



St. Johns Principal Shopping District
109 E. State, PO Box 477 – St. Johns, MI – 48879 (989) 224-8944ext. 233

**BOARD OF DIRECTORS
2022 - 2023**

Chairman
Jason Butler
Butler Financial

Vice-Chairman
Tyler Barlage
Community Christian Church

Secretary-Treasurer
Bruce DeLong
Clinton County

Directors
Ed Brandon
Gilroy's Hardware

Amber Haubert
Global Coffee

Erika Hayes
Jackson & Hayes, PC

Tracy Kossaras
Kurt's Appliance

Dave Kudwa
City of St. Johns, MI

Nancy McKinley
Castle Resident

Corinne Trimbach
Mint Door

Craig Smith
Main Street Café

Mariah Leiby
Salon 989

Marketing
Tyler Barlage-Chair
Erica Hayes
Ethan Painter
Emily Baudoux
Kim Zuehlke
Vickie Schaffer

Design
Amber Haubert-Chair
Kim Zuehlke
Mariah Leiby

Events
Corrine Trimbach-Chair
Tracy Kossaras-Chair
Jaime Madar
Jessica Whitford
Nancy McKinley
Jason Butler

**Executive, Finance,
Strategic Planning**

Tyler Barlage
Bruce DeLong
Dave Kudwa
Jason Butler
Corinne Trimbach
Tracy Kossaras
Amber Haubert

CONTACT INFO

Executive Director
Heather Hanover
989-224-8944:
psdcityofsj@gmail.com

AGENDA

Principal Shopping District Meeting

April 5, 2023

11: 30 am, PSD Office/Fire Hall

* Indicates an attachment

- 1. Call to Order 11:30am**
- 2. Additions to the Agenda 11:30am (2 minutes)**
- 3. Approval of the Consent Agenda: 11:32am (5 minutes)**
 - A. *Minutes of meeting dated March 1,2023
 - B. *Minutes from Executive, Marketing and Event Meetings
 - C. *City of St Johns monthly financial report through March 29,2023
 - D. *Director's Report

4. Communications

- A. Events Committee 11:37am (3 minutes)
- B. Marketing Committee: 11:40am (3 minutes)
- C. Executive Committee 11:43 am (3 minutes)

5. Old Business

- A. 2023-24 Budget 11:46 am(10 Minutes)

6. New Business

- A. None

Next Regular PSD Board Meeting May 3, 2023



St. Johns Downtown Development Authority
100 E. State, PO Box 477 – St. Johns, MI – 48879 (989) 224-8944ext. 233

**BOARD OF DIRECTORS
2022 - 2023**

Chairman
Jason Butler
Butler Financial

Vice-Chairman
Tyler Barlage
Community Christian Church

Secretary-Treasurer
Bruce DeLong
Clinton County

Directors
Ed Brandon
Gilroy's Hardware

Amber Haubert
Global Coffee

Erika Hayes
Jackson & Hayes, PC

Tracy Kossaras
Kurt's Appliance

Dave Kudwa
City of St. Johns, MI

Nancy McKinley
Castle Resident

Corinne Trimbach
Mint Door

Craig Smith
Main Street Café

Mariah Leiby
Salon 989

Marketing
Tyler Barlage-Chair
Erica Hayes
Ethan Painter
Emily Baudoux
Kim Zuehlke
Vickie Schaffer

Design
Amber Haubert-Chair
Kim Zuehlke
Mariah Leiby

Events
Corrine Trimbach-Chair
Tracy Kossaras-Chair
Jaime Madar
Jessica Whitford
Nancy McKinley
Jason Butler

Executive, Finance, Strategic Planning

Tyler Barlage
Bruce DeLong
Dave Kudwa
Jason Butler
Corinne Trimbach
Tracy Kossaras
Amber Haubert

CONTACT INFO

Executive Director
Heather Hanover
989-224-8944 Ext233:
psdcityofsj@ gmail.com

AGENDA

Downtown Development Authority Meeting

March 1, 2023

Immediately After 11:30 PSD Meeting at DDA Office

* Indicates an attachment

1. **Call to Order 11:57 am**
2. **Additions to the Agenda 11.58 am**
3. **Approval of the Consent Agenda: 11:59 am**
 - A. *Minutes of meeting dated March 1,2023
 - B. *City of St Johns monthly financial report through March 29,2023
4. **Communications**
 - A. Design Committee Up Date 12:00 pm(10 minutes)
 - i. Façade Grant Program
5. **Old Business**
 - A. None
6. **New Business**
 - A. Communication 12:10 pm (5 minutes)
7. **Public Comment (please keep to under 3 minutes) 12:15 pm (10 minutes)**

Adjournment 12:25pm

4

Next Regular DDA Board Meeting May 3, 2023



St. Johns Principal Shopping District and Downtown Development Authority

100 E. State, PO Box 477 – St. Johns, MI – 48879 (989) 224-8944 ext. 233 www.DowntownStJohnsMI.com

**Meeting Minutes
Principal Shopping District
March 1, 2023**

11:30 am, At PSD Office

**BOARD OF DIRECTORS
2022 - 2023**

Chairman
Jason Butler
Butler Financial

Vice-Chairman
Tyler Barlage
Community Christian Church

Secretary-Treasurer
Bruce Delong
Clinton County Commissioner

Directors
Ed Brandon
Gilroy's Hardware

Amber Haubert
Global Coffee

Erika Hayes
Jackson & Hayes, PC

Tracy Kossaras
Kurt's Appliance

Dave Kudwa
City of St. Johns, MI

Mariah Leiby
Salon 989

Nancy McKinley
The Castle Residence

Corinne Trimbach
Unique Reflections

Craig Smith
Main Street Caf 

COMMITTEES

Marketing
Tyler Barlage-Chair
Erica Hayes
Emily Baudoux
Ethan Painter
Kim Zuehlke
Vicki Schaffer

Events
Tracy Kossaras-Chair
Corinne Trimbach-Chair
Nancy McKinley
Jason Butler
Jaime Madar

Design
Amber Haubert-Chair
Mariah Leiby
Kim Zuehlke

Executive, Finance, Strategic Planning
Jason Butler-Chair
Tyler Barlage
Bruce Delong
Dave Kudwa

Amber Haubert
Tracy Kossaras
Corinne Trimbach

CONTACT INFO
Executive Director
Heather Hanover
989-224-8944x 233
Email: psdcityofsj@gmail.com

Members Present: Jason Butler, Amber Haubert, Tracy Kossaras, Nancy McKinley, Bruce Delong, Corinne Trimbach, Mariah Leiby, Kristina Kinde, Ed Brandon and Craig Smith.

Other Present: Roberta Cocco, Jamie Madar, Jason Denovich, Chief Dave Kirk and Heather Hanover

1. **Meeting was called to Order by Chairman Butler at 11:30am**
2. **Additions to the Agenda** Chairman Butler asked to have the Executive Committee added to the agenda under Communications, Motion to approve the agenda as amended by Bruce Delong, seconded by Mariah Leiby, motion carried
3. **Motion to Approve the Consent Agenda made by Corinne Trimbach**, seconded by Bruce Delong motion carried.
 - A. Minutes of meeting dated Feb 1, 2023
 - B. Minutes of the Executive, Marketing and Events Committee Meetings
 - C. City of St Johns monthly financial report through Feb 28,2023
 - D. Director's Report
4. **Communications**
 - A. Events Committee: Corinne and Tracy reported that they are still working on the new Easter event and a Thursday Farmers Market. Jason has contacted a few stage vendors for the Mint Fest and is going with a more complete set up this year.
 - B. Marketing Committee: Tyler was unable to attend today. Heather stated that the committee is working on the rebranding and have narrowed down a few options. They are also working on a tag line. The marketing committee is also assessing what forms of media are best for promoting the downtown. They are asking for \$12,000 in next year's budget. The breakdown of costs will be presented at the budget meeting.
 - C. St Johns Chamber: Jason Denovich reported that the next Chamber Luncheon will feature Bob Trezise from LEAP. The chamber is also creating a St Johns coloring book which they will sell at cost for businesses to hand out. Jason passed around some of the proposed images for the coloring book. Mariah stated that there are quite a few vendors for the Spring Fling and the chamber will be getting some porta johns for the event, since the Depot is already reserved.
 - D. Executive Committee: Jason said he would like to give a report on matters that were discussed at the executive committee meeting. Many of the subjects later on the agenda where discussed. Jason also mentioned the talks with Treasurer Kinde related to the CIP and parking lots. The parking lot in the most need would be the West Higham Street lot. The city would be more in favor of putting money toward that project if the DDA contributed. Jason would also like the neighboring businesses to be able to weigh in on the lot plans. Jason would like to have a meeting to discuss. The Mayor, Tracy Kossaras and Nancy McKinley would like to be a part of that discussion. Heather will send out a go to meeting email to shop times for the meeting.
5. **Old Business**
 - A. 2023-24 Budget: Because of the lack of progress on the Wilson Center the board of review decreased the value of the property. This decrease caused the DDA TIF funds to go down \$26,000, giving us less budget to work with next year. All committees need to have their budgets to Heather before the next Executive meeting so that they can have a budget to present to the board at the April Board Meeting. The Budget will then go to the City Council for inclusion in the city budget. Kristina Kinde stated, they like to have the budget completed in April for adoption in May with the fiscal year starting on July 1st.



St. Johns Principal Shopping District and Downtown Development Authority

100 E. State, PO Box 477 – St. Johns, MI – 48879 (989) 224-8944 ext. 233 www.DowntownStJohnsMI.com

6. New Business

- A. Downtown Camera Opportunity: We have one remote TV camera already in downtown and a competing station would also like to place a camera. The decision was to send this discussion to the Marketing committee.
- B. Match on Main: 2 stores downtown were chosen to participate, Clinton County Art Gallery and Rise Up Co. Both grants have been turned in to the MEDC.
- C. Social Districts: Jason Butler was heard that social district are being added to many towns in Michigan with good results. Heather asked for comment on the MDA website and received only positive responses. There was discussion of the need to allow people to walk around with alcohol. There was discussion on limits and hours of operation. There were concerns about allowing alcohols at youth centered events. Chairman Butler went round table and asked for board opinions, most were okay with investigating the options. Chairman also asked the Chief of police about any issues and he felt if it was properly restricted it could be doable. Chairman Butler will do some more investigation.
- D. Meeting Location: This is our second meeting at the Fire Hall/PSD office. How do people feel about this location versus Main Street Café? While some miss the ability to eat while they are at the meeting, in general most like the office for less distractions and the use of the screen as a visual aide. We will continue the meetings at the Fire Hall/PSD office.

Motion by Bruce Delong, seconded by Tracy Kossaras to adjourn the meeting, motion carried.
Meeting adjourned at 12:31pm

Next Regular Meeting April 5, 2023



St. Johns Principal Shopping District and Downtown Development Authority

100 E. State, PO Box 477 – St. Johns, MI – 48879 (989) 224-8944 ext. 233 www.DowntownStJohnsMI.com

**BOARD OF DIRECTORS
2022 - 2023**

Chairman

Jason Butler
Butler Financial

Vice-Chairman

Tyler Barlage
Community Christian
Church

Secretary-Treasurer

Bruce DeLong
Clinton County Commissioner

Directors

Ed Brandon
Gilroy's Hardware

Amber Haubert Global
Coffee

Erika Hayes
Jackson & Hayes, PC

Tracy Kossaras
Kurt's Appliance

Kristina Kinde
City of St. Johns

Mariah Leiby
Salon 989

Nancy McKinley
The Castle Residence

Corinne Trimbach Unique
Reflections

Craig Smith
Main Street Café

COMMITTEES

Marketing

Tyler Barlage-Chair
Erica Hayes
Emily Baudoux
Ethan Painter
Kim Zuehlke
Vicki Schaffer

Events

Tracy Kossaras-Chair
Corinne Trimbach-Chair
Nancy McKinley
Jason Butler
Jaime Madar

Design

Amber Haubert-Chair
Mariah Leiby
Kim Zuehlke

Executive, Finance, Strategic

Planning Jason Butler-Chair

Tyler Barlage
Bruce DeLong

Dave Kudwa

Amber Haubert

Tracy Kossaras

Corinne Trimbach

CONTACT INFO

Executive Director Heather

Hanover
989-224-8944x 233
Email: psdcityofsj@gmail.com

Meeting Minutes

Downtown Development Authority

March 1, 2023

After PSD Meeting, PSD Office

Members Present: Jason Butler, Tracy Kossaras, Amber Haubert, Bruce DeLong, Corinne Trimbach, Erica Hayes, Mariah Leiby, Craig Smith, Kristina Kinde, Nancy McKinley and Ed Brandon.

