steve will provide that to Carole to insert in the September 2009 newsletter. Dennis LaForest suggested the DMB send a letter of support to the City Council, and Bill Jackson suggested the Board wait for feedback following the insertion in the DMB newsletter.

- b. **DMB Committees:** After discussion, Aaron Baker was added to the Security, Parking & Maintenance committee, Craig Smith was added to the Marketing committee, and Tyler Barlage was added to the Events committee and the Marketing committee.
- c. **Events 2010:** The board wishes to recruit Downtown Business District members to attend the Events committee meeting to select and schedule next years events. A September date will be decided and advertised in the September newsletter.

#### Chairman

William Jackson

#### 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 Bellinger

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Motion by LaForest, seconded by Mageli, to adjourn. Meeting adjourned at 8:15 a.m.



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## EXECUTIVE DIRECTOR and ADMINISTRATIVE EXPENSES

August 2009

### Chairman

William Jackson

### 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

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**Walmart:** 2 Colored Ticket Rolls for beer sales 8.23

**Kroger:** 2 boxes 55-gallon drum can liners 18.00

<b>Total Supplies</b>	<b>\$ 29.23</b>
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<b>Total Administrative Expenses</b>	<b>\$ 29.23</b>
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**Executive Director Salary:** **\$ 1,500.00**

<b>TOTAL for JULY</b>	<b>\$ 1,529.23</b>
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## **Proposed Amendment to City Sign Ordinance (Ordinance No. 510)**

### 56-002. DEFINITIONS

Sidewalk Sign. A portable, non-permanent sign placed on a public sidewalk in the CBD (Central Business District) during regular business hours.

### 56-104 SIGNS NOT REQUIRING PERMITS

#### (3) Signs in the Central Business District

Sidewalk signs may be permitted in the Central Business District, subject to the following requirements:

- (a) Sidewalk signs shall be displayed only during the normal business hours of the business advertised. All sidewalk signs shall be stored indoors at all other times.
- (b) Sidewalk signs shall be placed in a location so as not to impede pedestrian traffic or be a hazard to parked vehicles.
- (c) Sidewalk signs shall not be placed in a location or be of a size to impede the visibility of motorists at intersections.
- (d) Sidewalk signs shall be removed from the public sidewalk at any time weather conditions render the presence of such signs a hazard because of wind, ice, or snow.
- (e) Any sign that advertises a business other than that of the adjacent storefront must be granted the permission of the building owner and/or business.



**LEWIS COMMUNICATIONS**  
3366 N. US-27 ST. JOHNS, MI 48879  
PHONE- (989)-448-5543  
E-MAIL [lewcomm@gmail.com](mailto:lewcomm@gmail.com)

**FORENSIC & ARCHITECTURAL ACOUSTICS ANALYSIS**  
**VIDEO & ELECTRONIC COUNTERMEASURES ANALYSIS.**

**DATE: Monday, August 17, 2009**

**TO: Steven R. Rademacher**  
Supervisor, Department of Public Works  
100 E. State Street, P.O. Box 477  
St. Johns, Michigan 48879-0477

**FROM: Ted R. Lewis**

**RE: Downtown Sound system**

Steve in reference to our conversation on August 15<sup>th</sup> concerning the downtown sound system, I offer the following:  
As you know, the conduits for the input lines to the sound system downtown are setting in water filled conduit, which rendered the ability for us to use a microphone in that way useless. I am attempting to devise a proper way to do this via an RF link. Hopefully I will have this one working correctly by the Christmas Parade.

The other problem we discussed is not fully apparent to the listener, however all of the speakers are damaged by water. After replacing a couple of them I found that they were not as good an outside speaker as advertized. Water has been seeping inside and causing corrosion to the switches, transformers and speaker cones to a point that it requires the full power of the powerful amp we are using to keep them loud enough for people to hear correctly.

As we discussed earlier, it would be a great asset to the future of the system if I could replace the current speakers with the one I show on the attached. The specs. show these speakers to be ideal for our use. The major change I would make would be to add additional sealants to the cabinet and a small weep hole in the bottom to compensate for condensation.

As you can see, the speakers were \$ 245.00 per pair and can be purchased now for \$79.00 per pair. A very good buy.

