



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**

Dennis LaForest-Chair  
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, February 6, 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 January 9, 2013.
  - b. \* Approval of Executive Director Salary and Administrative Expenses of \$1,530.
  - c. \* City of St. Johns YTD Amended Financial Report as of December 31, 2012
4. **Communications: None**
5. **Committee Reports:**
  - a. **Marketing** (Barlage-chair, C.Bishop, Brewbaker, Gartside, Kudwa, LaForest, L.Bishop, Smith)
  - 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)
6. **Old Business:**
  - a. PSD 2013-2014 Budget recommendations
  - b. 2013 PSD Events Calendar
7. **New Business:**
  - a. Thank you to Brian Mead of Out on A Limb Tree Trimming Service for help and use of his bucket truck in decorating Downtown St. Johns Christmas Tree (\$50 gas card?)
  - b. Sponsor Solicitation
  - c. Events Advertising
  - d. Brochure

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



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### 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 &  
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Bruce DeLong – Clinton  
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Kirk Gartside – Custom  
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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

Dennis LaForest-Chair  
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 MINUTES

Wednesday, January 9, 2013

12 Noon, Main Street Café

1. **Call to Order by Vice-Chairman Tyler Barlage at 12:03 p.m.** Attendance: Tyler Barlage, Craig Bishop, Laurie Oakwood-Bishop, Bill Brewbaker, Kirk Gartside, Bob Kudwa, Dennis LaForest, Dave Mageli and Craig Smith. Guests in Attendance: Jenny McCampbell from the Clinton County Arts Council.
2. **Amendment to the Agenda.**
  - a. Presentation of \$250 PSD donation to Tom Magsig of St. Johns Redwing Band Boosters
  - b. Cigarette receptacles for American Legion added to New Business
3. **Approval of the Consent Agenda:** Motioned by Mageli, seconded by Brewbaker, to approve the minutes of the December 5, 2012 meetings, the Executive Director and Administrative expenses for December at \$1530 and the City of St. Johns YTD financial report for the period through November 30, 2012.
4. **Communications:** None
5. **Committee Reports:**
  - c. **Marketing** (Barlage-chair, C.Bishop, Brewbaker, Gartside, Kudwa, LaForest, L.Bishop, Smith)
  - d. **Events** (Gartside-chair, Barlage, Jackson, Oakwood-Bishop, Mageli, Smith)
    - 1) **Christmas Decorating Sub-committee:** (Lisa Kurnz, Beth Russell, Bill Brewbaker)
  - e. **Security, Parking, Maintenance** (LaForest-chair, Brewbaker, Jackson, Kudwa, Mageli)
  - f. **Executive/Finance/Strategic Planning** (Jackson-chair, Barlage, DeLong, Mageli, Smith)
  - g. **Director's Report.** (Carole Field)
    - 1) \* 2012 Santa Parade preliminary Financial report presented showing \$754.60 profit
6. **Old Business:**
  - a. Recap of 12/7 Santa Parade of Lights: The parade was well received and attended. Suggestions were made to assign order numbers to parade entries ahead of time and to indicate order of placement by markers in parking lot so entrants can line up easier. Also suggested to include aerial view of parking lot with entry spots marked. Discussion was held about moving parade commentator to courthouse lawn for ease of announcing entrants in order.
  - b. Recap of 12/11 and 12/13 Christmas Activities in the Depot: The Tuesday night children's activities were well attended, but Thursday night only had a small number of participants. The events committee suggests only having one night of children's activities in 2013.
  - c. Tyler Barlage updated the board on the progress of installing the Christmas skyline. At this time bids are being investigated for installation of two metal poles on each side of Clinton Avenue that would support the Christmas skyline and perhaps assorted banners throughout the year.
7. **New Business:**
  - a. PSD 2013-2014 Budget recommendations were reviewed. Suggestions were made that a long term vision plan for the Downtown (for side streets, depot, amenities) should be investigated which would then help the board in deciding upon budget expenditures. Dennis LaForest volunteered to attempt arranging such a meeting and will invite Dave Ivan to coordinate. Further budget discussion was tabled to February meeting.
  - b. 2013 PSD Events Calendar: Craig Bishop motioned and Bill Brewbaker seconded accepting events calendar as presented; motion passed.

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



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**BOARD OF DIRECTORS  
2011 - 2012**

**Chairman**

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

**Vice-Chairman**

Tyler Barlage – Community Christian Church

**Secretary-Treasurer**

Craig Smith – Mainstreet Pizza

**Directors**

Aaron Baker – Harr's Jewelry

Craig Bishop – Firstbank

Eugene Bellingar – Katren Industries

Bill Brewbaker – Allaby & Brewbaker Insurance

Bruce DeLong – Clinton County Board of Commissioners

Eric Harger – Trinity Engineering and Surveying Services

Dennis LaForest – City of St. Johns, Michigan

Dave Mageli – Account Receivable Solutions

## DIRECTORS MEETING MINUTES

Wednesday, January 9, 2013

12:00 Noon, Main Street Café

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- c. 2013 PSD/DDA Meeting Dates: The board reviewed the suggested first Wednesday of every month meeting dates for the calendar year 2013 and determined the July meeting should be moved to the second Wednesday 7/10/13 (to allow for the Independence Day celebration in the week before). Mageli motioned and Craig Bishop seconded accepting amended dates; motion passed.
- d. Website Renewal: The board reviewed a proposal from Fieldworks Services to continue maintaining the [www.DowntownStJohns.org](http://www.DowntownStJohns.org) website which reflected no increase in cost from the previous year. Motioned by Mageli and seconded by C. Bishop to approve; motion passed.
- e. Cigarette receptacles for American Legion: Dave Mageli reported that a request was received from the American Legion to purchase cigarette receptacles to be placed outside their location. A question was raised if they wished to have a 1 receptacle, or perhaps 2 receptacles to be placed outside both the front and back doors, and Dave Mageli will visit with them to determine how many receptacles they wish to have. Brewbaker motioned and Mageli seconded purchasing up to two receptacles; motion passed.

Meeting adjourned at 1:05 p.m.

### COMMITTEES

**Business Development, Retention & Recruitment**

Craig Bishop  
Eric Harger  
Dennis LaForest

**Marketing**

Tyler Barlage  
Bill Brewbaker  
Craig Smith

**Events**

Tyler Barlage  
Dave Mageli  
William Jackson

**Security, Parking and Maintenance**

Aaron Baker  
Eugene Bellingar  
Bill Brewbaker  
William Jackson  
Dennis LaForest

**Executive, Finance, Strategic Planning**

Tyler Barlage  
Bruce DeLong  
William Jackson  
Dave Mageli  
Craig Smith

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**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

### January 2013

<b>Total Supplies</b>	<b>\$ 0.00</b>
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Mail Chimp – Electronic Email Newsletter (monthly fee)	\$ 30.00
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<b>Total Administrative Expenses</b>	<b>\$ 30.00</b>
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<b>Executive Director Salary:</b>	<b><u>\$ 1,500.00</u></b>
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<b>TOTAL for Month</b>	<b>\$ 1,530.00</b>
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**Next Regular PSD/DDA Meeting: First Wednesday of Month at 12 noon, Main Street Cafe**

**PRINCIPAL SHOPPING DISTRICT YTD FINANCIAL REPORT  
JULY 1, 2012 to June 30, 2013**

<b>REVENUE</b>			<u>Dec-12</u>	<u>YTD</u>
681.000.665.000	Interest Earned/Investments	Interest		
681.000.671.007	Farmers Market	2012 Farmer's Market (Vendor Fees)		1,050.00
681.000.671.018	Mint Festival	2012 Mint Festival		11,187.00
681.000.751.003	Summerfest	2012 Summerfest		
681.000.675.000	Contr-Donat/Private Sources	2013 Donations/Private		
681.000.675.005	Corporate Sponsors	2013 Corp Sponsors		
681.000.699.035	Transfer from General Fund	2013 City of St. Johns Corp Sponsorship		
681.000.671.000	Miscellaneous Revenue	2013 Miscellaneous (Prepaid Vendor Fees)		
<b>Earned Revenue</b>			<b>-</b>	<b>12,237.00</b>
681.000.672.006	Downtown Business District	YTD Assessment	<b>507.20</b>	23,798.64
<b>TOTAL REVENUE:</b>			<b>507.20</b>	<b>36,035.64</b>