Other Present: Roberta Cocco, Jason Denovich, Chief Dave Kirk, Jamie Madar and Heather Hanover

1. Meeting was called to Order by Chairman Butler at 12:31 am

2. Additions to the Agenda: None, motion to approve by Bruce DeLong, seconded by Tracy Kossaras, motion carried.

3. Motion to Approve the Consent Agenda as presented, made by Bruce DeLong seconded by Corinne Trimbach, motion carried.

A. Minutes of meeting dated Feb, 1, 2023

B. City of St Johns monthly financial report through Feb 28,2023

4. Communications

A. Design Committee up Date: Amber presented a slide show about her proposed changes for the downtown benches and waste receptacles. To replace every bench and receptacle with the exact number we have now, the current bid is \$41,827.21 from Kirby Built. Amber is researching one more bid. There was discussion of the city chipping in. There was discussion of powder coating that was found not to be a cost savings. There was discussion of if we could use the CRCF grant for these items and it was decided to give it a try. Heather stated that the grant is due by the end of April and she will need specific costs to write the grant. Amber also presented the Façade Grant Applications; there were 5 that were considered and it was decided to go with 2 of the applications which we would fund at 50% Ken Harris's building which houses Tami's Tutoring, \$4836.85 and 50% Jet Speed Printing in the third block \$2010 for a total of \$6846.85. This leaves us with \$23,153.15 to divide up amongst 3 very large façade projects. There was discussion on corner buildings needing more work. There was discussion on stucco versus brick. It was decided that the board needs more time to make a decision on the rest of the projects and will discuss them at the April Meeting.

5. Old Business

A. None.

6. New Business

A. Capital Region Community Foundation Impact Grant: as mentioned above it was decided not to use this grant for further Façade improvements but to try for the benches and receptacles.

7. Public Comment: No public comment

Motion to adjourn made by Corinne Trimbach, seconded by Tracy Kossaras, meeting adjourned at 1:38pm

Next meeting April 5, 2023

Calculations as of 06/30/2023

GL NUMBER	DESCRIPTION	2022-23 AMENDED BUDGET	2022-23 ACTIVITY THRU 06/30/23	2023-24 REQUESTED BUDGET
ESTIMATED REVENUES				
Dept 000 - REVENUE				
681-000-544.005	GRANTS	25,000.00	26,500.00	
681-000-665.000	INTEREST EARNED/INVESTMENTS		38.29	
681-000-671.007	FARMERS' MARKET	1,300.00	1,906.00	1,500.00
681-000-671.010	CAR SHOWS	2,000.00	1,968.07	2,000.00
681-000-671.018	MINT FESTIVAL	20,000.00	26,611.96	25,000.00
681-000-671.024	WINTER FESTIVAL	4,750.00	4,038.75	2,000.00
681-000-671.031	MARKETING CO-OP	5,000.00	3,000.00	2,500.00
681-000-672.006	DOWNTOWN BUSINESS DISTRICT	36,225.00	33,100.00	38,975.00
681-000-675.005	CORPORATE SPONSORS	600.00		
Totals for dept 000 - REVENUE		94,875.00	97,163.07	71,975.00
TOTAL ESTIMATED REVENUES		94,875.00	97,163.07	71,975.00
APPROPRIATIONS				
Dept 173 - ADMINISTRATION DEPARTMENT				
681-173-730.000	OFFICE SUPPLIES/ADM	100.00		100.00
681-173-751.000	EVENT COLLABORATION	1,200.00	808.07	1,000.00
681-173-751.001	FARMERS' MARKET	1,000.00	800.00	1,800.00
	FOOTNOTE AMOUNTS:			800.00
	STREET SINGERS			
	FOOTNOTE AMOUNTS:			200.00
	FLYERS AND SIGNS			
	GL # FOOTNOTE TOTAL:			1,000.00
681-173-751.002	CAR SHOWS	1,500.00	980.00	1,500.00
681-173-751.003	MINT FESTIVAL	15,000.00	20,140.50	20,000.00
681-173-751.007	WINTER FESTIVAL	5,500.00	2,961.37	3,000.00
	FOOTNOTE AMOUNTS:			450.00
	HIGH SCHOOL BANDS			
	FOOTNOTE AMOUNTS:			100.00
	ST NICK			
	FOOTNOTE AMOUNTS:			100.00
	FLYERS			
	FOOTNOTE AMOUNTS:			300.00
	LIGHTS FOR TUNNEL			
	FOOTNOTE AMOUNTS:			300.00
	CANDY			
	GL # FOOTNOTE TOTAL:			1,250.00
681-173-751.010	FALL FESTIVAL	600.00		
681-173-751.011	SPRING FESTIVAL	500.00		
681-173-804.000	ADMINISTRATION CHARGES	2,740.00		3,000.00
681-173-814.002	WEBSITE	300.00	948.00	700.00
681-173-818.000	CONTRACTUAL SERVICES	10,500.00	8,124.99	11,500.00
681-173-818.040	DOWNTOWN IMPROVEMENT	7,000.00	2,040.83	8,300.00
	FOOTNOTE AMOUNTS:			2,300.00
	POLE BANNERS			
	FOOTNOTE AMOUNTS:			2,500.00
	FLOWERS FOR POTS & HANGING BASKETS			
	FOOTNOTE AMOUNTS:			1,000.00
	FALL DECORATIONS			
	FOOTNOTE AMOUNTS:			2,500.00
	WINTER DECORATIONS (1000 FOR PLANTERS, 1500 FOR 16 POLES OF SNOWFLAKES)			
	GL # FOOTNOTE TOTAL:			8,300.00
681-173-826.086	AUDIT FEES	410.00		500.00
681-173-853.004	MONTHLY & LONG DISTANCE SERV	300.00	642.80	500.00
681-173-870.001	MARKETING	10,000.00	7,940.00	8,500.00
	FOOTNOTE AMOUNTS:			2,000.00
	BRANDING EXPENSES			
	FOOTNOTE AMOUNTS:			4,500.00
	SOCIAL MEDIA MARKETING			
	FOOTNOTE AMOUNTS:			2,000.00
	RADIO MARKETING			
	GL # FOOTNOTE TOTAL:			8,500.00
681-173-870.007	GRANTS	25,000.00	25,000.00	
681-173-870.008	MUSIC	1,000.00	1,509.24	1,000.00
681-173-870.009	MARKETING CO-OP			5,000.00
681-173-956.000	MISCELLANEOUS	1,000.00		
681-173-960.000	EDUCATION AND TRAINING	1,000.00	450.00	1,000.00
681-173-961.000	PROFESSIONAL DUES	1,125.00		200.00
681-173-985.000	CAPITAL OUTLAY			4,000.00
	FOOTNOTE AMOUNTS:			4,000.00
	HOT DOG STAND			
Totals for dept 173 - ADMINISTRATION DEPARTMENT		85,775.00	72,345.80	71,600.00
TOTAL APPROPRIATIONS		85,775.00	72,345.80	71,600.00

Calculations as of 06/30/2023

GL NUMBER	DESCRIPTION	2022-23 AMENDED BUDGET	2022-23 ACTIVITY THRU 06/30/23	2023-24 REQUESTED BUDGET
NET OF REVENUES/APPROPRIATIONS - FUND 681		9,100.00	24,817.27	375.00
BEGINNING FUND BALANCE		4,379.49	4,379.49	29,196.76
ENDING FUND BALANCE		13,479.49	29,196.76	29,571.76

Calculations as of 06/30/2023

GL NUMBER	DESCRIPTION	2022-23 AMENDED BUDGET	2022-23 ACTIVITY THRU 06/30/23	2023-24 REQUESTED BUDGET
ESTIMATED REVENUES				
Dept 000 - REVENUE				
248-000-404.000	CURRENT PROPERTY TAX	39,400.00	64,792.47	59,000.00
248-000-543.010	GRANTS		700.00	
248-000-665.000	INTEREST EARNED/INVESTMENTS		(8.16)	
Totals for dept 000 - REVENUE		<u>39,400.00</u>	<u>65,484.31</u>	<u>59,000.00</u>
TOTAL ESTIMATED REVENUES		<u>39,400.00</u>	<u>65,484.31</u>	<u>59,000.00</u>
APPROPRIATIONS				
Dept 451 - NEW CONSTRUCTION				
248-451-804.000	ADMINISTRATION CHARGES	1,040.00		1,500.00
248-451-818.000	CONTRACTUAL SERVICES	10,500.00	8,124.99	11,500.00
248-451-818.040	DOWNTOWN IMPROVEMENT	6,000.00	13,349.24	50,000.00
	FOOTNOTE AMOUNTS:			20,000.00
	PARKING LOTS			
	FOOTNOTE AMOUNTS:			30,000.00
	BENCHES/TRASH CANS			
	GL # FOOTNOTE TOTAL:			50,000.00
248-451-880.007	FACADE GRANTS	10,000.00		30,000.00
Totals for dept 451 - NEW CONSTRUCTION		<u>27,540.00</u>	<u>21,474.23</u>	<u>93,000.00</u>
TOTAL APPROPRIATIONS		<u>27,540.00</u>	<u>21,474.23</u>	<u>93,000.00</u>
NET OF REVENUES/APPROPRIATIONS - FUND 248		<u>11,860.00</u>	<u>44,010.08</u>	<u>(34,000.00)</u>
	BEGINNING FUND BALANCE	49,622.12	49,622.12	93,632.20
	ENDING FUND BALANCE	61,482.12	93,632.20	59,632.20