I'm sure the speakers can be ordered through Radio shack for that price, we would have to pay shipping.  
There would be no charge for my labor. All we would need is the speakers.

This is something the downtown management group should be able to assist paying for.

12 speakers for downtown and if possible, 2 for the veterans memorial.

14 Speakers @ \$79.00=\$ 1106.00 with a need to add shipping, or radio shack may not charge shipping.

Attachment: Parts express speakers flyer.

Sincerely:

A handwritten signature in black ink that reads "Ted R. Lewis".

Ted R. Lewis



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The #1 Source for Audio, Video and Speaker Building Components!

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- Speaker Building
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- Tools Test Aids
- Wire/Cable
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 Projector Mounts  
 Entertainment Centers

Catalog / Flyer

- Free Catalog
- Latest Sales Flyer
- Email Flyer SignUp

check out the **TOP RATED PRODUCTS**

DIY Resources

- Project Showcases
- Featured Project
- Other Resources

Clearance / Sale Items

- Auditor Center
- Factory Buyouts
- Sales Specials



Speaker Deals!

HP-10800/4 10" Woofer 4 Ohm

Commercial Sound >> Fixed Installation Speakers

Sound Advance FMS530B 5-1/4" Indoor/Outdoor Speaker Pair BIK

★★★★★ (1 review)



Buyout!



Related Items Warranty  
 Description Specifications More Info Tech Drawings Install Guide

The Sound Advance® FastMount® Series consists of three extended bandwidth loudspeakers that establish a new benchmark for ruggedness, weather resistance, ease of installation and performance in commercial/professional outdoor speakers. Featuring the exclusive FastMount bracket system, speakers pivot up to 180° on the included bracket while remaining less than 1" from the mounting surface. All FastMount models feature a polypropylene cone woofer (FMS860: 8", FMS660: 6-1/2", FMS530: 5-1/4") and a 1" polyurethane dome tweeter that ensure superior quality sound even in outdoor areas with minimal reflecting surfaces. FastMount speakers are transformer-coupled, with taps for both 70V and 100V operation and 8 ohm bypass. All FastMount models feature a rugged, paintable, weather-resistant polypropylene enclosure and paintable perforated aluminum grill, and are available in black and white. General specifications: \*Enclosure material: Polypropylene (sealed) \*Grill: Paintable weather-resistant aluminum \*Input termination: four post barrier strip FM5530 Specifications: \*Tweeter: 1" polyurethane dome \*Woofer 5-1/4" black polypropylene cone with rubber surround \*Frequency response: 65 Hz - 20 kHz ±3dB \*Sensitivity: 88 dB (2.83V/1 m) \*Transformer taps: 30W, 15W, 7.5W, 3.8W (70V), 30W, 15W, 7.5W, (100V), 8 ohm bypass \*Power handling: 5 watts minimum, 70 watts maximum \*Dimensions: 6-1/2" W x 10-1/2" H x 6"D.

- Hi-fi sound, indoors or out
- FastMount brackets included
- Weatherproof polypropylene sealed enclosure
- Weather resistant removable aluminum grill
- Flat, smooth frequency response
- Multiple transformer tap settings including 8 ohm bypass

The exclusive patent-pending FastMount bracket allows these loudspeakers to easily snap and lock securely into place. Removal is via a hidden release tab located behind the speaker grill. These brackets make it easy for installers to mount FastMount loudspeakers as close as one inch to the mounting surface in a vertical or horizontal position, on a pole, or across a corner. Once in place, FastMount loudspeakers can pivot 180°, rotatable by a regulated indexed position system that ensures consistent placement from one speaker to another for uniform appearance and accurate soundfield reproduction.

An equally valuable FastMount feature is the Protected-Access Connection Terminal (PACT) that protects wire connectors from weather corrosion while making installation easier. PACT accepts input cabling via concealed, weatherproof, rubber-grommated rear-panel ports and directs it to the front, baffle-side of each loudspeaker. Signal connections are made there, behind a sealed access panel, while the speaker is secure in its mounting bracket. This eliminates any risky ladder acrobatics for installers.