<b>EXPENSES</b>			<u>Dec-12</u>	<u>YTD</u>
681.173.751.001	Farmers Market			(125.50)
681.173.751.004	Summerfest 2012			(192.00)
681.173.751.003	Mint Festival 2012			7,713.38
681.173.751.002	Car Shows (US 27 Motor Tour)			1,065.00
681.173.751.007	Santa Parade 2012	Print Ads - Newspapers	<b>450.00</b>	450.00
681.173.751.007	Santa Parade 2012	Prize Money	<b>500.00</b>	500.00
681.173.751.007	Santa Parade 2012	Table Cards & Posters	<b>210.00</b>	210.00
<b>ADVERTISING</b>			<b>1,160.00</b>	<b>9,620.88</b>

			<u>Dec-12</u>	<u>YTD</u>
681.173.818.040	Downtown Improvement	Replacement Bulbs for Tree Lights	<b>79.98</b>	79.98
681.173.818.040	Downtown Improvement	Installation of Tree Lights	<b>800.00</b>	800.00
681.173.818.040	Downtown Improvement	Christmas Decorations Evergreens	<b>121.37</b>	121.37
681.173.818.040	Downtown Improvement	Evergreens for Downtown	<b>420.00</b>	420.00
681.173.818.040	Downtown Improvement	Halogen Spike Lights (bulb replacements)		
681.173.818.040	Downtown Improvement	Downtown Hanging Baskets and Flower Pots		
681.173.818.040	Downtown Improvement	Smokers Receptacles for Depot		
681.173.900.000	Print & Publishing	5000 Downtown St. Johns Brochures		
681.173.900.000	Print & Publishing	Downtown St. Johns Events Flyers		
681.173.956.000	Miscellaneous	XM Satellite Radio (10/12/12-10/11/13)		133.63
681.173.956.000	Miscellaneous	ASCAP License Fee (1/11/12-12/31/12)		
681.173.956.000	Miscellaneous	BMI Broadcasting Fee (7/11/12-16/30/13)		
681.173.956.000	Miscellaneous	Donation to Redwings Band Boosters	<b>250.00</b>	250.00
<b>DOWNTOWN IMPROVEMENTS</b>			<b>1,671.35</b>	<b>1,804.98</b>
<b>Sub-Total for Promotion (Advertising + Improvements)</b>				<b>11,425.86</b>

			<u>Dec-12</u>	<u>YTD</u>
681.173.729.000	Postage	Postage (USPS stamps + Mailchimp email)	<b>30.00</b>	150.00
681.173.730.000	Office Supplies/Adm	Office Supplies		
681.173.853.004	Monthly & Long Distance	Phone (Long Distance) \$28.34/mo	<b>28.38</b>	170.28
681.173.826.086	Audit Fees	Audit Fees		
681.173.818.000	Contractual Services	Executive Director Salary	<b>1,500.00</b>	9,000.00
681.173.818.000	Contractual Services	Website Design & Maintenance	<b>165.00</b>	825.00
<b>ADMINISTRATIVE</b>			<b>1,723.38</b>	<b>10,145.28</b>
<b>TOTAL EXPENSES:</b>			<b>4,554.73</b>	<b>21,571.14</b>

<b>Excess of Revenue</b>	<b>14,464.50</b>
<b>Fund Balance beginning of year</b>	<b>18,774.10</b>
<b>Fund Balance, end of period</b>	<b>33,238.60</b>

# City of St. Johns

## Principal Shopping District

### BALANCE SHEET

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

#### ASSETS

Cash	\$	31,533.07
Due from General Fund	\$	1,198.33
Prepaid Expense	\$	-
Due from Current Tax	\$	507.20
<b>TOTAL ASSETS:</b>	<b>\$</b>	<b><u>33,238.60</u></b>

#### LIABILITIES AND FUND BALANCE

##### LIABILITIES

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

<b>FUND BALANCE:</b>	<b>\$</b>	<b><u>33,238.60</u></b>
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<b>TOTAL LIABILITIES AND FUND BALANCE:</b>	<b>\$</b>	<b><u>33,238.60</u></b>
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# City of St. Johns

## Principal Shopping District

### STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCE

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

	<u>Budget</u>	<u>Dec</u>	<u>YTD Actual</u>	<u>Variance Favorable (Unfavorable)</u>
<b>REVENUES</b>				
Special assessments	\$ 25,880.00	\$ 507.20	\$ 23,798.64	\$ (2,081.36)
Interest	\$ 20.00		\$ -	\$ (20.00)
Miscellaneous	\$ -		\$ -	\$ -
Summerfest	\$ 4,000.00	\$ -	\$ -	\$ (4,000.00)
Mint Festival	\$ 15,000.00	\$ -	\$ 11,187.00	\$ (3,813.00)
Farmer's Market	\$ 1,100.00	\$ -	\$ 1,050.00	\$ (50.00)
Corporate Sponsors	\$ 5,000.00	\$ -	\$ -	\$ (5,000.00)
Transfer from General Fund	\$ 1,000.00	\$ -	\$ -	\$ (1,000.00)
<b>TOTAL REVENUES:</b>	<b>\$ 52,000.00</b>	<b>\$ 507.20</b>	<b>\$ 36,035.64</b>	<b>\$ (15,964.36)</b>
<b>EXPENDITURES</b>				
Postage	\$ 400.00	\$ 30.00	\$ 150.00	\$ 250.00
Office Supplies	\$ 400.00	\$ -	\$ -	\$ 400.00
Farmer's Market	\$ 600.00	\$ -	\$ (125.50)	\$ 725.50
Car Shows	\$ 1,970.00	\$ -	\$ 1,065.00	\$ 905.00
Mint Festival	\$ 9,700.00	\$ -	\$ 7,713.38	\$ 1,986.62
Summerfest	\$ 4,800.00	\$ -	\$ (192.00)	\$ 4,992.00
Santa Parade	\$ 2,000.00	\$ 460.00	\$ 1,160.00	\$ 840.00
Website	\$ 1,980.00		\$ -	\$ 1,980.00
Contracted services (Administration)	\$ 18,000.00	\$ 1,665.00	\$ 9,825.00	\$ 8,175.00
Downtown Improvement	\$ 9,950.00	\$ 1,299.98	\$ 1,421.35	\$ 8,528.65
Audit Fees	\$ 200.00	\$ -	\$ -	\$ 200.00
Monthly & Long Distance Service	\$ 500.00	\$ 28.38	\$ 170.28	\$ 329.72
Print & Publishing	\$ 1,500.00	\$ -	\$ -	\$ 1,500.00
Miscellaneous	\$ -	\$ 250.00	\$ 383.63	\$ (383.63)
<b>TOTAL EXPENDITURES:</b>	<b>\$ 52,000.00</b>	<b>\$ 3,733.36</b>	<b>\$ 21,571.14</b>	<b>\$ 30,428.86</b>
<b>EXCESS OF REVENUES OVER (UNDER) EXPENDITURES:</b>	<b>\$ -</b>	<b>\$ (3,226.16)</b>	<b>\$ 14,464.50</b>	<b>\$ 14,464.50</b>
<b>Fund balance, beginning of year</b>	<b>\$ 18,774.10</b>		<b>\$ 18,774.10</b>	
<b>Fund balance, end of period</b>	<b>\$ 18,774.10</b>		<b>\$ 33,238.60</b>	



GL ACTIVITY REPORT FOR CITY OF ST. JOHNS  
 FROM 681-000-665.000 TO 681-173-977.000  
 TRANSACTIONS FROM 07/01/2012 TO 12/31/2012