GL NUMBER	DESCRIPTION	END BALANCE 06/30/2022	2022-23 AMENDED BUDGET	YTD BALANCE 03/31/2023	ACTIVITY FOR MONTH 03/31/23	AVAILABLE BALANCE	% BDGT USED
Fund 681 - PRINCIPAL SHOPPING DISTRICT							
Revenues							
Dept 000 - REVENUE							
681-000-544.005	GRANTS	0.00	25,000.00	26,500.00	0.00	(1,500.00)	106.00
681-000-665.000	INTEREST EARNED/INVESTMENTS	187.65	0.00	38.29	0.00	(38.29)	100.00
681-000-671.000	MISCELLANEOUS REVENUE	0.00	0.00	0.00	0.00	0.00	0.00
681-000-671.007	FARMERS' MARKET	1,351.00	1,300.00	1,906.00	0.00	(606.00)	146.62
681-000-671.010	CAR SHOWS	2,380.00	2,000.00	1,968.07	0.00	31.93	98.40
681-000-671.018	MINT FESTIVAL	22,058.00	20,000.00	26,611.96	0.00	(6,611.96)	133.06
681-000-671.024	WINTER FESTIVAL	4,920.00	4,750.00	4,038.75	0.00	711.25	85.03
681-000-671.026	SOAP BOX DERBY	11,150.00	0.00	0.00	0.00	0.00	0.00
681-000-671.028	BALL DROP	0.00	0.00	0.00	0.00	0.00	0.00
681-000-671.031	MARKETING CO-OP	4,500.00	5,000.00	3,000.00	150.00	2,000.00	60.00
681-000-671.032	FALL FESTIVAL	0.00	0.00	0.00	0.00	0.00	0.00
681-000-671.033	SPRING FESTIVAL	3,750.00	0.00	0.00	0.00	0.00	0.00
681-000-672.000	SPECIAL ASSESSMENTS	0.00	0.00	0.00	0.00	0.00	0.00
681-000-672.006	DOWNTOWN BUSINESS DISTRICT	32,575.00	36,225.00	33,100.00	0.00	3,125.00	91.37
681-000-675.005	CORPORATE SPONSORS	3,750.00	600.00	0.00	0.00	600.00	0.00
681-000-675.008	MURALS & SCULPTURES	0.00	0.00	0.00	0.00	0.00	0.00
681-000-699.001	FUND BALANCE/RESERVES	0.00	0.00	0.00	0.00	0.00	0.00
681-000-699.035	TRANSFER FROM GENERAL	0.00	0.00	0.00	0.00	0.00	0.00
Total Dept 000 - REVENUE		86,621.65	94,875.00	97,163.07	150.00	(2,288.07)	102.41
TOTAL REVENUES		86,621.65	94,875.00	97,163.07	150.00	(2,288.07)	102.41
Expenditures							
Dept 173 - ADMINISTRATION DEPARTMENT							
681-173-729.000	POSTAGE	0.00	0.00	0.00	0.00	0.00	0.00
681-173-730.000	OFFICE SUPPLIES/ADM	0.00	100.00	0.00	0.00	100.00	0.00
681-173-751.000	EVENT COLLABORATION	1,040.00	1,200.00	808.07	0.00	391.93	67.34
681-173-751.001	FARMERS' MARKET	1,350.00	1,000.00	800.00	0.00	200.00	80.00
681-173-751.002	CAR SHOWS	1,606.24	1,500.00	980.00	0.00	520.00	65.33
681-173-751.003	MINT FESTIVAL	14,299.98	15,000.00	20,140.50	7,575.00	(5,140.50)	134.27
681-173-751.007	WINTER FESTIVAL	4,095.00	5,500.00	2,961.37	0.00	2,538.63	53.84
681-173-751.008	SOAP BOX DERBY	15,515.32	0.00	0.00	0.00	0.00	0.00
681-173-751.009	BALL DROP	0.00	0.00	0.00	0.00	0.00	0.00
681-173-751.010	FALL FESTIVAL	590.00	600.00	0.00	0.00	600.00	0.00
681-173-751.011	SPRING FESTIVAL	2,427.00	500.00	0.00	0.00	500.00	0.00
681-173-804.000	ADMINISTRATION CHARGES	2,635.00	2,740.00	0.00	0.00	2,740.00	0.00
681-173-814.002	WEBSITE	300.00	300.00	948.00	0.00	(648.00)	316.00
681-173-818.000	CONTRACTUAL SERVICES	18,450.00	10,500.00	8,124.99	958.33	2,375.01	77.38
681-173-818.040	DOWNTOWN IMPROVEMENT	17,485.57	7,000.00	2,040.83	664.83	4,959.17	29.15
681-173-826.086	AUDIT FEES	200.00	410.00	0.00	0.00	410.00	0.00
681-173-853.004	MONTHLY & LONG DISTANCE SERV	473.00	300.00	642.80	80.35	(342.80)	214.27
681-173-870.001	MARKETING	12,335.48	10,000.00	7,940.00	0.00	2,060.00	79.40
681-173-870.007	GRANTS	0.00	25,000.00	25,000.00	0.00	0.00	100.00
681-173-870.008	MUSIC	1,346.00	1,000.00	1,509.24	0.00	(509.24)	150.92
681-173-870.009	MARKETING CO-OP	0.00	0.00	0.00	0.00	0.00	0.00
681-173-900.000	PRINT AND PUBLISHING	0.00	0.00	0.00	0.00	0.00	0.00
681-173-956.000	MISCELLANEOUS	2,241.96	1,000.00	0.00	0.00	1,000.00	0.00
681-173-960.000	EDUCATION AND TRAINING	0.00	1,000.00	450.00	0.00	550.00	45.00
681-173-961.000	PROFESSIONAL DUES	225.00	1,125.00	0.00	0.00	1,125.00	0.00
681-173-985.000	CAPITAL OUTLAY	0.00	0.00	0.00	0.00	0.00	0.00
Total Dept 173 - ADMINISTRATION DEPARTMENT		96,615.55	85,775.00	72,345.80	9,278.51	13,429.20	84.34

REVENUE AND EXPENDITURE REPORT FOR CITY OF ST. JOHNS
 PERIOD ENDING 03/31/2023

GL NUMBER	DESCRIPTION	END BALANCE 06/30/2022	2022-23 AMENDED BUDGET	YTD BALANCE 03/31/2023	ACTIVITY FOR MONTH 03/31/23	AVAILABLE BALANCE	% BGD USED
Fund 681 - PRINCIPAL SHOPPING DISTRICT							
Expenditures							
TOTAL EXPENDITURES		96,615.55	85,775.00	72,345.80	9,278.51	13,429.20	84.34
Fund 681 - PRINCIPAL SHOPPING DISTRICT:							
TOTAL REVENUES		86,621.65	94,875.00	97,163.07	150.00	(2,288.07)	102.41
TOTAL EXPENDITURES		96,615.55	85,775.00	72,345.80	9,278.51	13,429.20	84.34
NET OF REVENUES & EXPENDITURES		(9,993.90)	9,100.00	24,817.27	(9,128.51)	(15,717.27)	272.72
TOTAL REVENUES - ALL FUNDS							
TOTAL EXPENDITURES - ALL FUNDS							
NET OF REVENUES & EXPENDITURES		(30,848.55)	20,960.00	68,827.35	(10,086.84)	(47,867.35)	328.37

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
Fund 248 DOWNTOWN DEVELOPMENT AUTHORITY							
07/01/2022			248-000-002.000 CASH - IMM/PRI ACCT 1289		BEG. BALANCE		50,609.12
07/29/2022	CD	CHK	Check: 03 6224	6224 (A)		875.00	49,734.12
07/31/2022	GJ	JE	TO PAY DDA TAX CAPTURE	13504	23,860.77		73,594.89
07/31/2022	GJ	JE	TO PAY DDA TAX CAPTURE	13504	40,931.70		114,526.59
07/31/2022	GJ	JE	03 INTEREST ALLOCATION	13817		8.16	114,518.43
08/26/2022	CD	CHK	Check: 03 6315	6315 (A)		875.00	113,643.43
09/15/2022	CD	CHK	Check: 03 61603	61603		25,000.00	88,643.43
09/28/2022	CD	CHK	Check: 03 6396	6396 (A)		875.00	87,768.43
09/29/2022	GJ	JE	TO RECLASS GRANT EXPENSE	13702	25,000.00		112,768.43
10/25/2022	GJ	JE	CLEAR DUE TO/FROM	13846		987.00	111,781.43
10/27/2022	CD	CHK	Check: 03 6479	6479 (A)		875.00	110,906.43
11/01/2022	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 11/01/202		700.00		111,606.43
11/15/2022	CD	CHK	Check: 03 61721	61721		4,349.24	107,257.19
11/16/2022	CD	CHK	Check: 03 61723	61723		9,000.00	98,257.19
11/30/2022	CD	CHK	Check: 03 6560	6560 (A)		875.00	97,382.19
12/23/2022	CD	CHK	Check: 03 6620	6620 (A)		875.00	96,507.19
01/27/2023	CD	CHK	Check: 03 6671	6671 (A)		958.33	95,548.86
03/03/2023	CD	CHK	Check: 03 6747	6747 (A)		958.33	94,590.53
03/24/2023	CD	CHK	Check: 03 6801	6801 (A)		958.33	93,632.20
03/31/2023			248-000-002.000	END BALANCE	90,492.47	47,469.39	93,632.20
248-000-202.000 ACCOUNTS PAYABLE							
07/01/2022					BEG. BALANCE		0.00
07/15/2022	AP	INV	EXECUTIVE DIRECTOR PAYROLL; 07/2022	JUL2022		875.00	(875.00)
07/29/2022	CD	CHK	Check: 03 6224	6224 (A)	875.00		0.00
08/18/2022	AP	INV	EXECUTIVE DIRECTOR PAYROLL; 08/2022	AUG2022		875.00	(875.00)
08/26/2022	CD	CHK	Check: 03 6315	6315 (A)	875.00		0.00
09/15/2022	AP	INV	GRANT MONEY; DOWNTOWN IMPROVMENTS	09/15/2022		25,000.00	(25,000.00)
09/15/2022	CD	CHK	Check: 03 61603	61603	25,000.00		0.00
09/16/2022	AP	INV	EXECUTIVE DIRECTOR PAYROLL; 09/2022	SEP2022		875.00	(875.00)
09/28/2022	CD	CHK	Check: 03 6396	6396 (A)	875.00		0.00
10/07/2022	AP	INV	EXECUTIVE DIRECTOR PAYROLL; 10/2022	OCT2022		875.00	(875.00)
10/27/2022	CD	CHK	Check: 03 6479	6479 (A)	875.00		0.00
11/01/2022	AP	INV	REEL OF DIRECT BURIAL SPEAKER WIRE 14	102222.3		803.52	(803.52)
11/01/2022	AP	INV	MAKE CONNECTION TO DWNTWN SYSTEM FOR	102222.2		845.00	(1,648.52)
11/01/2022	AP	INV	REPLACE MISSING MOBILE RACK	102222.1		2,700.72	(4,349.24)
11/07/2022	AP	INV	EXECUTIVE DIRECTOR PAYROLL; 11/2022	NOV2022		875.00	(5,224.24)
11/15/2022	CD	CHK	Check: 03 61721	61721	4,349.24		(875.00)
11/16/2022	AP	INV	DEPOSIT TO START PROJECT	111522.1		9,000.00	(9,875.00)
11/16/2022	CD	CHK	Check: 03 61723	61723	9,000.00		(875.00)
11/30/2022	CD	CHK	Check: 03 6560	6560 (A)	875.00		0.00
12/13/2022	AP	INV	EXECUTIVE DIRECTOR PAYROLL; 12/2022	DEC2022		875.00	(875.00)
12/23/2022	CD	CHK	Check: 03 6620	6620 (A)	875.00		0.00
01/18/2023	AP	INV	EXECUTIVE DIRECTOR PAYROLL; 01/2023	JAN2023		958.33	(958.33)
01/25/2023	AP	INV	EXECUTIVE DIRECTOR PAYROLL; 02/2023	FEB2023		958.33	(1,916.66)
01/27/2023	CD	CHK	Check: 03 6671	6671 (A)	958.33		(958.33)
03/01/2023	AP	INV	EXECUTIVE DIRECTOR PAYROLL; 03/2023	MAR2023		958.33	(1,916.66)
03/03/2023	CD	CHK	Check: 03 6747	6747 (A)	958.33		(958.33)
03/24/2023	CD	CHK	Check: 03 6801	6801 (A)	958.33		0.00
03/31/2023			248-000-202.000	END BALANCE	46,474.23	46,474.23	0.00
248-000-214.001 DUE TO GENERAL FUND							
07/01/2022					BEG. BALANCE		(987.00)
10/25/2022	GJ	JE	CLEAR DUE TO/FROM	13846	987.00		0.00
03/31/2023			248-000-214.001	END BALANCE	987.00	0.00	0.00
248-000-390.000 Fund Balance							
07/01/2022					BEG. BALANCE		(49,622.12)
03/31/2023			248-000-390.000	END BALANCE	0.00	0.00	(49,622.12)
248-000-404.000 CURRENT PROPERTY TAX							
07/01/2022					BEG. BALANCE		0.00
07/31/2022	GJ	JE	TO PAY DDA TAX CAPTURE	13504		23,860.77	(23,860.77)
07/31/2022	GJ	JE	TO PAY DDA TAX CAPTURE	13504		40,931.70	(64,792.47)
03/31/2023			248-000-404.000	END BALANCE	0.00	64,792.47	(64,792.47)
248-000-543.010 GRANTS							
07/01/2022					BEG. BALANCE		0.00
11/01/2022	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 11/01/202			700.00	(700.00)
03/31/2023			248-000-543.010	END BALANCE	0.00	700.00	(700.00)
248-000-665.000 INTEREST EARNED/INVESTMENTS							
07/01/2022					BEG. BALANCE		0.00
07/31/2022	GJ	JE	03 INTEREST ALLOCATION	13817	8.16		8.16
03/31/2023			248-000-665.000	END BALANCE	8.16	0.00	8.16
248-451-818.000 CONTRACTUAL SERVICES							
07/01/2022					BEG. BALANCE		0.00
07/15/2022	AP	INV	EXECUTIVE DIRECTOR PAYROLL; 07/2022	JUL2022	875.00		875.00
08/18/2022	AP	INV	EXECUTIVE DIRECTOR PAYROLL; 08/2022	AUG2022	875.00		1,750.00
09/16/2022	AP	INV	EXECUTIVE DIRECTOR PAYROLL; 09/2022	SEP2022	875.00		2,625.00
10/07/2022	AP	INV	EXECUTIVE DIRECTOR PAYROLL; 10/2022	OCT2022	875.00		3,500.00
11/07/2022	AP	INV	EXECUTIVE DIRECTOR PAYROLL; 11/2022	NOV2022	875.00		4,375.00
12/13/2022	AP	INV	EXECUTIVE DIRECTOR PAYROLL; 12/2022	DEC2022	875.00		5,250.00
01/18/2023	AP	INV	EXECUTIVE DIRECTOR PAYROLL; 01/2023	JAN2023	958.33		6,208.33
01/25/2023	AP	INV	EXECUTIVE DIRECTOR PAYROLL; 02/2023	FEB2023	958.33		7,166.66
03/01/2023	AP	INV	EXECUTIVE DIRECTOR PAYROLL; 03/2023	MAR2023	958.33		8,124.99
03/31/2023			248-451-818.000	END BALANCE	8,124.99	0.00	8,124.99
248-451-818.040 DOWNTOWN IMPROVEMENT							
07/01/2022					BEG. BALANCE		0.00