1 Customer Reviews

Value ★★★★★ 5  
 Performance ★★★★★ 5  
 Features ★★★★★ 5  
 Overall Satisfaction ★★★★★ 5

1-1 of 1 Reviews

Was: \$245.00 PR  
**Save 68%**  
 Special Price: \$79.00 PR

Sku 249-450: In Stock

Qty: 1 **Add To Cart**

★ Add To Wish List

Request a large quantity quote.

No Hassle Returns

6 Easy Payments of \$14.00\*\*

BillMeLater Details

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Top Sellers



Dayton HR13C22 High-Speed HDMI Cable V1.3 C2 CL3 2m (6.6 Ft)  
 \$4.03 (64 reviews)  
 Now: \$6.00



Grill Cloth Black Yard 70" Wide  
 \$4.99 (119 reviews)  
 Now: \$6.90



Dayton 8PA-38G HD Blinding Post Pair Gold  
 \$19.99 (24 reviews)  
 Now: \$7.99



Aura Pro Bass Shaker  
 \$149.99 (82 reviews)  
 Now: \$44.50

Speaker Deals!

Vifa A13CG-21-04 5-1/4" Coaxial w/Audax Tweeter 4 Ohm



Was: \$17.00







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## EXECUTIVE DIRECTORS REPORT Tuesday, September 1, 2009 7:30 a.m., Conference room C, Courthouse

### Chairman

William Jackson

### Business Development, Retention & Recruitment

Eric Harger  
Dennis LaForest

### Marketing

Tyler Barlage  
Bill Brewbaker  
Craig Smith

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### \*Indicates attachment

1. \*Spring Fling Financial (amended)
2. \*Taste of the Town Financial (amended)
3. \*Sidewalk Sales Financial (preliminary)
4. \*Mint Festival DOWNTOWN! Financial (preliminary)
5. \*US27 Motor Tour Financial (preliminary)
  
6. Meetings/events attended since last report:
  - a. 08/04/09 – DMB Board Meeting
  - b. 08/08/09 – Farmer's Market
  - c. 08/13/09 – Gaming Training for Dealers
  - d. 08/14/09 – Mint Festival DOWNTOWN!
  - e. 08/15/09 – Mint Festival DOWNTOWN!
  - f. 08/17/09 – Mint Festival DOWNTOWN! Recap (money)
  - g. 08/20/09 – US27 Motor Tour Stop
  - h. 08/27/09 – DMB Executive Board Meeting
  - i. 08/29/09 – Farmers Market

Next Regular Meeting: October 6, 2009, 7:30 a.m., Conference Rm. C, Courthouse



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## REVENUE AND EXPENDITURE REPORT

### 2009 SPRING FLING FESTIVAL

(Event held May 16, 2009)  
 Amended Report as of Aug 27, 2009

**Chairman**  
 Dave Mageli

**Business Development,  
 Retention & Recruitment**  
 Eric Harger  
 Dennis LaForest  
 Jesse Caszatt

**Marketing**  
 Bill Brewbaker  
 Jesse Caszatt

**Events**  
 Dave Mageli  
 Jesse Caszatt  
 Jan Havlik

**Security, Parking  
 and Maintenance**  
 Dennis Leveck  
 Eugene Bellingar  
 Bill Brewbaker  
 William Jackson  
 Dennis LaForest

**Executive, Finance,  
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 Dave Mageli  
 Jesse Caszatt

**Executive Director**  
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 DowntownStJohns.org

#### Revenue

\$ 280.25	Spring Fling Festival Balance from 2008	
\$ 95.00	Car/Truck show registrations	(19 @ \$ 5 ea.)
\$ 55.00	Motorcycle show registrations	(11 @ \$ 5 ea.)
\$ 160.00	Open Air Vendors	(16 @ \$10 ea.)
\$ 120.00	Under Canopy Vendors	( 6 @ \$20 ea.)
\$ 201.00	50/50 Raffle	
<b>\$ 631.00</b>	<b>Sub-Total (actual event earnings)</b>	
\$ 851.10	Corporate Sponsorship allocation for 2009	
\$ 75.00	Specific Sponsorship for Motorcycle Trophies	
<b>\$ 926.10</b>	<b>Sponsorship Allocation for Spring Fling 2009</b>	