User: GTEICM  
 DB: City Of St Johns

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
Fund 681 PRINCIPAL SHOPPING DISTRICT							
07/01/2012			681-000-671.007 FARMERS' MARKET				0.00
08/13/2012	CR	RCPT	GENERAL RECEIPT 08/13/2012			400.00	(400.00)
08/30/2012	CR	RCPT	GENERAL RECEIPT 08/30/2012			355.00	(755.00)
09/25/2012	CR	RCPT	GENERAL RECEIPT 09/25/2012			245.00	(1,000.00)
11/01/2012	CR	RCPT	GENERAL RECEIPT 11/01/2012			50.00	(1,050.00)
12/31/2012			681-000-671.007	END BALANCE	0.00	1,050.00	(1,050.00)
07/01/2012			681-000-671.018 MINT FESTIVAL				0.00
08/13/2012	CR	RCPT	GENERAL RECEIPT 08/13/2012			11,187.00	(11,187.00)
12/31/2012			681-000-671.018	END BALANCE	0.00	11,187.00	(11,187.00)
07/01/2012			681-000-672.006 DOWNTOWN BUSINESS DISTRICT				0.00
07/31/2012	GJ	JE	Record July Tax Revenues	7858		6,105.88	(6,105.88)
08/31/2012	GJ	JE	Record August Tax Revenues	7953		15,852.15	(21,958.03)
09/30/2012	GJ	JE	Record Sept Tax Revenues	7998		1,240.08	(23,198.11)
10/31/2012	GJ	JE	Record October tax Revenues	7999		93.33	(23,291.44)
12/31/2012	GJ	JE	Record Dec Tax Revenues	8071		507.20	(23,798.64)
12/31/2012			681-000-672.006	END BALANCE	0.00	23,798.64	(23,798.64)
07/01/2012			681-173-729.000 POSTAGE				0.00
08/09/2012	AP	INV	EXPENSES 07/12		30.00		30.00
09/20/2012	AP	INV	EXPENSES 08/12		30.00		60.00
10/18/2012	AP	INV	EXPENSES 09/12		30.00		90.00
11/08/2012	AP	INV	EXPENSES 10/12		30.00		120.00
12/06/2012	AP	INV	EXPENSES 11/12		30.00		150.00
12/31/2012			681-173-729.000	END BALANCE	150.00	0.00	150.00
07/01/2012			681-173-751.001 FARMERS' MARKET				0.00
08/10/2012	AP	INV	AD - FARMERS MARKET	138422	169.50		169.50
10/25/2012	CR	RCPT	GENERAL RECEIPT 10/25/2012			295.00	(125.50)
12/31/2012			681-173-751.001	END BALANCE	169.50	295.00	(125.50)
07/01/2012			681-173-751.002 CAR SHOWS				0.00
07/20/2012	AP	INV	MOTOR TOUR 2012		1,000.00		1,000.00
09/07/2012	AP	INV	US-27 MOTOR TOUR POSTERS		65.00		1,065.00
12/31/2012			681-173-751.002	END BALANCE	1,065.00	0.00	1,065.00
07/01/2012			681-173-751.003 MINT FESTIVAL				0.00
07/19/2012	AP	INV	BANKS & CAR SHOW PRIZE		1,250.00		1,250.00
07/19/2012	AP	INV	BANKS & CAR SHOW PRIZE		100.00		1,350.00
07/20/2012	AP	INV	MINT FEST 2012		150.00		1,500.00
07/20/2012	AP	INV	SUMMERFEST 2012	128222	6,455.50		7,955.50
08/09/2012	AP	INV	T-SHIRTS - VOLUNTEER	21687	193.50		8,149.00
08/09/2012	AP	INV	MIN FEST POSTERS	33430	87.50		8,236.50
08/09/2012	AP	INV	COREX SIGNS	12429	60.00		8,296.50
08/10/2012	AP	INV	MINT FEST 2012		1,000.00		9,296.50
08/10/2012	AP	INV	MINT FEST 2012		700.00		9,996.50
08/13/2012	CR	RCPT	GENERAL RECEIPT 08/13/2012			1,350.00	8,646.50
08/20/2012	AP	VOID	Void Invoice 128222 02-13-0135	128222		6,455.50	2,191.00
08/20/2012	AP	VOID	Void Invoice MINT FEST 2012 02-19-03			700.00	1,491.00
08/20/2012	AP	INV	MINT FEST 2012 CANCELLATION FEE				1,666.00
08/20/2012	AP	INV	MINT FEST 2012		175.00		1,841.00
08/20/2012	AP	INV	MINT FEST 2012		2,624.00		4,465.00
08/24/2012	AP	INV	MINT FEST 2012 FOR PSD/DMB		500.00		4,965.00
09/06/2012	AP	INV	MINT FEST 2012 RENTALS	528689	852.00		5,817.00
09/06/2012	AP	INV	CAR SHOW MINT FEST 2012	24338	77.85		5,994.85
09/06/2012	AP	INV	MINT FEST 2012 ADS	2112266031	356.00		6,350.85
09/06/2012	AP	INV	CABLE TIES	1208-615220	17.07		6,517.92
09/06/2012	AP	INV	CABLE TIES	1208-616335	11.38		6,609.30
09/06/2012	AP	INV	CABLE TIES	1208-618351	10.99		6,720.29
09/06/2012	AP	INV	CABLE TIES, LIGHT BULBS	1208-622864	40.99		6,761.28
09/07/2012	AP	INV	MINT FEST 2012		195.67		6,956.95
09/13/2012	AP	INV	MINT FEST 2012, DBLE PYMT CREDIT	2112224989	365.00		7,321.95



GL ACTIVITY REPORT FOR CITY OF ST. JOHNS  
 FROM 681-000-665.000 TO 681-173-977.000  
 TRANSACTIONS FROM 07/01/2012 TO 12/31/2012

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
(Continued)							
09/20/2012	AP	INV	681-173-751.003 MINT FESTIVAL				
09/20/2012	AP	INV	EXPENSES 08/12	EXPENSES 08/12	79.88		6,796.83
09/20/2012	AP	INV	MINT FEST ADS	MDIS0505566	237.50		7,034.33
10/31/2012	AP	INV	MINT FEST SUPPLIES	289574	179.05		7,213.38
11/08/2012	AP	INV	MINT FEST 2012 ADS	WINS - 470870	500.00		7,713.38
12/31/2012			681-173-751.003	END BALANCE	16,218.88	8,505.50	7,713.38
07/01/2012			681-173-751.004 SUMMER FEST				0.00
09/13/2012	AP	INV	MINT FEST 2012, DBLE PYMT CREDIT	2112224989		192.00	(192.00)
12/31/2012			681-173-751.004	END BALANCE	0.00	192.00	(192.00)
07/01/2012			681-173-751.007 SANTA PARADE				0.00
11/20/2012	AP	INV	SANTA PARADE AD - CRAZY FOR YOU 2012	AD - SANTA 2012	200.00		200.00
11/30/2012	AP	INV	SANTA PARADE 2012 PRIZE MONEY	SANTA PARADE 2012	500.00		700.00
12/06/2012	AP	INV	AD - SANTA PARADE	2112389919	250.00		950.00
12/06/2012	AP	INV	COLOR SANTA POSTERS	33934	70.00		1,020.00
12/06/2012	AP	INV	COLOR TABLE TENT CARDS	33995	140.00		1,160.00
12/31/2012			681-173-751.007	END BALANCE	1,160.00	0.00	1,160.00
07/01/2012			681-173-818.000 CONTRACTUAL SERVICES				0.00
07/05/2012	AP	INV	EXECUTIVE SALARY 07/12	07/2012	1,500.00		1,500.00
08/09/2012	AP	INV	WEBSITE HOSTING 07/12	WEBSITE 07/12	165.00		1,665.00
08/09/2012	AP	INV	EXECUTIVE SALARY	08/2012	1,500.00		3,165.00
09/20/2012	AP	INV	EXECUTIVE SALARY	09/2012	1,500.00		4,665.00
09/20/2012	AP	INV	WEBSITE HOSTING 08/12	WEBSITE 08/12	165.00		4,830.00
10/04/2012	AP	INV	EXECUTIVE SALARY 10/12	10/2012	1,500.00		6,330.00
10/18/2012	AP	INV	WEBSITE HOSTING 09/12	WEBSITE 09/12	165.00		6,495.00
11/08/2012	AP	INV	EXECUTIVE SALARY 11/2012	11/2012	1,500.00		7,995.00
11/08/2012	AP	INV	WEBSITE HOSTING 10/12	WEBSITE 10/12	165.00		8,160.00
12/06/2012	AP	INV	EXECUTIVE SALARY 12/2012	12/2012	1,500.00		9,660.00
12/06/2012	AP	INV	WEBSITE HOSTING 11/12	WEBSITE 11/12	165.00		9,825.00
12/31/2012			681-173-818.000	END BALANCE	9,825.00	0.00	9,825.00
07/01/2012			681-173-818.040 DOWNTOWN IMPROVEMENT				0.00
11/08/2012	AP	INV	RED PLASTIC BOWS	1210-888554	121.37		121.37
12/06/2012	AP	INV	TREE LIGHTS	1211-931684	79.98		201.35
12/06/2012	AP	INV	CHRISTMAS TREE LIGHT BULBS	1211-992115	44.70		246.05
12/06/2012	AP	INV	RETURN - CHRISTMAS TREE LIGHT BULBS	1211-993468		44.70	201.35
12/27/2012	AP	INV	DDA - STRING LIGHTS ON CHRISTMAS TRE	18986	800.00		1,001.35
12/27/2012	AP	INV	EVERGREENS FOR DOWNTOWN	18989	420.00		1,421.35
12/31/2012			681-173-818.040	END BALANCE	1,466.05	44.70	1,421.35
07/01/2012			681-173-853.004 MONTHLY & LONG DISTANCE SERV				0.00
07/06/2012	AP	INV	TELEPHONE SERVICE	BA201742-07/12	28.38		28.38
08/10/2012	AP	INV	TELEPHONE SERVICE	BA201742-08/12	28.38		56.76
09/07/2012	AP	INV	TELEPHONE SERVICE	BA201742-09/12	28.38		85.14
10/18/2012	AP	INV	TELEPHONE SERVICE	BA201742-10/12	28.38		113.52
11/08/2012	AP	INV	TELEPHONE SERVICE	9892271717-11/12	28.38		141.90
12/21/2012	AP	INV	TELEPHONE SERVICE	9892271717-12/12	28.38		170.28
12/31/2012			681-173-853.004	END BALANCE	170.28	0.00	170.28
07/01/2012			681-173-956.000 MISCELLANEOUS				0.00
10/25/2012	AP	INV	DOWNTOWN RADIO RENEWAL	X-872586144	133.63		133.63
12/27/2012	AP	INV	SPONSOR 2012	SPONSOR	250.00		383.63
12/31/2012			681-173-956.000	END BALANCE	383.63	0.00	383.63
TOTAL FOR FUND 681 PRINCIPAL SHOPPING DISTRICT					30,608.34	45,072.84	(14,464.50)