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
248-451-818.040 DOWNTOWN IMPROVEMENT					(Continued)		
09/15/2022	AP	INV	GRANT MONEY; DOWNTOWN IMPROVMENTS	09/15/2022	25,000.00		25,000.00
09/29/2022	GJ	JE	TO RECLASS GRANT EXPENSE	13702		25,000.00	0.00
11/01/2022	AP	INV	REEL OF DIRECT BURIAL SPEAKER WIRE 14	102222.3	803.52		803.52
11/01/2022	AP	INV	MAKE CONNECTION TO DWNTWN SYSTEM FOR	102222.2	845.00		1,648.52
11/01/2022	AP	INV	REPLACE MISSING MOBILE RACK	102222.1	2,700.72		4,349.24
11/16/2022	AP	INV	DEPOSIT TO START PROJECT	111522.1	9,000.00		13,349.24
03/31/2023			248-451-818.040	END BALANCE	38,349.24	25,000.00	13,349.24
TOTAL FOR FUND 248 DOWNTOWN DEVELOPMENT AUTHORITY					184,436.09	184,436.09	0.00

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
Fund 681 PRINCIPAL SHOPPING DISTRICT							
07/01/2022			681-000-002.000 CASH - IMM/PRI ACCT 1289		BEG. BALANCE		126,158.86
07/15/2022	CD	CHK	Check: 03 6194	6194 (A)		100.00	126,058.86
07/15/2022	CD	CHK	Check: 03 6195	6195 (A)		150.00	125,908.86
07/15/2022	GJ	JE	RECORD CASH TRANSFERS	13486	4,025.00		129,933.86
07/18/2022	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 07/18/2022		505.00		130,438.86
07/21/2022	CD	CHK	Check: 03 6209	6209 (A)		80.20	130,358.66
07/26/2022	CD	CHK	Check: 03 61423	61423		525.00	129,833.66
07/26/2022	CD	CHK	Check: 03 61425	61425		150.00	129,683.66
07/26/2022	CD	CHK	Check: 03 61436	61436		150.00	129,533.66
07/28/2022	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 07/28/2022		550.00		130,083.66
07/29/2022	CD	CHK	Check: 03 6224	6224 (A)		875.00	129,208.66
07/31/2022	GJ	JE	RECORD CASH TRANSFERS	13493	11,850.00		141,058.66
08/09/2022	CD	CHK	Check: 03 61459	61459		400.00	140,658.66
08/09/2022	CD	CHK	Check: 03 61469	61469		6,638.60	134,020.06
08/09/2022	CD	CHK	Check: 03 61470	61470		500.00	133,520.06
08/09/2022	CD	CHK	Check: 03 61480	61480		1,250.00	132,270.06
08/09/2022	CD	CHK	Check: 03 61481	61481		130.00	132,140.06
08/09/2022	CD	CHK	Check: 03 61482	61482		1,200.00	130,940.06
08/09/2022	CD	CHK	Check: 03 61489	61489		150.00	130,790.06
08/09/2022	CD	CHK	Check: 03 61493	61493		1,200.00	129,590.06
08/09/2022	CD	CHK	Check: 03 61505	61505		250.00	129,340.06
08/10/2022	CD	CHK	Check: 03 61506	61506		1,560.00	127,780.06
08/12/2022	CD	CHK	Check: 03 6288	6288 (A)		100.00	127,680.06
08/12/2022	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 08/12/2022		1,000.00		128,680.06
08/15/2022	GJ	JE	RECORD CASH TRANSFERS	13501	15,150.00		143,830.06
08/15/2022	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 08/15/2022		3,526.96		147,357.02
08/16/2022	CD	CHK	Check: 03 61507	61507		3,719.20	143,637.82
08/16/2022	CD	VOID	Check: 03 61470	61470	500.00		144,137.82
08/16/2022	CD	VOID	Check: 03 61469	61469	6,638.60		150,776.42
08/17/2022	CD	CHK	Check: 03 61508	61508		400.00	150,376.42
08/23/2022	CD	CHK	Check: 03 61514	61514		1,226.00	149,150.42
08/23/2022	CD	CHK	Check: 03 61516	61516		200.00	148,950.42
08/23/2022	CD	CHK	Check: 03 61522	61522		150.00	148,800.42
08/23/2022	CD	CHK	Check: 03 61523	61523		150.00	148,650.42
08/23/2022	CD	CHK	Check: 03 61526	61526		500.00	148,150.42
08/23/2022	CD	CHK	Check: 03 61528	61528		150.00	148,000.42
08/23/2022	CD	CHK	Check: 03 61546	61546		325.00	147,675.42
08/24/2022	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 08/24/2022		22,335.00		170,010.42
08/24/2022	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 08/24/2022		43.07		170,053.49
08/25/2022	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 08/25/2022		1,349.00		171,402.49
08/26/2022	CD	CHK	Check: 03 6315	6315 (A)		875.00	170,527.49
08/26/2022	CD	CHK	Check: 03 6335	6335 (A)		80.35	170,447.14
08/30/2022	CD	VOID	Check: 03 61522	61522	150.00		170,597.14
08/31/2022	GJ	JE	RECORD CASH TRANSFERS	13508	946.95		171,544.09
09/12/2022	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 09/12/2022		100.00		171,644.09
09/13/2022	CD	CHK	Check: 03 61569	61569		74.05	171,570.04
09/13/2022	CD	CHK	Check: 03 61587	61587		189.24	171,380.80
09/13/2022	CD	CHK	Check: 03 61591	61591		808.07	170,572.73
09/15/2022	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 09/15/2022		25,000.00		195,572.73
09/15/2022	GJ	JE	RECORD CASH TRANSFERS	13672	280.55		195,853.28
09/16/2022	CD	CHK	Check: 03 6354	6354 (A)		311.25	195,542.03
09/21/2022	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 09/21/2022		50.00		195,592.03
09/23/2022	CD	CHK	Check: 03 100009	100009 (E)		80.35	195,511.68
09/27/2022	CD	CHK	Check: 03 61630	61630		325.00	195,186.68
09/28/2022	CD	CHK	Check: 03 6396	6396 (A)		875.00	194,311.68
09/28/2022	CD	CHK	Check: 03 6422	6422 (A)		1,050.00	193,261.68
09/29/2022	GJ	JE	TO RECLASS GRANT EXPENSE	13702		25,000.00	168,261.68
09/29/2022	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 09/29/2022		900.00		169,161.68
09/30/2022	GJ	JE	RECORD CASH TRANSFERS	13715	303.07		169,464.75
10/11/2022	CD	CHK	Check: 03 61632	61632		300.00	169,164.75
10/11/2022	CD	CHK	Check: 03 61653	61653		576.00	168,588.75
10/15/2022	GJ	JE	RECORD CASH TRANSFERS	13841	291.11		168,879.86
10/19/2022	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 10/19/2022		450.00		169,329.86
10/20/2022	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 10/20/2022		325.00		169,654.86
10/25/2022	CD	CHK	Check: 03 61687	61687		150.00	169,504.86
10/25/2022	GJ	JE	CLEAR DUE TO/FROM ACCOUNTS	13843		121,425.38	48,079.48
10/26/2022	CD	CHK	Check: 03 100016	100016 (E)		80.35	47,999.13
10/27/2022	CD	CHK	Check: 03 6479	6479 (A)		875.00	47,124.13
10/31/2022	GJ	JE	RECORD CASH TRANSFERS	13848	283.32		47,407.45
11/01/2022	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 11/01/2022		2,977.00		50,384.45
11/17/2022	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 11/17/2022		1,150.00		51,534.45
11/23/2022	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 11/23/2022		1,350.00		52,884.45
11/25/2022	CD	CHK	Check: 03 100024	100024 (E)		80.35	52,804.10
11/29/2022	CD	CHK	Check: 03 61727	61727		200.00	52,604.10
11/29/2022	CD	CHK	Check: 03 61735	61735		100.00	52,504.10
11/29/2022	CD	CHK	Check: 03 61740	61740		200.00	52,304.10
11/29/2022	CD	CHK	Check: 03 61748	61748		500.00	51,804.10
11/29/2022	CD	CHK	Check: 03 61756	61756		200.00	51,604.10
11/29/2022	CD	CHK	Check: 03 61763	61763		650.00	50,954.10
11/30/2022	CD	CHK	Check: 03 6560	6560 (A)		2,730.37	48,223.73
12/06/2022	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 12/06/2022		400.00		48,623.73
12/09/2022	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 12/09/2022		1,595.00		50,218.73
12/12/2022	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 12/12/2022		168.75		50,387.48
12/13/2022	CD	CHK	Check: 03 61774	61774		50.00	50,337.48
12/16/2022	CD	CHK	Check: 03 6611	6611 (A)		915.00	49,422.48
12/20/2022	CD	CHK	Check: 03 61799	61799		6,000.00	43,422.48
12/23/2022	CD	CHK	Check: 03 6620	6620 (A)		875.00	42,547.48
12/23/2022	CD	CHK	Check: 03 100032	100032 (E)		80.35	42,467.13