**TOTAL REVENUE: \$1,837.35**

#### Expenses

\$ 150.00	Craig Parrish – DJ Services
\$ 149.70	Crown Trophy – trophies
\$ 83.50	¼ Car Show T-Shirts
\$ 130.00	St. Johns Reminder – ½ page 5/02/09
\$ 171.30	Clinton County News – ¼ page 5/10/09
\$ 165.00	Independent Informer – ¼ page 5/11/09
<b>\$ 849.50</b>	<b>Total</b>

**TOTAL EXPENSES: \$ 849.50**

**PRELIMINARY BALANCE in SPRING FLING FUND: \$ 987.85**



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## REVENUE AND EXPENDITURE REPORT

### 2009 TASTE of the TOWN FESTIVAL

(Event held June 26 & 27, 2009)  
 Preliminary Report as of Aug 27, 2009

#### Chairman

William Jackson

#### Business Development, Retention & Recruitment

Eric Harger  
 Dennis LaForest  
 Jesse Caszatt

#### Marketing

Bill Brewbaker  
 Jesse Caszatt

#### Events

Dave Mageli  
 Jesse Caszatt  
 Jan Havlik

#### Security, Parking and Maintenance

Dennis Leveck  
 Eugene Bellinger  
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#### Revenue

**\$ 991.15 Taste of the Town Balance from 2008**

\$ 135.00	Barbecue Contest registrations	(9 @ \$ 15 ea.)
\$ 86.00	Barbecue Plate Sales	(86 @ \$ 1 ea.)
\$ 250.00	Vendors	(25 @ \$10 ea.)
\$ 3725.00	Gate Entries	(745 @ \$5 ea.)
\$ 483.00	Gaming Proceeds	
\$ 4074.93	Beer Sales	

**\$8,753.93 Sub-Total (actual event earnings)**

\$ 750.60	Corporate Sponsorship allocation for 2009
\$ 188.00	Specific Sponsorship for Newspaper Inserts

**\$ 938.60 Sponsorship Allocation for Taste of Town 2009**

**TOTAL REVENUE: \$ 10,683.68**

#### Expenses

\$ 700.00	Mike Shafley Band
\$ 700.00	Phat Morris Band
\$ 1760.60	Dan Henry Distributing (Beverages)
\$ 365.00	Jet Speed Printing (10K Taste of the Town Flyers)
\$ 1785.00	American Rentals (tent & portable toilets)
\$ 77.70	Crown Trophy – Barbecue Contest Plaques
\$ 50.00	Allaby & Brewbaker (Liquor Bond)
\$ 1052.38	Allaby & Brewbaker (Liquor Liability Insurance)
\$ 100.00	State of Michigan (Gaming Event License)
\$ 50.00	State of Michigan Liquor Control Commission
\$ 90.60	Temporary Food Service License
\$ 448.91	Central Gaming Company (Gaming Equip Rental)
\$ 100.00	Lyle Simon (Casino Gaming Coordinator Fee)
\$ 86.00	KofC Equip Rental -100 chairs @ 50¢ ea + 3 lost @ \$12ea)
\$ 230.66	Estimated Sales Tax on Liquor Sold
\$ 800.00	Z92.5 Radio- 30 commercials & 2 hr live feed
\$ 329.00	Independent Informer – Insert 9,400 Flyers)
<b>\$ 8,726.15</b>	<b>Preliminary Total (as of 8/27/09 only)</b>

**TOTAL EXPENSES: \$ 8,726.15**

**Taste of the Town 2009 preliminary NET: \$ 1,957.53**



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## REVENUE AND EXPENDITURE REPORT

### 2009 SIDEWALK SALES DAYS

(Event held July 23-25, 2009)  
Preliminary Report as of Sept 1, 2009

#### Chairman

William Jackson

#### 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

#### Revenue

\$ 403.36 Sidewalk Sales Days Event balance on account from 2008

\$ 125.00 Merchant Cash

\$ 345.00 Merchant Checks

\$ 470.00 Merchant Total

\$ 300.00 DMB Matching as approved by Board

**TOTAL REVENUE: \$ 1,173.36**

#### Expenses

\$ 198.71 Gannet Michigan Newspapers (Clinton County News)

\$ 144.00 The Weekly

\$ 134.10 Morning Star Publishing Co. (St. Johns Reminder)