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 &  
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**Vice-Chairman**  
Tyler Barlage –  
Community Christian  
Church

**Secretary-Treasurer**  
Craig Smith – Main Street  
Pizza

**Directors**  
Craig Bishop – Firstbank

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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

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**Executive, Finance,  
Strategic Planning**  
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**Executive Director**  
Carole M. Field  
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Fax: 989-579-5907  
Email: CaroleField@  
DowntownStJohns.org

**ST. JOHNS PRINCIPAL SHOPPING DISTRICT BOARD BUDGET  
Fiscal Year July 1, 2013 to June 30, 2014**

<b>FUND BALANCE BEGINNING OF PREVIOUS YEAR - July 1, 2012</b>	<b>\$ 18,774</b>
---	------------------

**CURRENT YEAR (2013/2014) REVENUE**

<b>5,632</b>	<b>30% of Year End Fund Balance</b>
25,880	Special Assessment
20	Interest Earned
1,200	Farmers Market 2014
14,068	Mint Festival 2014
7,200	Summerfest 2013
-	Contra-Donation/Private Sources
5,000	Corporate Sponsors 2013
1,000	Transfer from City General Revenue

**TOTAL REVENUE**

**\$ 60,000**

**CURRENT YEAR (2013/2014) EXPENSES**

500	Postage		
700	Office Supplies		
500	Farmers Market 2014		
10,200	Mint Festival 2014		
1,600	U27 Motor Tour 2014		
2,000	Santa Parade of Lights 2014		
7,650	Summerfest 2013		
18,000	Executive Director Salary		
400	Phone		
200	Audit Fees		
2,000	Print & Publishing (Brochure)		
2,000	Website		
500	Miscellaneous (mailings, notices, etc.)		
1,500	Donations		
12,250	Specific Downtown Reinvestment	4,500	Downtown Planters
		750	Downtown Music
		1,000	Christmas (Decorations)
		1,000	Christmas (Install)
		5,000	Miscellaneous

**TOTAL EXPENSES**

**\$ 60,000**

<b>ANTICIPATED FUND BALANCE END OF YEAR</b>	<b>\$ 13,774</b>
---	------------------

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



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## **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: 3<sup>rd</sup> Sunday, May - Sept, 2013**

5/12, 6/9, 7/14, 8/11, 9/15

### **Boat, Bike and RV Show: Saturday May 18, 2013**

Habitat for Humanity "Blessing of the Bikes"

### **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**

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



# Downtown St. Johns, Michigan

# Mint City USA

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January 2013

Happy New Year! Our 2012 Downtown St. Johns events were very successful in providing a great deal of exposure for our Central Business District members. We hope that all our Principal Shopping District members had a positive experience in one form or another from the thousands of visitors at the various events presented by the St. Johns Principal Shopping District Board. Your PSD/DDA is here to promote the downtown and its membership through various means. Some events in 2012 generated a small profit and those profit dollars are being spent downtown to market, beautify and maintain our heritage shopping and business district.

Below are a few of the ways we re-invested your assessments and the additional earnings.

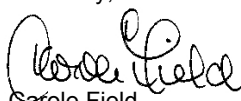
- Christmas Decorations for Downtown (\$6000)
- Decorate 51 Downtown planters & 12 hanging baskets (\$4000)
- New Performance Stage for Depot Pavilion (\$3225)
- New Side Curtains for Pavilion Performance Stage Area (1,250)
- Banners and Flags for Side Streets (\$2,000)
- Ten Outdoor Smokers Receptacles (\$575)
- Print 5,000 DISCOVER DOWNTOWN brochures & Event Flyers (\$2000)
- Provide XM Radio and pay Royalty Broadcasting Fees (\$800)
- Maintain your Downtown St. Johns website [www.DowntownStJohns.org](http://www.DowntownStJohns.org) (\$1650)
- Support related non-profit Business organization (Clinton County Economic Alliance \$1000)
- Downtown St. Johns Billboard - 3327' south of Bus RTE US-27 exit in SJ business park
- Sponsored radio, television and print advertising for Downtown events
- Sponsor Facebook page [Downtown St. Johns, Michigan](http://DowntownSt.Johns.Michigan)

This year we are hoping to increase our advertising budget to include re-designed printed brochures and expanded internet advertising. We anticipate these will be great opportunities for our members to gain added exposure and feel the direct benefit of the St. Johns PSD/DDA. The PSD newsletter email list of more than 1,000 members is always available for your use and our Downtown St. Johns Michigan Facebook page provides immediate access for your advertising to our nearly 600 Facebook "friends".

While we did make a profit on some events, the amount certainly will not sustain us without our corporate sponsors. Attached is a tentative list of planned 2013 events promoting the Downtown, which will attract and benefit area residents, industry and visitors, all while supporting the local economy. We ask that you consider making an investment in the community where you conduct business by sponsoring our Downtown St. Johns activities at one of five levels: \$1000, \$550, \$300, \$150 or \$75. The enclosed "Sponsorship Registration" form lists advantages of the various levels of sponsorship. Individually, none of us can achieve what we can together. Without the corporate financial support of area businesses we would not be able to host these community events!

Thank you so much for your time and consideration of this request, and for being an important business in our community who makes events like this possible. Feel free to contact me or any board member should you have any questions.