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
681-000-002.000 CASH - IMM/PRI ACCT 1289					(Continued)		
01/13/2023	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 01/13/202		100.00		42,567.13
01/24/2023	CD	CHK	Check: 03 61812	61812		420.00	42,147.13
01/24/2023	CD	CHK	Check: 03 61882	61882		400.00	41,747.13
01/26/2023	CD	CHK	Check: 03 100044	100044(E)		80.35	41,666.78
01/27/2023	CD	CHK	Check: 03 6647	6647(A)		504.00	41,162.78
01/27/2023	CD	CHK	Check: 03 6671	6671(A)		958.33	40,204.45
01/27/2023	CD	CHK	Check: 03 6692	6692(A)		300.00	39,904.45
01/27/2023	CD	CHK	Check: 03 6706	6706(A)		75.00	39,829.45
01/31/2023	GJ	JE	RECORD CASH TRANSFERS	13896	8.29		39,837.74
02/14/2023	CD	CHK	Check: 03 61895	61895		450.00	39,387.74
02/24/2023	CD	CHK	Check: 03 100054	100054(E)		80.35	39,307.39
03/02/2023	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 03/02/202		150.00		39,457.39
03/03/2023	CD	CHK	Check: 03 6747	6747(A)		958.33	38,499.06
03/07/2023	CD	CHK	Check: 03 61950	61950		6,325.00	32,174.06
03/21/2023	CD	CHK	Check: 03 61953	61953		164.83	32,009.23
03/21/2023	CD	CHK	Check: 03 61967	61967		1,250.00	30,759.23
03/24/2023	CD	CHK	Check: 03 100063	100063(E)		80.35	30,678.88
03/24/2023	CD	CHK	Check: 03 6785	6785(A)		500.00	30,178.88
03/24/2023	CD	CHK	Check: 03 6801	6801(A)		958.33	29,220.55
03/31/2023			681-000-002.000	END BALANCE	104,451.67	201,389.98	29,220.55
681-000-002.007 DEBIT CARD-CASH					BEG. BALANCE		
07/01/2022							(23.79)
03/31/2023			681-000-002.007	END BALANCE	0.00	0.00	(23.79)
681-000-084.001 DUE FROM GENERAL FUND					BEG. BALANCE		
07/01/2022							(121,425.38)
03/31/2023			681-000-084.001	END BALANCE	0.00	0.00	(121,425.38)
681-000-084.015 DUE FROM CURRENT TAX COLLECT					BEG. BALANCE		
07/01/2022							0.00
07/15/2022	GJ	JE	RECORD CASH TRANSFERS	13486		4,025.00	(4,025.00)
07/15/2022	GJ	JE	RECORD TAX REVENUES	13487	4,025.00		0.00
07/31/2022	GJ	JE	RECORD CASH TRANSFERS	13493		11,850.00	(11,850.00)
07/31/2022	GJ	JE	RECORD TAX REVENUES	13494	11,850.00		0.00
08/15/2022	GJ	JE	RECORD CASH TRANSFERS	13501		15,150.00	(15,150.00)
08/15/2022	GJ	JE	RECORD TAX REVENUES	13502	15,150.00		0.00
08/31/2022	GJ	JE	RECORD CASH TRANSFERS	13508		946.95	(946.95)
08/31/2022	GJ	JE	RECORD TAX REVENUES	13509	946.95		0.00
09/15/2022	GJ	JE	RECORD TAX REVENUES	13670	280.55		280.55
09/15/2022	GJ	JE	RECORD CASH TRANSFERS	13672		280.55	0.00
09/30/2022	GJ	JE	RECORD CASH TRANSFERS	13715		303.07	(303.07)
09/30/2022	GJ	JE	RECORD TAX REVENUES	13716	303.07		0.00
10/15/2022	GJ	JE	RECORD CASH TRANSFERS	13841		291.11	(291.11)
10/15/2022	GJ	JE	RECORD TAX REVENUES	13842	291.11		0.00
10/31/2022	GJ	JE	RECORD CASH TRANSFERS	13848		283.32	(283.32)
10/31/2022	GJ	JE	RECORD TAX REVENUES	13849	283.32		0.00
01/31/2023	GJ	JE	RECORD CASH TRANSFERS	13896		8.29	(8.29)
01/31/2023	GJ	JE	RECORD TAX REVENUES	13897	8.29		0.00
03/31/2023			681-000-084.015	END BALANCE	33,138.29	33,138.29	0.00
681-000-202.000 ACCOUNTS PAYABLE					BEG. BALANCE		
07/01/2022							(330.20)
07/07/2022	AP	INV	THURSDAY SINGER	07/07/2022		150.00	(480.20)
07/07/2022	AP	INV	REIMBURSE; LIQUOR LICENSE FOR MINT FI	07/07/2022		100.00	(580.20)
07/15/2022	CD	CHK	Check: 03 6194	6194(A)	100.00		(480.20)
07/15/2022	CD	CHK	Check: 03 6195	6195(A)	150.00		(330.20)
07/15/2022	AP	INV	EXECUTIVE DIRECTOR PAYROLL; 07/2022	JUL2022		875.00	(1,205.20)
07/17/2022	AP	INV	POLICY #SE1046082; 08/13-08/16 2022	421717		525.00	(1,730.20)
07/19/2022	AP	INV	THURSDAY SINGER	07/25/2022		150.00	(1,880.20)
07/19/2022	AP	INV	THURSDAY SINGER	07/18/2022		150.00	(2,030.20)
07/21/2022	CD	CHK	Check: 03 6209	6209(A)	80.20		(1,950.00)
07/26/2022	CD	CHK	Check: 03 61423	61423	525.00		(1,425.00)
07/26/2022	CD	CHK	Check: 03 61425	61425	150.00		(1,275.00)
07/26/2022	CD	CHK	Check: 03 61436	61436	150.00		(1,125.00)
07/29/2022	CD	CHK	Check: 03 6224	6224(A)	875.00		(250.00)
08/01/2022	AP	INV	LIVE REMOTE; DAN STEWART	07/26/2022		100.00	(350.00)
08/04/2022	AP	INV	MINT FESTIVAL CAR SHOW FLYERS	45380		130.00	(480.00)
08/04/2022	AP	INV	MINT FESTIVAL BEVERAGES	W945036		6,638.60	(7,118.60)
08/04/2022	AP	INV	MINT FESTIVAL BAND; 2022	08/03/2022		500.00	(7,618.60)
08/04/2022	AP	INV	MINT FESTIVAL BAND; 2022	08/03/2022		400.00	(8,018.60)
08/04/2022	AP	INV	MINT FESTIVAL BAND; 2022	08/03/2022		1,200.00	(9,218.60)
08/04/2022	AP	INV	MINT FESTIVAL BAND; 2022	08/03/2022		1,200.00	(10,418.60)
08/04/2022	AP	INV	CASH FOR MINT FESTIVAL; 2022	08/03/2022		1,250.00	(11,668.60)
08/04/2022	AP	INV	THURSDAY SINGER	08/03/2022		150.00	(11,818.60)
08/09/2022	CD	CHK	Check: 03 61459	61459	400.00		(11,418.60)
08/09/2022	CD	CHK	Check: 03 61469	61469	6,638.60		(4,780.00)
08/09/2022	CD	CHK	Check: 03 61470	61470	500.00		(4,280.00)
08/09/2022	CD	CHK	Check: 03 61480	61480	1,250.00		(3,030.00)
08/09/2022	CD	CHK	Check: 03 61481	61481	130.00		(2,900.00)
08/09/2022	CD	CHK	Check: 03 61482	61482	1,200.00		(1,700.00)
08/09/2022	CD	CHK	Check: 03 61489	61489	150.00		(1,550.00)
08/09/2022	CD	CHK	Check: 03 61493	61493	1,200.00		(350.00)
08/09/2022	CD	CHK	Check: 03 61505	61505	250.00		(100.00)
08/10/2022	AP	INV	STAGING & ROOF; REMAINING BALANCE	34718 #2		1,560.00	(1,660.00)
08/10/2022	CD	CHK	Check: 03 61506	61506	1,560.00		(100.00)
08/12/2022	CD	CHK	Check: 03 6288	6288(A)	100.00		0.00
08/16/2022	AP	INV	MINT FESTIVAL BEVERAGES	W-945036		3,719.20	(3,719.20)
08/16/2022	CD	CHK	Check: 03 61507	61507	3,719.20		0.00