\$ 150.00 The Argus-Press (*APPROXIMATED*)

\$ 153.00 Sentinel-Standard, Inc. (*APPROXIMATED*)

\$ 779.81 Preliminary Total (as of 8/27/09 only)

**TOTAL EXPENSES: \$ 779.81**

**SIDEWALK SALES DAYS preliminary NET: \$ 393.55**



# St. Johns Downtown Management Board

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## REVENUE AND EXPENDITURE REPORT

### 2009 MINT FESTIVAL DOWNTOWN

(Event held Aug 14 & 15, 2009)  
 Preliminary Report as of Sept 1, 2009

#### Chairman

William Jackson

#### Business Development, Retention & Recruitment

Eric Harger  
 Dennis LaForest

#### Marketing

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#### Revenue

**\$ 58.11 Mint Festival Classic Car Show Balance from 2008**

\$ 100.00	Car Show T-Shirts	(10 @ \$10ea)
\$ 820.00	Car Show Entries	(82 @ \$10ea)
\$ 6,198.00	Gate Entries	(1240 @ \$ 5ea)
\$ 1,879.00	Gaming Proceeds	
<u>\$ 5,090.00</u>	Beer Sales	
<b>\$14,087.00</b>	<b>Sub-Total (actual event earnings)</b>	

**\$ 851.10 Sponsorship Allocation for Mint Festival DOWNTOWN! 2009**

**TOTAL REVENUE: \$ 14,996.21**

#### Expenses

\$ 83.50	¼ of Car Show T-Shirts
\$ 30.00	Ice
\$ 750.00	Mike Shafley Band
\$ 750.00	Phat Morris Band
\$ 3447.35	Main Beverage Company (Beverages)
\$ 375.80	Lyle Simon (Casino Gaming Coordinator)
\$ 70.00	Jet Speed Printing (100 Color Posters)
\$ 187.50	Michigan Graphics & Signs (25 BEER TENT signs)
\$ 1725.00	American Rentals (tent & portable toilets)
\$ 77.85	Crown Trophy – Car Show Trophies 1 <sup>st</sup> -3 <sup>rd</sup> )
\$ 100.00	Cash Prize to Car Show 1 <sup>st</sup> Place Winner
\$ 50.00	Allaby & Brewbaker (Liquor Bond)
\$ 719.25	Allaby & Brewbaker (Liquor Liability Insurance)
\$ 100.00	State of Michigan (Gaming Event License)
\$ 50.00	State of Michigan Liquor Control Commission
\$ 75.00	Mailing List of 371 MI Car Clubs on Hemmings website
\$ 423.50	Central Gaming Company (Gaming Equip Rental)
\$ 288.11	Sales Tax on Liquor Sold
\$ 500.00	Co-op Advertising w/CCCC on WLNS Television
<u>\$ 298.00</u>	<u>LSJ 32" Color BOGO in 4 Papers w/71,225 circulation)</u>
<b>\$10,100.86</b>	<b>Preliminary Total (as of 8/27/09 only)</b>

**TOTAL EXPENSES: \$ 10,100.86**

**Mint Festival DOWNTOWN! 2009 preliminary NET: \$ 4,895.35**



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## REVENUE AND EXPENDITURE REPORT

### 2009 US27 MOTOR TOUR

(Event held Aug 20, 2009)  
Preliminary Report as of Sept 1, 2009

**Chairman**  
William Jackson

**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**  
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Bill Brewbaker  
William Jackson  
Dennis LaForest

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Strategic Planning**  
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#### Revenue

\$ 120.00	Car Show T-Shirts	(12 @ \$20ea)
\$ 65.00	US27 Tour Coffee Mugs	(13 @ \$ 5ea)
<b>\$ 185.00</b>	<b>Sub-Total (actual event earnings)</b>	
<b>\$ 901.10</b>	<b>Sponsorship Allocation for Taste of Town 2009</b>	

**TOTAL REVENUE: \$ 1,086.10**

#### Expenses

\$ 1,000.00	Craig Parrish – US27 Tour Promoter
\$ 83.50	¼ of Car Show T-Shirts
\$ 325.35	US27 Tour Coffee Mugs (155 @ \$2.10ea)
\$ 175.00	Ed Hafner Sound Cruise DJ Service
<b>\$1,583.85</b>	<b>Preliminary Total (as of 8/20/09 only)</b>