Sincerely,

  
 Carole Field  
 Executive Director

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**Vice-Chairman**  
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Downtown St. Johns, Michigan

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## 2013 DOWNTOWN ST. JOHNS EVENT SPONSORSHIP

### PLATINUM CORPORATE SPONSOR -- \$1,000

- Company name featured as PLATINUM CORPORATE SPONSOR on [www.DowntownStJohns.org](http://www.DowntownStJohns.org) website and in PSD newsletters with integrated link to your company website or Facebook page
- Company name featured as sponsor on Event awards & trophies
- Company logo featured on event print and poster/flier material
- Company name featured in concert announcements at all events
- Opportunity to provide promotional items at all events
- Display of company banner (you supply banner) at all events

### GOLD CORPORATE SPONSOR -- \$550

- Company name featured as GOLD CORPORATE SPONSOR on [www.DowntownStJohns.org](http://www.DowntownStJohns.org) website and in PSD newsletters with integrated link to your company website or Facebook page
- Company logo featured on event print and poster/flier material
- Company name featured in concert announcements at all events
- Opportunity to provide promotional items at all events
- Display of company banner (you supply banner) at all events

### SILVER CORPORATE SPONSOR -- \$300

- Company name featured as SILVER CORPORATE SPONSOR on [www.DowntownStJohns.org](http://www.DowntownStJohns.org) website and in PSD newsletters with integrated link to your company website or Facebook page
- Company name featured in all event print and poster/flier material
- Company name featured in concert announcements at all events
- Opportunity to provide promotional items at all events

### BRONZE EVENT SPONSOR -- \$150

- Company name featured as BRONZE CORPORATE SPONSOR on [www.DowntownStJohns.org](http://www.DowntownStJohns.org) website and in PSD newsletters with integrated link to your company website or Facebook page
- Company name featured in all event print and poster/flier material
- Company name featured in announcements at all events

### DOWNTOWN EVENT SPONSOR -- \$75

- Company name featured as DOWNTOWN EVENT SPONSOR on [www.DowntownStJohns.org](http://www.DowntownStJohns.org) website and in PSD newsletters with integrated link to your company website or Facebook page
- Company name featured in all event print and poster/flier material

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# Downtown St. Johns, Michigan

# Mint City USA

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### Sponsor Registration (please PRINT or type)

Company Name \_\_\_\_\_ Contact Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Website \_\_\_\_\_ Facebook Page \_\_\_\_\_

### ■ 2013 Downtown St. Johns Events ■

**Saturday, May 18 – Boat, Bike & RV Show:** This event kicks off with Habitat for Humanity’s “Blessing of the Bikes” celebration at the St. Johns Train Depot and Pavilion. Watch the motorcycle “slow” races and inspect the big bikes on Railroad Street. Clinton Avenue will hold a display of recreational vehicles, boats, campers and other fun “toys” from local recreational vendors.

**Saturdays, June 8 through October 26 – Farmers Market:** The public is invited to shop the Market every Saturday morning from 8:00 a.m. to noon to purchase home-grown, home-baked and home-made goods from local gardens, farms, home kitchens and vendors.

**Saturday, June 22 – Summerfest Battle of the Bands:** The “Summerfest – Battle of the Bands” will feature a “play-off” competition between 4 bands performing to a packed house in our Downtown on Tap beer tent. The crowd will vote on each of the four bands (all playing one hour sets) to determine the 1st place prize winner (\$500), 2nd place winner (\$250), third place (\$150) and fourth place (\$100).

**Friday, August 9 & Saturday, August 10 – Mint Festival Down at the Depot:** Mint Festival celebration at the Rotary Park Pavilion during this two evening event featuring live music in our Downtown on Tap Beer Tent. **Mint City USA Classic Car Show** on Saturday after the Parade with expanded categories and prizes. Saturday is the biggest hometown reunion of the year and the musical band “The Squids” are booked to play on Saturday night.

**Thursday, August 22 – Old Historic US 27 Motor Tour:** Three solid blocks of classic cars on exhibit in Downtown St. Johns parked on Clinton Avenue from State (M21) to Railroad Street. Breakfast specials at local restaurants and shopping at unique downtown merchants.

**Friday, December 6 – Santa Parade of Lights:** Downtown St. Johns opens the Holiday Season with a parade of entries decorated with colorful lights. Santa Claus is greeted by the Mayor and presented with the Key to our Mint City, followed by the ceremonial official lighting of the St. Johns Christmas Tree.

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Please make checks payable to: **PSD - City of St. Johns**  
Please mail checks to: **St. Johns Principal Shopping District Board**  
**100 E. State Street, PO Box 477- St. Johns, MI. 48879**

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



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

## DOWNTOWN DEVELOPMENT AUTHORITY (DDA) DIRECTORS MEETING AGENDA Wednesday, February 6, 2013 12 Noon, Main Street Cafe

(Following meeting of the Principal Shopping District Board)

(\*Indicates Attachment)

1. **Call to Order by Vice-Chairman Tyler Barlage**
2. **Additions to the Agenda.**
3. **\*Approval of Meeting Minutes dated January 9, 2013**
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:**
  - a. \* DDA financial statement for the period ending December 31, 2012
  - b. \* 2013-2014 Budget recommendations
6. **New Business:** \* LEAP (Lansing Area Economic Partnership) proposal acceptance for funding to commission and install a sculpture on public property.

### 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 &  
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Bruce DeLong – Clinton  
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Kirk Gartside – Custom  
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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

Dennis LaForest-Chair  
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

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





Downtown St. Johns, Michigan

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## DOWNTOWN DEVELOPMENT AUTHORITY (DDA)

### DIRECTORS MEETING MINUTES

**Wednesday, January 9, 2013**

**12 Noon, Main Street Cafe**

(Following meeting of the Principal Shopping District Board)

1. **Call to Order by Vice-Chairman Tyler Barlage at 1:05 p.m.** Attendance: Tyler Barlage, Craig Bishop, Laurie Oakwood-Bishop, Bill Brewbaker, Kirk Gartside, Bob Kudwa, Dennis LaForest, Dave Mageli and Craig Smith. Guests in Attendance: Jenny McCampbell from the Clinton County Arts Council.
2. **Additions to the Agenda.** None
3. **Approval of Meeting Minutes:** Minutes of December 5, 2012 meeting were reviewed and approved.
4. **Communications:** None
5. **Committee Reports:** None
6. **Old Business:** DDA financial statement for the period ending November 30, 2012 was presented.
7. **New Business:** Proposed Budget for the fiscal year 2013-2014. The budget was briefly reviewed and by motion of LaForest seconded by Mageli, tabled to the February meeting.

Meeting adjourned at 1:06 p.m.

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

# ST. JOHNS DOWNTOWN DEVELOPMENT AUTHORITY

## Estimated Financial Statement 12/31/12

GL Number	Date	Description of Transaction	Expense (-)	Revenue (+)	Balance
	2010-2011	DDA Recapture		19,900.78	19,900.78
248-451 818.000	2010-2011	Sidewalk construction at Pavilion	5,012.00		14,888.78
<b>2010-2011 Year End BALANCE 06/30/11</b>					<b>14,888.78</b>
	2011-2012	DDA Recapture (YTD 7/31/11-10/31/11)		16,397.49	31,286.27
	2011-2012	DDA Recapture (YTD 11/30/11-6/30/12)		2,350.17	33,636.44
248-451 734.000	2011-2012	Depot Stage Materials	3,168.82		30,467.62
248-451 734.000	2011-2012	Depot Side Curtains	1,250.00		29,217.62
248-451 734.000	2011-2012	Banners & Flags for Side Streets	2,000.00		27,217.62
<b>2011-2012 Year End BALANCE 06/30/12</b>					<b>27,217.62</b>
248-451 734.000	2012-2013	Gill-Roy's: 125 reel Xmas tree lights (200ct)	2,929.94		24,287.68
248-451 818.000	2012-2013	Wayne Mfg: 40' Xmas Holiday Skyline	1,527.04		22,760.64
	2012-2013	DDA Recapture (YTD 7/31/12-10/31/12)		11,925.81	34,686.45

Fund 248 DOWNTOWN DEVELOPMENT AUTHORITY

GL Number	Description	Balance
*** Assets ***		
248-000-002.000	CASH - IMM/PRI ACCT 1289	22,248.56
<b>Total Assets</b>		<b>22,248.56</b>
*** Fund Balance ***		
248-000-390.000	Fund Balance	27,217.62
<b>Total Fund Balance</b>		<b>27,217.62</b>
<b>Beginning Fund Balance</b>		<b>27,217.62</b>
<b>Net of Revenues VS Expenditures</b>		<b>(4,969.06)</b>
<b>Ending Fund Balance</b>		<b>22,248.56</b>
<b>Total Liabilities And Fund Balance</b>		<b>22,248.56</b>