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
681-000-202.000 ACCOUNTS PAYABLE				(Continued)			
08/16/2022	AP	VOID	Void Invoice 08/03/2022 01-12-0172	08/03/2022	500.00		500.00
08/16/2022	CD	VOID	Check: 03 61470	61470		500.00	0.00
08/16/2022	AP	VOID	Void Invoice W945036 02-04-0156	W945036	6,638.60		6,638.60
08/16/2022	CD	VOID	Check: 03 61469	61469		6,638.60	0.00
08/16/2022	AP	INV	SPONSOR TEE SIGN; 4 FREE PASSES	58998		400.00	(400.00)
08/16/2022	AP	INV	MINT FESTIVAL; SETUP/CANCELLATION	08/15/2022		200.00	(600.00)
08/16/2022	AP	INV	PORTAPOTTIES/BEVERAGE TENT	12		1,226.00	(1,826.00)
08/16/2022	AP	INV	THURSDAY SINGER	08/23/2022		150.00	(1,976.00)
08/16/2022	AP	INV	THURSDAY SINGER	09/06/2022		150.00	(2,126.00)
08/16/2022	AP	INV	THURSDAY SINGER	09/13/2022		150.00	(2,276.00)
08/17/2022	CD	CHK	Check: 03 61508	61508	400.00		(1,876.00)
08/17/2022	AP	INV	PROMOTION, AD, WEBSITE FEES 08/25/22	02/08/2022		500.00	(2,376.00)
08/17/2022	AP	INV	TELEPHONE SERVICE - 08/2022	08/10/2022		80.35	(2,456.35)
08/18/2022	AP	INV	EXECUTIVE DIRECTOR PAYROLL; 08/2022	AUG2022		875.00	(3,331.35)
08/18/2022	AP	INV	AIRED SPOTS; SJPDFARMKT2215	3572698-2		225.00	(3,556.35)
08/18/2022	AP	INV	WEB 320X50 728X90 300X250, FARMERS MI	3563351-2		100.00	(3,656.35)
08/23/2022	CD	CHK	Check: 03 61514	61514	1,226.00		(2,430.35)
08/23/2022	CD	CHK	Check: 03 61516	61516	200.00		(2,230.35)
08/23/2022	CD	CHK	Check: 03 61522	61522	150.00		(2,080.35)
08/23/2022	CD	CHK	Check: 03 61523	61523	150.00		(1,930.35)
08/23/2022	CD	CHK	Check: 03 61526	61526	500.00		(1,430.35)
08/23/2022	CD	CHK	Check: 03 61528	61528	150.00		(1,280.35)
08/23/2022	CD	CHK	Check: 03 61546	61546	325.00		(955.35)
08/26/2022	CD	CHK	Check: 03 6315	6315(A)	875.00		(80.35)
08/26/2022	CD	CHK	Check: 03 6335	6335(A)	80.35		0.00
08/30/2022	AP	VOID	Void Invoice 08/23/2022 01-16-1036	08/23/2022	150.00		150.00
08/30/2022	CD	VOID	Check: 03 61522	61522		150.00	0.00
08/30/2022	AP	INV	SALES TAX RETURN FOR SPECIAL EVENTS	08/30/2022		808.07	(808.07)
09/07/2022	AP	INV	DOWNTOWN RADIO RENEWAL	7TEZ20HY		189.24	(997.31)
09/07/2022	AP	INV	REIMBURSE; ICE/POP	09/01/2022		74.05	(1,071.36)
09/07/2022	AP	INV	REIMBURSE; WRIST BANDS, TIES, ICE POI	09/01/2022		311.25	(1,382.61)
09/13/2022	CD	CHK	Check: 03 61569	61569	74.05		(1,308.56)
09/13/2022	CD	CHK	Check: 03 61587	61587	189.24		(1,119.32)
09/13/2022	CD	CHK	Check: 03 61591	61591	808.07		(311.25)
09/15/2022	AP	INV	TELEPHONE SERVICE - 09/2022	09/10/2022		80.35	(391.60)
09/16/2022	CD	CHK	Check: 03 6354	6354(A)	311.25		(80.35)
09/16/2022	AP	INV	EXECUTIVE DIRECTOR PAYROLL; 09/2022	SEP2022		875.00	(955.35)
09/19/2022	AP	INV	2022 FARMERS MARKET PROMOTION	3563351-3		100.00	(1,055.35)
09/19/2022	AP	INV	2022 FARMERS MARKET PROMOTION	3572698-3		225.00	(1,280.35)
09/20/2022	AP	INV	ACT #1398; ADVERTISING MINT FEST 2022	1280020689		1,050.00	(2,330.35)
09/23/2022	CD	CHK	Check: 03 100009	100009(E)	80.35		(2,250.00)
09/27/2022	CD	CHK	Check: 03 61630	61630	325.00		(1,925.00)
09/28/2022	CD	CHK	Check: 03 6396	6396(A)	875.00		(1,050.00)
09/28/2022	CD	CHK	Check: 03 6422	6422(A)	1,050.00		0.00
10/04/2022	AP	INV	HARDY MUMS	10/04/2022		576.00	(576.00)
10/06/2022	AP	INV	PUMPKINS	10/06/2022		300.00	(876.00)
10/07/2022	AP	INV	EXECUTIVE DIRECTOR PAYROLL; 10/2022	OCT2022		875.00	(1,751.00)
10/11/2022	CD	CHK	Check: 03 61632	61632	300.00		(1,451.00)
10/11/2022	CD	CHK	Check: 03 61653	61653	576.00		(875.00)
10/18/2022	AP	INV	TELEPHONE SERVICE - 10/2022	10/10/2022		80.35	(955.35)
10/20/2022	AP	INV	WEB PREROLL/POSTROLL CPM	3563351-4		150.00	(1,105.35)
10/25/2022	CD	CHK	Check: 03 61687	61687	150.00		(955.35)
10/26/2022	CD	CHK	Check: 03 100016	100016(E)	80.35		(875.00)
10/27/2022	CD	CHK	Check: 03 6479	6479(A)	875.00		0.00
11/04/2022	AP	INV	TELEPHONE SERVICE - 11/2022	11/10/2022		80.35	(80.35)
11/07/2022	AP	INV	EXECUTIVE DIRECTOR PAYROLL; 11/2022	NOV2022		875.00	(955.35)
11/18/2022	AP	INV	AIRED SPOTS 14	3750168-1		500.00	(1,455.35)
11/18/2022	AP	INV	WEB PREROLL/POSTROLL CPM ROS	3563351-5		150.00	(1,605.35)
11/22/2022	AP	INV	REIMBURSE; WILD APRICOT WEBSITE	11/22/2022		648.00	(2,253.35)
11/22/2022	AP	INV	REIMBURSE; CHRISTMAS ITEMS - DWNTWN	11/22/2022		1,207.37	(3,460.72)
11/22/2022	AP	INV	HOLIDAY POLE SIGNS & ST NICK SIGN	19395		500.00	(3,960.72)
11/22/2022	AP	INV	ST. NICK/ WINTER FESTIVAL 2022	11/22/2022		100.00	(4,060.72)
11/22/2022	AP	INV	MARCHING BAND; WINTER FESTIVAL 2022	11/22/2022		200.00	(4,260.72)
11/22/2022	AP	INV	MARCHING BAND; WINTER FESTIVAL 2022	11/22/2022		200.00	(4,460.72)
11/22/2022	AP	INV	MARCHING BAND; WINTER FESTIVAL 2022	11/22/2022		200.00	(4,660.72)
11/25/2022	CD	CHK	Check: 03 100024	100024(E)	80.35		(4,580.37)
11/29/2022	CD	CHK	Check: 03 61727	61727	200.00		(4,380.37)
11/29/2022	CD	CHK	Check: 03 61735	61735	100.00		(4,280.37)
11/29/2022	CD	CHK	Check: 03 61740	61740	200.00		(4,080.37)
11/29/2022	CD	CHK	Check: 03 61748	61748	500.00		(3,580.37)
11/29/2022	CD	CHK	Check: 03 61756	61756	200.00		(3,380.37)
11/29/2022	CD	CHK	Check: 03 61763	61763	650.00		(2,730.37)
11/30/2022	CD	CHK	Check: 03 6560	6560(A)	2,730.37		0.00
12/06/2022	AP	INV	ORDER #21256	12N0021256		915.00	(915.00)
12/07/2022	AP	INV	FOR WINTER FESTIVAL - 2022	6746		50.00	(965.00)
12/13/2022	CD	CHK	Check: 03 61774	61774	50.00		(915.00)
12/13/2022	AP	INV	EXECUTIVE DIRECTOR PAYROLL; 12/2022	DEC2022		875.00	(1,790.00)
12/13/2022	AP	INV	ADVERTISING; 11/28-12/04 2022	3779558-1		20.00	(1,810.00)
12/14/2022	AP	INV	PORTABLE TOILET RENTAL	570304		504.00	(2,314.00)
12/15/2022	AP	INV	TELEPHONE SERVICE - 12/2022	12/10/2022		80.35	(2,394.35)
12/16/2022	CD	CHK	Check: 03 6611	6611(A)	915.00		(1,479.35)
12/19/2022	AP	INV	DOWNTOWN PROMOTIONS	12/19/2022		6,000.00	(7,479.35)
12/20/2022	CD	CHK	Check: 03 61799	61799	6,000.00		(1,479.35)
12/23/2022	CD	CHK	Check: 03 6620	6620(A)	875.00		(604.35)
12/23/2022	CD	CHK	Check: 03 100032	100032(E)	80.35		(524.00)
01/03/2023	AP	INV	LICENSE FEE; 01/01/23-12/31/2023	100006018959		420.00	(944.00)
01/15/2023	AP	INV	TELEPHONE SERVICE - 01/2023	01/10/2023		80.35	(1,024.35)
01/15/2023	AP	INV	ADVERTISING	12D0021256		75.00	(1,099.35)
01/15/2023	AP	INV	AIRED SPOTS, SJPSDL ITFEST2210 - PSD,	3779558-2		380.00	(1,479.35)

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
681-000-202.000 ACCOUNTS PAYABLE					(Continued)		
01/16/2023	AP	INV	ANNUAL DDA/PSD WEBSITE HOSTING	59		300.00	(1,779.35)
01/18/2023	AP	INV	EXECUTIVE DIRECTOR PAYROLL; 01/2023	JAN2023		958.33	(2,737.68)
01/24/2023	CD	CHK	Check: 03 61812	61812	420.00		(2,317.68)
01/24/2023	CD	CHK	Check: 03 61882	61882	400.00		(1,917.68)
01/25/2023	AP	INV	EXECUTIVE DIRECTOR PAYROLL; 02/2023	FEB2023		958.33	(2,876.01)
01/26/2023	CD	CHK	Check: 03 100044	100044 (E)	80.35		(2,795.66)
01/27/2023	CD	CHK	Check: 03 6647	6647 (A)	504.00		(2,291.66)
01/27/2023	CD	CHK	Check: 03 6671	6671 (A)	958.33		(1,333.33)
01/27/2023	CD	CHK	Check: 03 6692	6692 (A)	300.00		(1,033.33)
01/27/2023	CD	CHK	Check: 03 6706	6706 (A)	75.00		(958.33)
02/13/2023	AP	INV	MDA SPRNG WORKSHOP, HANOVER, BARLAGE,	E2684		450.00	(1,408.33)
02/14/2023	CD	CHK	Check: 03 61895	61895	450.00		(958.33)
02/14/2023	AP	INV	TELEPHONE SERVICE - 02/2023	02/10/2023		80.35	(1,038.68)
02/24/2023	CD	CHK	Check: 03 100054	100054 (E)	80.35		(958.33)
03/01/2023	AP	INV	EXECUTIVE DIRECTOR PAYROLL; 03/2023	MAR2023		958.33	(1,916.66)
03/02/2023	AP	INV	STAGE SETUP - MINT FEST 2023	2023015		6,325.00	(8,241.66)
03/02/2023	AP	INV	WINTER DECOR	03/01/2023		164.83	(8,406.49)
03/02/2023	AP	INV	WINTER DECOR	03/01/2023		500.00	(8,906.49)
03/03/2023	CD	CHK	Check: 03 6747	6747 (A)	958.33		(7,948.16)
03/07/2023	CD	CHK	Check: 03 61950	61950	6,325.00		(1,623.16)
03/09/2023	AP	INV	TELEPHONE SERVICE - 03/2023	03/10/2023		80.35	(1,703.51)
03/16/2023	AP	INV	MINT FEST 2023; PERFORMANCE	03/07/2023		1,250.00	(2,953.51)
03/21/2023	CD	CHK	Check: 03 61953	61953	164.83		(2,788.68)
03/21/2023	CD	CHK	Check: 03 61967	61967	1,250.00		(1,538.68)
03/24/2023	CD	CHK	Check: 03 100063	100063 (E)	80.35		(1,458.33)
03/24/2023	CD	CHK	Check: 03 6785	6785 (A)	500.00		(958.33)
03/24/2023	CD	CHK	Check: 03 6801	6801 (A)	958.33		0.00
03/31/2023			681-000-202.000	END BALANCE	62,253.20	61,923.00	0.00
681-000-214.001 DUE TO GENERAL FUND							
07/01/2022					BEG. BALANCE		0.00
10/25/2022	GJ	JE	CLEAR DUE TO/FROM ACCOUNTS	13843	121,425.38		121,425.38
03/31/2023			681-000-214.001	END BALANCE	121,425.38	0.00	121,425.38
681-000-390.000 Fund Balance							
07/01/2022					BEG. BALANCE		(4,379.49)
03/31/2023			681-000-390.000	END BALANCE	0.00	0.00	(4,379.49)
681-000-544.005 GRANTS							
07/01/2022					BEG. BALANCE		0.00
09/15/2022	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 09/15/2022			25,000.00	(25,000.00)
11/01/2022	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 11/01/2022			1,500.00	(26,500.00)
03/31/2023			681-000-544.005	END BALANCE	0.00	26,500.00	(26,500.00)
681-000-665.000 INTEREST EARNED/INVESTMENTS							
07/01/2022					BEG. BALANCE		0.00
08/31/2022	GJ	JE	RECORD TAX REVENUES	13509		9.44	(9.44)
09/15/2022	GJ	JE	RECORD TAX REVENUES	13670		5.55	(14.99)
09/30/2022	GJ	JE	RECORD TAX REVENUES	13716		5.97	(20.96)
10/15/2022	GJ	JE	RECORD TAX REVENUES	13842		8.54	(29.50)
10/31/2022	GJ	JE	RECORD TAX REVENUES	13849		8.32	(37.82)
01/31/2023	GJ	JE	RECORD TAX REVENUES	13897		0.47	(38.29)
03/31/2023			681-000-665.000	END BALANCE	0.00	38.29	(38.29)
681-000-671.007 FARMERS' MARKET							
07/01/2022					BEG. BALANCE		0.00
07/18/2022	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 07/18/2022			505.00	(505.00)
08/25/2022	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 08/25/2022			424.00	(929.00)
11/01/2022	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 11/01/2022			977.00	(1,906.00)
03/31/2023			681-000-671.007	END BALANCE	0.00	1,906.00	(1,906.00)
681-000-671.010 CAR SHOWS							
07/01/2022					BEG. BALANCE		0.00
08/24/2022	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 08/24/2022			800.00	(800.00)
08/24/2022	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 08/24/2022			43.07	(843.07)
08/25/2022	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 08/25/2022			925.00	(1,768.07)
09/12/2022	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 09/12/2022			100.00	(1,868.07)
09/21/2022	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 09/21/2022			50.00	(1,918.07)
11/01/2022	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 11/01/2022			50.00	(1,968.07)
03/31/2023			681-000-671.010	END BALANCE	0.00	1,968.07	(1,968.07)
681-000-671.018 MINT FESTIVAL							
07/01/2022					BEG. BALANCE		0.00
07/28/2022	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 07/28/2022			550.00	(550.00)
08/12/2022	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 08/12/2022			1,000.00	(1,550.00)
08/15/2022	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 08/15/2022			3,526.96	(5,076.96)
08/24/2022	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 08/24/2022			21,535.00	(26,611.96)
03/31/2023			681-000-671.018	END BALANCE	0.00	26,611.96	(26,611.96)
681-000-671.024 WINTER FESTIVAL							
07/01/2022					BEG. BALANCE		0.00
10/20/2022	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 10/20/2022			25.00	(25.00)
11/17/2022	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 11/17/2022			850.00	(875.00)
11/23/2022	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 11/23/2022			1,050.00	(1,925.00)
12/06/2022	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 12/06/2022			250.00	(2,175.00)
12/09/2022	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 12/09/2022			1,595.00	(3,770.00)
12/12/2022	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 12/12/2022			168.75	(3,938.75)
01/13/2023	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 01/13/2023			100.00	(4,038.75)
03/31/2023			681-000-671.024	END BALANCE	0.00	4,038.75	(4,038.75)
681-000-671.031 MARKETING CO-OP							
07/01/2022					BEG. BALANCE		0.00