**TOTAL EXPENSES: \$ 1,583.85**

**US27 MOTOR TOUR preliminary NET: \$ 497.75-**



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## 2009 EVENT CORPORATE SPONSORS As of August 27, 2009

### Chairman

William Jackson

### Business Development, Retention & Recruitment

Eric Harger  
 Dennis LaForest

### Marketing

Tyler Barlage  
 Bill Brewbaker  
 Craig Smith

### Events

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1	City of St. Johns, MI.	1,000.00
2	Firstbank - St. Johns	550.00
3	Z92.5 The Castle	550.00
4	Allaby & Brewbaker Insurance	300.00
5	Fifth Third Bank	300.00
6	Abraham & Gaffney P.C.	150.00
7	Account Receivable Solutions	150.00
8	Alibi Bar	150.00
9	Bruno's Bar	150.00
10	Clinton County Chamber of Commerce	150.00
11	Jackson, Jackson & Associates	150.00
12	Katren Industries, Inc.	150.00
13	Sirrinc & Associates, Inc	150.00
14	Swany's Pub & Grub	150.00
15	Anonymous	100.00
16	Clinton County Arts Council	75.00
17	Dershey's Café	75.00
18	Gill-Roy's Commercial & Industrial Supply	75.00
19	Hungry Howie's Pizza	75.00
20	Kurt's Appliance Center	75.00
21	T. Snow Customs	75.00
<b>Total Cash Deposited</b>		<b>4,600.00</b>

### IN KIND DONATIONS

1	Independent Informer (Taste of the Town Inserts)	188.00
2	Jet Speed Printing (5K DMB 7-event Flyers)	150.00
3	Michigan Signs & Graphics (Car Show)	252.00
	Michigan Signs & Graphics (Farmers Market)	70.00
4	Custom Embroidery Plus (Volunteer T-Shirts)	150.00
<b>Total in Trade</b>		<b>810.00</b>

*The above sponsorships benefit these events for the following amounts:*

### DOWNTOWN MANAGEMENT BOARD EVENTS

1	Spring Fling (w/car show +\$75 for bike trophies)	926.10
2	Farmer's Market (\$70 for Signs + \$21.42 Flyers)	91.42
3	Taste of the Town (\$188 for Inserts)	938.60
4	Mint Festival Downtown (w/car show)	851.10
5	Old Historic US 27 Motor Tour (car show)	901.10
6	Pumpkin Festival (w/car show)	901.10
7	Santa Parade of Lights	800.60
2009	Corporate Sponsorship Allocation	5,410.00



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---

## Chairman

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## DOWNTOWN DEVELOPMENT AUTHORITY (DDA) DIRECTORS MEETING AGENDA

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

(Following meeting of the Downtown Management Board)

(\*Indicates Attachment)

1. Call to Order by Chairman Bill Jackson
2. Additions to the Agenda.
3. \*Approval of Meeting Minutes dated August 4, 2009.
4. Communications: None.
5. Old Business: None.
6. New Business: None.





# St. Johns Downtown Management Board

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## DOWNTOWN DEVELOPMENT AUTHORITY (DDA) DIRECTORS MEETING MINUTES

Tuesday, August 4, 2009

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

### Chairman

William Jackson

### Business Development, Retention & Recruitment

Eric Harger  
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### (Following meeting of the Downtown Management Board)

- 1. Call to Order by Chairman Bill Jackson at 7:33 am.** Attendance: Bill Brewbaker, Carole Field, Jan Havlik, Dennis LaForest, Dave Mageli and Craig Smith plus guests Jennie McCambell of the Clinton County Arts Council, Brenda Terpening of the Clinton County Chamber of Commerce, Marcy Thompson from Thompson Public Relations 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 Havlik, seconded by LaForest, to approve minutes of meeting dated July 7, 2009. Approved.
- 4. Communications:** None.
- 5. Old Business:** None.
- 6. New Business:** None.

Motion by Brewbaker, seconded by Mageli, to adjourn. Meeting adjourned at 8:16 a.m.