ACCOUNT DESCRIPTION	2012-13		END BALANCE 12/31/2012	ACTIVITY FOR MONTH 12/31/2012	AVAILABLE BALANCE	% BDC USED
	ORIGINAL BUDGET	2012-13 AMENDED BUDGET				
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Revenues						
Dept 000-REVENUE			0.00	0.00	19,000.00	0.00
404.000 CURRENT PROPERTY TAX	19,000.00	19,000.00	0.00	0.00	19,000.00	0.00
Total Dept 000-REVENUE	19,000.00	19,000.00	0.00	0.00	19,000.00	0.00
TOTAL Revenues						
TOTAL Revenues	19,000.00	19,000.00	0.00	0.00	19,000.00	0.00
Expenditures						
Dept 451-NEW CONSTRUCTION			3,442.02	512.08	(3,442.02)	100.00
734.000 OPERATING SUPPLIES/DPW	0.00	0.00	1,527.04	0.00	8,472.96	15.27
818.000 CONTRACTUAL SERVICES	10,000.00	10,000.00				
Total Dept 451-NEW CONSTRUCTION	10,000.00	10,000.00	4,969.06	512.08	5,030.94	49.69
TOTAL Expenditures						
TOTAL Expenditures	10,000.00	10,000.00	4,969.06	512.08	5,030.94	49.69
Fund 248:						
TOTAL REVENUES	19,000.00	19,000.00	0.00	0.00	19,000.00	0.00
TOTAL EXPENDITURES	10,000.00	10,000.00	4,969.06	512.08	5,030.94	49.69
NET OF REVENUES & EXPENDITURES	9,000.00	9,000.00	(4,969.06)	(512.08)	13,969.06	(55.21)

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
Fund 248 DOWNTOWN DEVELOPMENT AUTHORITY							
07/01/2012			248-451-734.000 OPERATING SUPPLIES/DPW		BEG. BALANCE		0.00
09/06/2012	AP	INV	FSD - CHRISTMAS LIGHTS	1208-995792	3,398.75		3,398.75
09/06/2012	AP	INV	DISCOUNT 08/12			468.81	2,929.94
12/06/2012	AP	INV	BOWS FOR EVERGREEN BOUGHS	1211-912483	382.08		3,312.02
12/27/2012	AP	INV	BANNERS	12661	130.00		3,442.02
12/31/2012			248-451-734.000	END BALANCE	3,910.83	468.81	3,442.02
07/01/2012			248-451-818.000 CONTRACTUAL SERVICES		BEG. BALANCE		0.00
09/07/2012	AP	INV	FSD - CHRISTMAS HOLIDAY SKYLINE	50% DOWN PYMT	698.00		698.00
10/18/2012	AP	INV	DDA - REMAINING PORTION OF SKYLINE	34504	829.04		1,527.04
12/31/2012			248-451-818.000	END BALANCE	1,527.04	0.00	1,527.04
TOTAL FOR FUND 248 DOWNTOWN DEVELOPMENT AUTHORITY					5,437.87	468.81	4,969.06



# Downtown St. Johns, Michigan

# Mint City USA

## *Principal Shopping District and Downtown Development Authority*

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DowntownStJohns.org

## ST. JOHNS PRINCIPAL SHOPPING DISTRICT BOARD BUDGET Fiscal Year July 1, 2013 to June 30, 2014

<b>FUND BALANCE BEGINNING OF PREVIOUS YEAR - July 1, 2012</b>	<b>\$ 27,217.62</b>
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### REVENUE

**8,165.28** 30% of Year End Fund Balance

11,925.81 DDA Recapture (YTD 7/31/12-11/30/12)

### TOTAL REVENUE

**\$ 20,091.09**

### EXPENSES

5,000.00 Christmas Decorations

3,500.00 Parking Lot pmt #1 (5 pymts of \$3500ea - \$14M add'tnl due)

1,591.09 Miscellaneous (Mailings, etc.)

10,000.00 Downtown Reinvestment

### TOTAL EXPENSES

**\$ 20,091.09**

<b>ANTICIPATED FUND BALANCE END OF YEAR</b>	<b>\$ 19,052.34</b>
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**Next Regular PSD/DDA Meeting: First Wednesday y of Month, 12 noon at Main Street Cafe**



## Request for Proposals Public Art for Communities

The Lansing Area Economic Partnership (LEAP) is currently accepting proposals from municipalities and organizations within Ingham, Eaton and Clinton Counties interested in receiving funding to commission and install a sculpture on public property. LEAP will award two grants of \$10,000 each for the municipality or organization to commission, create and install the piece of public sculpture for year round public display.

The project is designed to strengthen economic development efforts in our region by enhancing the sense of place for residents and visitors through public art. Thus, it is critical that the art piece enhance a strategic area that shows evidence of high growth and activity.

### Eligibility

- The request for proposal is open to any municipality or organization located in Ingham, Eaton or Clinton Counties.
- Applicants need to demonstrate the existence or adoption of a public art policy for their community. A template and guidelines for a public art policy is attached for municipalities to begin the process of adopting a public art policy prior to application for funding.
- Art piece must be created by an artist from the tri-county region.

### Deadline

The deadline for submission is 5:00 p.m. Wednesday, October 31, 2012. Please email applications to: Jeff Smith, Co-Director, New Economy Division [jeff@purelansing.com](mailto:jeff@purelansing.com)

### Submission

Please include the following items in your written request:

- Narrative of the municipality's/organization's efforts and priority to placemaking efforts.
- Description on how the public art piece will contribute to the distinct identity for the area and specific place(ment).
- Description, including photo or map, of the location of the public art piece.
- Information related to the visibility of the location (traffic counts, pedestrian counts, etc).
- Timetable for the commission and installation of the public art piece.
- Maintenance and installation budget for the art piece.
- Evidence of existence or adoption of a public art policy for the community. Please see the template provided by LEAP, "Greater Lansing Public Art Guidelines".

### Selection Process

LEAP's Placemaking Work Group will serve as the selection panel. The co-chairs of the Committee are Steve Curran and Julie Pingston and the committee consists of 12-15 representatives.





### Selection Criteria

The selection will be based on the following criteria:

- How engaged is the community in creating a sense of place for the region?
- Does the project increase the sense of place for resident and visitors?
- Is the placement of the piece in a high visibility location?
- Does this project impact potential business investment in the area?
- Does the community have a public art policy in place or in process?
- Is the applicant a LEAP member?

### Award

The two awards will be announced publically on Tuesday, November 13, 2012. Applicants will be notified prior to the public announcement.

### Questions

Please direct any questions to Jeff Smith at the Lansing Area Economic Partnership [jeff@purelansing.com](mailto:jeff@purelansing.com).

# **East Lansing Arts Commission**

## **Public Art Guidelines**

### **Introduction**

In the spring of 1985, the City of East Lansing established a public art program, the first of its kind in mid-Michigan and one of the few in the state. By establishing the public art program, East Lansing joins cities around the country that have enlivened their appearance and their appeal through the placement of art where the community gathers such as parks, buildings, plazas, pedestrian and vehicular access paths.

### **Funding**

The Public Art Ordinance allows for the City to set aside funds that may be appropriated each year by the City Council an amount equal to one-tenth of one percent of the City's general fund. The funds may be accumulated and expended for public art, from time to time, as hereinafter provided. Provided, however, that any unexpended or unappropriated fund balance in the public art fund may, from time to time, be re-appropriated by the City Council for any such other public purposes as permitted by laws which the City Council shall deem necessary or proper.

### **Statement of Purpose**

The public art program enhances City life. Art in public places provides occasions for visual delight; it can stimulate community dialogue by challenging familiar experience. Public art enriches lives as it creates a more cultural urban environment.

### **Goals of the Public Art Program**

The goals of the City of East Lansing's Public Art Program are:

- to promote the visual arts in East Lansing.
- to include works of art representing a broad variety of media, styles and community interests.
- to provide opportunities for artists of all racial, ethnic and cultural backgrounds, disabilities and other diverse groups.
- to enhance the urban environment and public spaces throughout the City.
- to pursue opportunities to inform the public regarding public art including public participation in all phases of the public art process.
- to document, maintain and conserve works of art in the public art collection.

### **East Lansing Arts Commission**

The East Lansing Arts Commission is responsible for the administration and overall management of the Public Art Program for the City of East Lansing. These responsibilities include budget supervision; securing a site location; releasing a call for proposals and/or call for artists; securing City Council approval as needed; identifying and contracting with the artist; supervising fabrication and placement; creating signage; coordinating dedication of the art piece and carrying out an educational program.

### **Art Selection Panel**

The Art Selection Panel, a five-member panel appointed by the East Lansing City Council, will review proposals and make a recommendation to the East Lansing Arts Commission. The Arts Commission will ultimately seek authorization to place the artwork from the East Lansing City Council.