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
681-000-671.031 MARKETING CO-OP					(Continued)		
09/29/2022	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 09/29/2022			900.00	(900.00)
10/19/2022	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 10/19/2022			450.00	(1,350.00)
10/20/2022	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 10/20/2022			300.00	(1,650.00)
11/01/2022	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 11/01/2022			450.00	(2,100.00)
11/17/2022	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 11/17/2022			300.00	(2,400.00)
11/23/2022	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 11/23/2022			300.00	(2,700.00)
12/06/2022	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 12/06/2022			150.00	(2,850.00)
03/02/2023	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 03/02/2023			150.00	(3,000.00)
03/31/2023			681-000-671.031	END BALANCE	0.00	3,000.00	(3,000.00)
681-000-672.006 DOWNTOWN BUSINESS DISTRICT					BEG. BALANCE		
07/01/2022							0.00
07/15/2022	GJ	JE	RECORD TAX REVENUES	13487		4,025.00	(4,025.00)
07/31/2022	GJ	JE	RECORD TAX REVENUES	13494		11,850.00	(15,875.00)
08/15/2022	GJ	JE	RECORD TAX REVENUES	13502		15,150.00	(31,025.00)
08/31/2022	GJ	JE	RECORD TAX REVENUES	13509		937.51	(31,962.51)
09/15/2022	GJ	JE	RECORD TAX REVENUES	13670		275.00	(32,237.51)
09/30/2022	GJ	JE	RECORD TAX REVENUES	13716		297.10	(32,534.61)
10/15/2022	GJ	JE	RECORD TAX REVENUES	13842		282.57	(32,817.18)
10/31/2022	GJ	JE	RECORD TAX REVENUES	13849		275.00	(33,092.18)
01/31/2023	GJ	JE	RECORD TAX REVENUES	13897		7.82	(33,100.00)
03/31/2023			681-000-672.006	END BALANCE	0.00	33,100.00	(33,100.00)
681-173-751.000 EVENT COLLABORATION					BEG. BALANCE		
07/01/2022							0.00
08/30/2022	AP	INV	SALES TAX RETURN FOR SPECIAL EVENTS	08/30/2022	808.07		808.07
03/31/2023			681-173-751.000	END BALANCE	808.07	0.00	808.07
681-173-751.001 FARMERS' MARKET					BEG. BALANCE		
07/01/2022							0.00
08/18/2022	AP	INV	AIRD SPOTS; SJPDFARMKT2215	3572698-2	225.00		225.00
08/18/2022	AP	INV	WEB 320X50 728X90 300X250, FARMERS M	3563351-2	100.00		325.00
09/19/2022	AP	INV	2022 FARMERS MARKET PROMOTION	3563351-3	100.00		425.00
09/19/2022	AP	INV	2022 FARMERS MARKET PROMOTION	3572698-3	225.00		650.00
10/20/2022	AP	INV	WEB PREROLL/POSTROLL CPM	3563351-4	150.00		800.00
03/31/2023			681-173-751.001	END BALANCE	800.00	0.00	800.00
681-173-751.002 CAR SHOWS					BEG. BALANCE		
07/01/2022							0.00
08/01/2022	AP	INV	LIVE REMOTE; DAN STEWART	07/26/2022	100.00		100.00
08/04/2022	AP	INV	MINT FESTIVAL CAR SHOW FLYERS	45380	130.00		230.00
08/04/2022	AP	INV	CASH FOR MINT FESTIVAL; 2022	08/03/2022	250.00		480.00
08/17/2022	AP	INV	PROMOTION, AD, WEBSITE FEES 08/25/22	02/08/2022	500.00		980.00
03/31/2023			681-173-751.002	END BALANCE	980.00	0.00	980.00
681-173-751.003 MINT FESTIVAL					BEG. BALANCE		
07/01/2022							0.00
07/07/2022	AP	INV	REIMBURSE; LIQUOR LICENSE FOR MINT FI	07/07/2022	100.00		100.00
07/17/2022	AP	INV	POLICY #SE1046082; 08/13-08/16 2022	421717	525.00		625.00
08/04/2022	AP	INV	MINT FESTIVAL BEVERAGES	W945036	6,638.60		7,263.60
08/04/2022	AP	INV	MINT FESTIVAL BAND; 2022	08/03/2022	500.00		7,763.60
08/04/2022	AP	INV	MINT FESTIVAL BAND; 2022	08/03/2022	400.00		8,163.60
08/04/2022	AP	INV	MINT FESTIVAL BAND; 2022	08/03/2022	1,200.00		9,363.60
08/04/2022	AP	INV	MINT FESTIVAL BAND; 2022	08/03/2022	1,200.00		10,563.60
08/04/2022	AP	INV	CASH FOR MINT FESTIVAL; 2022	08/03/2022	1,000.00		11,563.60
08/10/2022	AP	INV	STAGING & ROOF; REMAINING BALANCE	34718 #2	1,560.00		13,123.60
08/16/2022	AP	INV	MINT FESTIVAL BEVERAGES	W-945036	3,719.20		16,842.80
08/16/2022	AP	VOID	Void Invoice 08/03/2022 01-12-0172	08/03/2022		500.00	16,342.80
08/16/2022	AP	VOID	Void Invoice W945036 02-04-0156	W945036		6,638.60	9,704.20
08/16/2022	AP	INV	MINT FESTIVAL; SETUP/CANCELLATION	08/15/2022	200.00		9,904.20
08/16/2022	AP	INV	PORTAPOTTIES/BEVERAGE TENT	12	1,226.00		11,130.20
09/07/2022	AP	INV	REIMBURSE; ICE/POP	09/01/2022	74.05		11,204.25
09/07/2022	AP	INV	REIMBURSE; WRIST BANDS, TIES, ICE POI	09/01/2022	311.25		11,515.50
09/20/2022	AP	INV	ACT #1398; ADVERTISING MINT FEST 2022	1280020689	1,050.00		12,565.50
03/02/2023	AP	INV	STAGE SETUP - MINT FEST 2023	2023015	6,325.00		18,890.50
03/16/2023	AP	INV	MINT FEST 2023; PERFORMANCE	03/07/2023	1,250.00		20,140.50
03/31/2023			681-173-751.003	END BALANCE	27,279.10	7,138.60	20,140.50
681-173-751.007 WINTER FESTIVAL					BEG. BALANCE		
07/01/2022							0.00
11/22/2022	AP	INV	REIMBURSE; CHRISTMAS ITEMS - DWNTWN	11/22/2022	1,207.37		1,207.37
11/22/2022	AP	INV	HOLIDAY POLE SIGNS & ST NICK SIGN	19395	500.00		1,707.37
11/22/2022	AP	INV	ST. NICK/ WINTER FESTIVAL 2022	11/22/2022	100.00		1,807.37
11/22/2022	AP	INV	MARCHING BAND; WINTER FESTIVAL 2022	11/22/2022	200.00		2,007.37
11/22/2022	AP	INV	MARCHING BAND; WINTER FESTIVAL 2022	11/22/2022	200.00		2,207.37
11/22/2022	AP	INV	MARCHING BAND; WINTER FESTIVAL 2022	11/22/2022	200.00		2,407.37
12/07/2022	AP	INV	FOR WINTER FESTIVAL - 2022	6746	50.00		2,457.37
12/14/2022	AP	INV	PORTABLE TOILET RENTAL	570304	504.00		2,961.37
03/31/2023			681-173-751.007	END BALANCE	2,961.37	0.00	2,961.37
681-173-814.002 WEBSITE					BEG. BALANCE		
07/01/2022							0.00
11/22/2022	AP	INV	REIMBURSE; WILD APRICOT WEBSITE	11/22/2022	648.00		648.00
01/16/2023	AP	INV	ANNUAL DDA/PSD WEBSITE HOSTING	59	300.00		948.00
03/31/2023			681-173-814.002	END BALANCE	948.00	0.00	948.00
681-173-818.000 CONTRACTUAL SERVICES					BEG. BALANCE		
07/01/2022							0.00
07/15/2022	AP	INV	EXECUTIVE DIRECTOR PAYROLL; 07/2022	JUL2022	875.00		875.00
08/18/2022	AP	INV	EXECUTIVE DIRECTOR PAYROLL; 08/2022	AUG2022	875.00		1,750.00
09/16/2022	AP	INV	EXECUTIVE DIRECTOR PAYROLL; 09/2022	SEP2022	875.00		2,625.00
10/07/2022	AP	INV	EXECUTIVE DIRECTOR PAYROLL; 10/2022	OCT2022	875.00		3,500.00

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
681-173-818.000 CONTRACTUAL SERVICES					(Continued)		
11/07/2022	AP	INV	EXECUTIVE DIRECTOR PAYROLL; 11/2022	NOV2022	875.00		4,375.00
12/13/2022	AP	INV	EXECUTIVE DIRECTOR PAYROLL; 12/2022	DEC2022	875.00		5,250.00
01/18/2023	AP	INV	EXECUTIVE DIRECTOR PAYROLL; 01/2023	JAN2023	958.33		6,208.33
01/25/2023	AP	INV	EXECUTIVE DIRECTOR PAYROLL; 02/2023	FEB2023	958.33		7,166.66
03/01/2023	AP	INV	EXECUTIVE DIRECTOR PAYROLL; 03/2023	MAR2023	958.33		8,124.99
03/31/2023			681-173-818.000	END BALANCE	8,124.99	0.00	8,124.99
681-173-818.040 DOWNTOWN IMPROVEMENT					BEG. BALANCE		
07/01/2022							0.00
10/04/2022	AP	INV	HARDY MUMS	10/04/2022	576.00		576.00
10/06/2022	AP	INV	PUMPKINS	10/06/2022	300.00		876.00
11/18/2022	AP	INV	AIREO SPOTS 14	3750168-1	500.00		1,376.00
03/02/2023	AP	INV	WINTER DECOR	03/01/2023	164.83		1,540.83
03/02/2023	AP	INV	WINTER DECOR	03/01/2023	500.00		2,040.83
03/31/2023			681-173-818.040	END BALANCE	2,040.83	0.00	2,040.83
681-173-853.004 MONTHLY & LONG DISTANCE SERV					BEG. BALANCE		
07/01/2022							0.00
08/17/2022	AP	INV	TELEPHONE SERVICE - 08/2022	08/10/2022	80.35		80.35
09/15/2022	AP	INV	TELEPHONE SERVICE - 09/2022	09/10/2022	80.35		160.70
10/18/2022	AP	INV	TELEPHONE SERVICE - 10/2022	10/10/2022	80.35		241.05
11/04/2022	AP	INV	TELEPHONE SERVICE - 11/2022	11/10/2022	80.35		321.40
12/15/2022	AP	INV	TELEPHONE SERVICE - 12/2022	12/10/2022	80.35		401.75
01/15/2023	AP	INV	TELEPHONE SERVICE - 01/2023	01/10/2023	80.35		482.10
02/14/2023	AP	INV	TELEPHONE SERVICE - 02/2023	02/10/2023	80.35		562.45
03/09/2023	AP	INV	TELEPHONE SERVICE - 03/2023	03/10/2023	80.35		642.80
03/31/2023			681-173-853.004	END BALANCE	642.80	0.00	642.80
681-173-870.001 MARKETING					BEG. BALANCE		
07/01/2022							0.00
08/16/2022	AP	INV	SPONSOR TEE SIGN; 4 FREE PASSES	58998	400.00		400.00
11/18/2022	AP	INV	WEB PREROLL/POSTROLL CPM ROS	3563351-5	150.00		550.00
12/06/2022	AP	INV	ORDER #21256	12N0021256	915.00		1,465.00
12/13/2022	AP	INV	ADVERTISING; 11/28-12/04 2022	3779558-1	20.00		1,485.00
12/19/2022	AP	INV	DOWNTOWN PROMOTIONS	12/19/2022	6,000.00		7,485.00
01/15/2023	AP	INV	ADVERTISING	12D0021256	75.00		7,560.00
01/15/2023	AP	INV	AIREO SPOTS, SJPSDL ITFEST2210 - PSD,	3779558-2	380.00		7,940.00
01/15/2023	AP	INV	AIREO SPOTS	3750377-2	0.01		7,940.01
01/15/2023	AP	INV	AIREO SPOTS	3750377-2		0.01	7,940.00
01/20/2023	AP	INV	AIREO SPOTS	3750377-1	0.01		7,940.01
01/20/2023	AP	INV	AIREO SPOTS	3750377-1		0.01	7,940.00
03/31/2023			681-173-870.001	END BALANCE	7,940.02	0.02	7,940.00
681-173-870.007 GRANTS					BEG. BALANCE		
07/01/2022							0.00
09/29/2022	GJ	JE	TO RECLASS GRANT EXPENSE	13702	25,000.00		25,000.00
03/31/2023			681-173-870.007	END BALANCE	25,000.00	0.00	25,000.00
681-173-870.008 MUSIC					BEG. BALANCE		
07/01/2022							0.00
07/07/2022	AP	INV	THURSDAY SINGER	07/07/2022	150.00		150.00
07/19/2022	AP	INV	THURSDAY SINGER	07/25/2022	150.00		300.00
07/19/2022	AP	INV	THURSDAY SINGER	07/18/2022	150.00		450.00
08/04/2022	AP	INV	THURSDAY SINGER	08/03/2022	150.00		600.00
08/16/2022	AP	INV	THURSDAY SINGER	08/23/2022	150.00		750.00
08/16/2022	AP	INV	THURSDAY SINGER	09/06/2022	150.00		900.00
08/16/2022	AP	INV	THURSDAY SINGER	09/13/2022	150.00		1,050.00
08/30/2022	AP	VOID	Void Invoice 08/23/2022 01-16-1036	08/23/2022		150.00	900.00
09/07/2022	AP	INV	DOWNTOWN RADIO RENEWAL	7TEZ20HY	189.24		1,089.24
01/03/2023	AP	INV	LICENSE FEE; 01/01/23-12/31/2023	100006018959	420.00		1,509.24
03/31/2023			681-173-870.008	END BALANCE	1,659.24	150.00	1,509.24
681-173-960.000 EDUCATION AND TRAINING					BEG. BALANCE		
07/01/2022							0.00
02/13/2023	AP	INV	MDA SPRNG WORKSHOP, HANOVER, BARLAGE,	E2684	450.00		450.00
03/31/2023			681-173-960.000	END BALANCE	450.00	0.00	450.00
TOTAL FOR FUND 681 PRINCIPAL SHOPPING DISTRICT					400,902.96	400,902.96	0.00