#### **The Art Selection Panel criteria include:**

1. They must be art professionals familiar with the special characteristics of a university town;
2. They must have a strong background in the visual arts and have been involved in a public art selection process previously;
3. They must be free of conflict of interest or the potential for financial gain from either the project or the purchase of that specific work of art by the City;
4. They may be required to sign a conflict of interest statement.

They will have a strong working knowledge of public art including aesthetic concerns, community involvement, compatibility issues, funding and contracts, documentation, placement, landscaping and site concerns. The members may consult with landscape architects or other project design professionals as needed.

The panel is composed of arts professionals to assure objective judgment based on the critical success and professional accomplishments of the artists under consideration, and to find the best possible match between the site, the community and artist. How the Arts Commission uses the Art Selection Panel's recommendation is entirely up to its discretion as governed by the Public Art Ordinance and the Public Art Guidelines. In cases where there are multiple stakeholders, the Arts Commission may choose to appoint additional non-voting members representing stakeholders to the Art Selection Panel.

### **Donations**

Group or individuals may request that the Arts Commission consider the placement of a donated work of art or funds to initiate a new public art project. The following parameters apply:

#### **Artwork Donations**

A potential donor of artwork will submit a written proposal, including an example of the proposed artwork, for initial review by the East Lansing Arts Commission. The donor will present the actual artwork or an image of the artwork for approval.

Following the initial Arts Commission review, the artwork will be reviewed by the Art Selection Panel who will evaluate the proposal based on the goals of the public art program.

After evaluating the proposal, the Art Selection Panel will make its recommendation to the East Lansing Arts Commission, which will ultimately seek authorization to place the artwork from the East Lansing City Council.

Gift proposals should include:

1. A site plan that locates the artwork if a specific location is proposed;
2. Description of materials included in the artwork;
3. Installation details;
4. Recommended maintenance plan;
5. Source of funding, if any, for installation and maintenance.

### **Monetary Donations**

A financial donor may contribute monetary gifts to the public art fund for use in a future public art project.

If the donor proposes a specific project or commission, a written proposal must be submitted to the East Lansing Arts Commission for review and approval.

Following Arts Commission approval, the commission will solicit proposals for the specified project and the Art Selection Panel will evaluate the proposals based on the goals of the public art program and make a recommendation to the East Lansing Arts Commission, which will ultimately seek authorization to place the artwork from the East Lansing City Council.

In cases where there are multiple stakeholders, the Arts Commission may choose to appoint additional non-voting members representing stakeholders to the Art Selection Panel.

### **Public Arts Commission Process**

The phases below outline a suggested program for carrying out a commissioned public art project. These phases are intended to be guidelines, as it is recognized that each commission is unique and adjustments will need to be tailored to each individual project.

#### **Phase 1: Assess the Project**

At the earliest stage, the Arts Commission discusses the feasibility of a proposed public art project. These discussions include, but are not limited to, the following questions:

1. How would the public art project serve the goals of the public art program and the needs of the community?
  - What art is currently included in the City's program?
  - What themes, materials and style will add to the diversity of public art in East Lansing?
  - Is there an expressed interest of style preference for this site or project?
  - What site would work for this placement?
2. What site is currently available for placement and is a feasible, visible location for public art?

3. Will the community have sufficient access to the art once it is placed and will its placement enhance the public art program as a whole?
4. If a site is first chosen, what medium would be best suited for this space?
5. Is the budget sufficient to pay for this placement or will additional funds be required from another source? If other funds are to be sought, will these funds come from a grant, contribution or by collaboration with a private sector entity such as a developer?
6. What difficulties or resistance are likely to be met?
7. What time lines and other site factors that may affect placement need to be considered?
8. What are the maintenance considerations?
9. Who besides the arts commission will be actively involved in this project? Will there be architects, landscape architects, engineers, residents, affected property owners (commercial or resident), other City staff or donors involved?
10. What is the proposed budget for the project, including the cost of the public art, installation costs, signage and all other associated costs?
11. What is the timeline for the project?

Once the commission has considered the above, it may choose to formally pursue the project by a majority vote of the commission. If the commission is unable to achieve a majority vote of its members for a project, it may continue with the discussion to resolve issues of concern. If the commission agrees to proceed, it should notify the City Manager and the City Council of its intent.

#### **Phase Two: Call for Proposals or Artists**

Prior to sending out the RFP or RFQ, the Art Selection Panel will meet with Arts Commission representatives and stakeholders to assess the project and to establish selection criteria for judging proposals. It is suggested that the judging criteria be included in the RFP or RFQ.

The scoring criteria could include: originality of artwork; credentials of artist(s); relevance of artwork's theme, sustainability and/or maintenance. Criteria can be changed or modified depending on the needs in the RFP (see sample criteria).

Creating selection criteria will set up an agreed upon expectation as to what basis the RFP should be judged upon. This could include assigned percentages of scoring that the panel, commission and other stakeholders agree are important for each criteria. Scoring criteria may also be included in the RFP for the artist.

With agreement on the public art project and support from City Council, the commission should prepare and send out a notification to artists termed a "Call for Artists" or "Call for Proposals." This Call includes project specifics regarding the location, style or nature of the placement, type and theme of project, and a budget. The Call is distributed to artists locally, throughout Michigan and nationally, so that the best possible pool of candidates can be assembled.

The Arts Commission staff liaison catalogs all the artists and/or proposals. Applicants may be asked to provide examples of work (2D or 3D), a resume, a statement of interest in the project, an artist's statement and a budget. Artists are free to include other materials as they wish.

### **Phase Three: Artist Selection**

The Art Selection Panel is called upon by the Arts Commission to review the artists and/or proposals. The Art Selection Panel will review the proposals and other artist materials. The panel may choose to interview artists to gather additional information on the proposals.

After deliberating on the proposals, the Art Selection Panel will make a recommendation of artist(s) or proposals(s) to the Arts Commission, which will ultimately seek authorization to place the artwork from the East Lansing City Council. The Panel may choose to recommend one artist and/or proposal or a set of finalists. The Panel and/or Arts Commission may recommend that the finalists be displayed to the public for community feedback.

### **Phase Four: The Artist and the Work of Art**

Once the Art Selection Panel has made its recommendation to the Arts Commission, the commission then reviews the recommendation and votes to accept or reject the recommendation. Once the recommendation has been approved by the Arts Commission, the artist will be notified that he/she is a finalist in the competition. It may be that one or more of the artists are unavailable or uninterested in the project.

The Commission may then arrange a site visit for the artist(s) so that she/he may learn about the project in more detail, its location and specific features, budget and any architectural/engineering information that is pertinent. In addition, the Commission may choose to have the artist meet with community members, stakeholders and City staff involved in the project.

This is another key opportunity for the council members to express their ideas about the art and/or artist under consideration. While it is understood that the council will have had briefings and other access to information during the process, this is the first time for it, as a body, to express their interest, to commissioners. Because the recommendation only asks for City Councils comments at this point the process is still informal and advisory. The commission will use the City Council comments as a guide to its next steps.

Depending on the action of council the commission may (1) proceed into a contractual arrangement with the artist, (2) ask the artist to make revisions to the proposal or (3) vote to discontinue its working relationship with the artist and undertake to work with another artist as recommended by the Art Selection Panel. If no other artist is available or acceptable, the entire process could be started over by issuing another call for artists.

### **Phase Five: Public Education/Information**

A public art program can only be as successful as its community support. This requires an ongoing educational program that provides ample opportunities for community discussion, analysis and debate about the significant topics involved with public art. It must also provide for the informational needs of the community as a particular project is developed. The educational program is a part of the responsibilities of the commission and should be an ongoing part of the commission's annual activities.

#### **Phase Six: Contracts and Budget**

Once an artist is selected and a final budget agreed upon, the Commission must formally request the City Council to approve the artist and to enter into a contract with the artist for the work of art. The dollar amount of the contract is subject to the funds allocated to the project and the artists' fees and fabrication costs, as well as other expenses as allowed under the terms of the public art ordinance.

The contract itself is completed under the supervision of the City Manager and the City Attorney. It is a standard contract for services and transfers ownership of the art to the City at the time of installation. The contract should ensure that the art becomes the full property of the City, with no rights remaining with the artist, and should also provide for the removal of the art at such time that this is deemed necessary. The contract also protects the City from the artists duplicating the exact work for sale to others.

The commission and its staff liaison work together with the artist to bring the project to completion. Commissioners may enhance their understanding of the work as it is fabricated by visiting the artist's studio, exchanging photographs or inviting the artist to a meeting for an update. Other City staff, community members and professionals related to the project also collaborate to complete the project. This process may take a number of months, depending on the complexity of the art, the extent of fabrication, and the time needed to install the art.

Once the art is installed, the City will hold a dedication ceremony to formally introduce the art and the artist to the community. City Councilmembers, the City Manager and the commission will work together to assure this event is appropriate to the art and the location and that the dedication event will be open to the public. The art and artist will be identified with an appropriate plaque on the site.

#### **Phase Seven: Documentation/Evaluation**

Periodically, the commission will review Public Art Guidelines to determine how they can be improved to better meet the community's needs and interests, and the goals of the public art program, especially immediately following a selection.

The commission will undertake as a part of its education program an ongoing documentation of all the City's art in public places. This will include art placed through the Public Art Program and other art that is either donated to the City for public display or is otherwise owned by the City. This documentation will include a file on each work with basic information including date, acquisition process, artist and photographs. It may also include a public art brochure, video tapes and other records of the City's art works.





## Greater Lansing Public Art Guidelines

### Introduction

Economic growth within a community or region involves many different factors ranging from access to natural resources, transportation systems, higher education, workforce development, and the list goes on. However, one continually reoccurring theme within all studies regarding these matters is that “place” matters. What is “place”? Placemaking is the concept of a community creating visually stimulating and engaging environments that make a community memorable and special, which ultimately stimulates more confidence in the business community to invest and create jobs. Therefore, the Lansing Economic Area Partnership (LEAP) in conjunction with its Placemaking Grant program would like to encourage all of Greater Lansing’s communities to consider the adoption of a public art policy that can guide your community in the implementation of a successful placemaking strategy.

The following guidelines are based heavily on the comprehensive ordinance that was adopted by the City of East Lansing in 1985. East Lansing showed tremendous foresight in the development of this plan, and several other Greater Lansing communities have adopted similar policies in recent years. The intention of this document is to serve as a guide, not a mandate, to develop a program that fits the unique needs of every community, but also to show that as a region we are thinking about the quality of life components that will assist in our economic development efforts.

### Points of consideration when drafting a community policy.

#### 1. Statement of Purpose

This statement will serve as your reasoning to develop this policy. Why is public art and “placemaking” important to your community? What are the reasons for your community to promote “placemaking”?

#### 2. Goals of the Public Art Program

What does your community hope to accomplish with the adoption of this policy? Perhaps it is to expose your community to new viewpoints or maybe to enhance public spaces or maybe it is to showcase your community’s diversity. These are just examples of the many arenas that public art can influence within your community.

#### 3. Development of a Community Arts Board

A local public art board can provide assistance by providing administration to your program including the development of a budget, evaluating and securing sites for placement of public art, issuing requests for proposals, engaging the public for citizen input, etc. Additionally, this commission or board should be responsible in the evaluation of art and monetary donations regarding public art within the community.



#### **4. Development of an Art Selection Panel**

In addition to an Arts Board, it may be helpful to consider the development of a specialized panel of experts that can assist with the selection of public art. These panel members should be able to guide the municipality in the selection of art work and placement as well as provide additional guidance on costs and maintenance.

#### **5. Development of a Process for the Commission of a “placemaking” project.**

Every community and situation is unique when it comes to the development of a particular public art project, however the following points should be considered as template to the development process. Each step in the process should contain questions that will guide the public art board in the selection of an impactful project. These steps are to provide guidance in the development of a process and can / should be tailored to fit the municipality’s interests.

- Step 1: Project Assessment
- Step 2: Request for Proposals
- Step 3: Artist Selection
- Step 4: Evaluation of the Artist and the Art Work
- Step 5: Public Education / Engagement
- Step 6: Contracts / Budget
- Step 7: Review / Evaluation

There are many examples from around the country on best practices in the development of a municipal public art policy. A sample art policy is included as reference in this document, and can serve as a starting point in your policy development process. With Greater Lansing united on one front, as it pertains to placing an importance on public art, we will position our communities on the cutting edge of economic development strategies and position ourselves for even greater success.

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

**From:** [Dennis LaForest](#)

**To:** [dmagli@ar-s.net](mailto:dmagli@ar-s.net) ; [Carole Field](#)

**Sent:** Monday, January 28, 2013 10:52 AM

**Subject:** Photo

Bill Jackson sent me this photo as an example.

Dennis

Dennis D. LaForest

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Creations**  
616-459-9177

**PLEASE NOTE:** John is now doing some film work and special prosthetic masks and body suits with Precinct 13 Entertainment in Crestline, OH. Precinct 13 is owned by Robert Kurtzman, the director of such genre hits and fan favorites as WISHMASTER, THE RAGE, BURIED ALIVE, and the action picture DEADLY IMPACT, and is the creator of the modern horror classic FROM DUSK TILL DAWN. Kurtzman's films and amazing special effects have won him legions of fans around the globe. See what John, Robert, and the rest of the gang at Precinct 13 are up to on the Creature Corps website! Just click the link to be transported to [www.creaturecorps.net](http://www.creaturecorps.net).

Samurai Props



Two 16' tall sculptures for The Grand Rapids Ballet's 2005 production of "The Firebird" Lamoreaux Brothers - Sparta, MI



These three brothers were killed in WWII and the bronze busts were dedicated on Memorial Day 2005 100 yr. old medallion from a historic theater

**You Dream It . . . We Build It!**  
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*The photo above is a replica full-size T-Rex leg and rock wall display that Schneider Creations sculpted, painted, and installed in a local paleontologist's basement. This is just one example of what Schneider Creations can do. See thumbnails for some of our other work.*

**Schneider Creations was founded in 1999 and specializes in custom design, sculpture, restoration and fabrication. We are skilled at sculpting, mold-making, faux painting, faux rock walls, animatronics, special effects, 3-D billboards, point-of-purchase (POP) and trade show displays, building prototypes, restoration of decorative plaster and more!**

- **Need a creative custom bronze sculpture for a park?  
We can sculpt it!**
- **Need an antique decorative**

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- Need an animated 3-D billboard or POP display to launch your new product?  
*We can build it!*

**John Schneider is the artist who does it all. For over 14 years, John was a well-known special effects technician in the motion picture and television industry before he decided to strike out on his own, so he has the creative, artistic and technical know-how to build what you need.**

**Which is why we say . . .  
"You Dream It . . . We Build It!"**

**We would be happy to provide you with an estimate for your special project. Just call or e-mail us. We look forward to hearing from you!**

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**4 5 5 9**



Repaired plaster, resculpted details, and painted to match original finish

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<b>Fabrication &amp; Restoration</b>
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<b>Refer a Friend . . . Make a Buck!</b>

***When you come to Schneider Creations for a project, it's one-stop shopping . . .  
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### ***Fabrication***

Schneider Creations can fabricate custom metalwork, rigs and jigs, proto-types, oversized and miniature props, point-of-purchase and tradeshow displays, animated 3-D billboards, signage, custom hot tub surrounds, specialty fountains and more. While working at Cinnebar as a special effects technician, John built 3-D billboards (E.T., King Kong) for Universal Studios in Orlando, Florida.



POP faux rock display for Wolverine®

In addition to being an artist, John Schneider is also a skilled machinist and welder. Having these multiple skills means we can not only design your project, but can build it as well!

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Plaster chandelier prior to restoration



Bottom of chandelier - restored



Medallion was broken and missing some parts



The restoration involved casting, resculpting & paint matching

Chandelier completely restored

**More photos to be added!**



Dig plate for interactive display at Lena Meijer Children's Garden



Restaurant sign in wood with various faux metal finishes

**Restoration**

John Schneider is skilled at restoring and resculpting damaged decorative and architectural elements such as detailed plaster crown moldings, medallions, fixtures, and even stone sculptures . . . including matching the original finishes and textures. Take a look at some of our recent restoration outcomes. . .

**A recent restoration client stated that he couldn't even tell where the piece was damaged, then laughingly said, "I guess that's why we hired YOU!"**

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