REVENUE AND EXPENDITURE REPORT FOR CITY OF ST. JOHNS
 PERIOD ENDING 03/31/2023

GL NUMBER	DESCRIPTION	END BALANCE 06/30/2022	2022-23 AMENDED BUDGET	YTD BALANCE 03/31/2023	ACTIVITY FOR MONTH 03/31/23	AVAILABLE BALANCE	% BGD USED
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY							
Revenues							
Dept 000 - REVENUE							
248-000-404.000	CURRENT PROPERTY TAX	0.00	39,400.00	64,792.47	0.00	(25,392.47)	164.45
248-000-543.010	GRANTS	0.00	0.00	700.00	0.00	(700.00)	100.00
248-000-665.000	INTEREST EARNED/INVESTMENTS	(87.02)	0.00	(8.16)	0.00	8.16	100.00
248-000-699.034	FROM RESERVES	0.00	0.00	0.00	0.00	0.00	0.00
Total Dept 000 - REVENUE		(87.02)	39,400.00	65,484.31	0.00	(26,084.31)	166.20
TOTAL REVENUES		(87.02)	39,400.00	65,484.31	0.00	(26,084.31)	166.20
Expenditures							
Dept 451 - NEW CONSTRUCTION							
248-451-804.000	ADMINISTRATION CHARGES	987.00	1,040.00	0.00	0.00	1,040.00	0.00
248-451-818.000	CONTRACTUAL SERVICES	4,206.96	10,500.00	8,124.99	958.33	2,375.01	77.38
248-451-818.040	DOWNTOWN IMPROVEMENT	14,720.69	6,000.00	13,349.24	0.00	(7,349.24)	222.49
248-451-880.007	FACADE GRANTS	0.00	10,000.00	0.00	0.00	10,000.00	0.00
248-451-956.000	MISCELLANEOUS	852.98	0.00	0.00	0.00	0.00	0.00
248-451-976.001	LAND PURCHASE	0.00	0.00	0.00	0.00	0.00	0.00
Total Dept 451 - NEW CONSTRUCTION		20,767.63	27,540.00	21,474.23	958.33	6,065.77	77.97
TOTAL EXPENDITURES		20,767.63	27,540.00	21,474.23	958.33	6,065.77	77.97
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:							
TOTAL REVENUES		(87.02)	39,400.00	65,484.31	0.00	(26,084.31)	166.20
TOTAL EXPENDITURES		20,767.63	27,540.00	21,474.23	958.33	6,065.77	77.97
NET OF REVENUES & EXPENDITURES		(20,854.65)	11,860.00	44,010.08	(958.33)	(32,150.08)	371.08



Principal Shopping District and Downtown Development Authority 100
E. State, PO Box 477 – St. Johns, MI – 48879
(989) 224-8944 ext. 233 www.DowntownStJohnsMi.com
psdcityofsj@gmail.com

Events Committee Meeting Minutes

March 2, 2023

Members Attending: Nancy McKinley, Tracy Kossaras, Jason Butler, Jamie Madar and Heather Hanover

- 1) Budget: Heather presented a proposed budget. The cost of the hot dog cart is a variable but we might be able to get a grant for part of that and possibly some of the live music.
- 2) Easter Bonnet Parade: There was discussion on the event. The consensus was to give it a try. The name of the event was discussed and Jaime suggested changing it to a “Bunny Hop”. The committee liked that name a lot better. We need to make sure the stores will stay open. Jason will ask the third block, Tracy will ask the second block and Heather will talk with the first block. If it is a go, Heather will work with Marketing to get a flyer together, talk to a music performer and work on getting a bunny costume. The committee also talked about the Third Thursday Markets in the summer and how to charge for those. It would be great to have people sign up and pay online. \$10 per, or \$25 for all 4 was discussed. It was also decided that Higham Street west of downtown would be the best location for the market.
- 3) Spring Fling May 13, 12-4pm the chamber has a lot of vendors and sponsors, we are supplying 2 musicians.
- 4) Mint Beverage Tent Singer: the company Jason has supplying the stage will also be supplying an engineer, speakers and lighting. We still need a band for Saturday Night. Jaime has a connection with Kyle Jennings a fairly famous Nashville star that lives in Michigan. She will contact him to see his availability and price. The stage company is also requiring 24 house security for the stage and equipment. We will need to hire someone for Friday and Saturday Night at a cost of around \$800.



St. Johns Principal Shopping District and Downtown Development Authority
100 E. State, PO Box 477 – St. Johns, MI – 48879 (989) 224-8441 ext. 233

www.DowntownStJohnsMi.com
psdcityofsj@gmail.com

Marketing Committee Minutes
March 16, 10 am
PSD Office

Present: Tyler Barlage , Ethan Painter, Emily Baudoux, Kim Zuehlke, Julie Tadgerson and Heather Hanover

Julie Tadgerson reported on the results of the Fall “St Johns, We Are On Your Way Campaign”. The group looked at the number of impressions from the carousel of adds that were placed on the WLNS Facebook page and reviewed the commercials that were created. The cost to businesses was only \$150each for the whole package because of the grant we received.

1. Camera Downtown: WILX would like to have a remote Camera Downtown. We currently have a WLNS camera in the 2nd block. The committee’s recommendation would be to put it out there to the building owners. The preferred location would be the first block and face it north toward the Veterans Memorial.

2. Marketing Budget: The budget was discussed for presentation to the whole board. The committee would like to do more online advertising and less TV but they did see some value in the TV coop program that we have done in the past. The group would also like to spend some money on a quality logo that will have staying power. Tyler Barlage had a presentation of what he learned at the MDA conference from a speaker on marketing and promotion. The process of rebranding should start with 3 to 5 authentic attributes of your downtown. They must be real and verifiable. Once you have these you can make a logo that is centered around the true identity of your downtown. The group agreed to ask for in their budget: \$2500 for Holiday TV adds, \$1000 for the Farmers Market Ads, \$2000 for a new logo, \$4500 for online ads and \$2000 for radio commercials for a total of \$12,000.

3. Use of funds for events: The BunnysHop event is coming up. Does the group approve of using some of our marketing money on boosting the event on Facebook and doing a few radio ads. The group approved \$100 for boost and \$100 for radio ads.

4. Branding: Vickie kindly had her graphic artist mock up a few logos. They looked great but were a little busier than the group was thinking and after the marketing discussion from the MDA conference the group would really like to have our unique attributes represented in a simple logo that will be easy to see in small thumbprints and mobile apps. After the budget is approved by the board, the committee will decide how they want to move forward with the branding.

Attachments: Logo samples from Vicki
Tyler’s Notes from MDA Conference







MARKETING NOTES FROM MICHIGAN DOWNTOWN ASSOCIATION WORKSHOP

March 9, 2023

The Payoffs for Effective Communications – James Alt, Exec. Dir, Lapeer DDA; Joe Gruber, Exec. Dir., Wyandotte DDA; Helen Lambrix, POW! Strategies; Dana Walker, Exec. Dir, MI Downtown Association

- Michigan Main Street Solution Center website – good resources
- Tell stories of what happened, what is happening, and of your successes on a regular basis.
- Know what you have.
- Post things that engage people – regularly. Short videos that inform, educate, and entertain.
- Use key words when posting your content to help people find you when they google search.
- Make sure you are participating in what you ask others to participate in.
- Highlight quirky details.
- Ask “What do you want to see go here?” with regard to vacant spaces, buildings, etc.
- Highlight businesses during holidays that tie in with those holidays
- Emphasize the positive: i.e. “Parking: It’s So Easy”

Destination Marketing – Kirsten Borgstrom, Principal, Place and Main; Vivian Carmody, Principal, Carmody Consulting

- Your town has a story to tell.

Branding Identity

- Branding identity describes and shows who you are, what you do, and how you do it. Brand is not a “marketing” mind set. Branding is a process, not a project.
- Brand education – consider hiring a “brand coach” (someone from the outside).
- Intelligence gathering – surveys, interviews
- Discover group – stakeholders give facts about the community, and then find the 3-5 unique brand attributes for your community. Only the stakeholders can uncover the brand distinctions.
- Brand positioning and visual identity – positioning statement (not a tag line) is made which is built on the community uniqueness. Create logo and other visuals.
- Brand validation
- Internal adoption and brand oversight – brand oversight committee
- Brand architecture review
- Strategic marketing plan
- Brand performance – measure effectiveness of marketing

Marketing Your Destination

- Goals and objectives – Do these lift up the goals of your strategic plan?
- Research and Analysis – resources available: People, money, trends, things happening, know who your competition is.

- Target markets – audiences, who are we talking to?
- Strategies –
 - Branding – logo, banners, website, t-shirts, event graphics, crosswalk visuals that incorporate logo design.
 - Digital marketing – social, websites, partner websites (i.e. Pure MI, Michigan.org), newsletters, stories told online.
 - Events – grand openings, Mint Fest, Soapbox Derby, etc.
 - Local partnerships – co-op ad campaigns, business/City/DDA
 - Print materials – map of downtown, dessert stroll, etc.
 - Public relations – Share your stories, events, successes, etc. with your local media so they can help promote your downtown.
 - Evaluation – Is what you are doing working? Use surveys, social media analysis, track media coverage, feedback.

Creating Content

- Must be relevant and timely (coincide with events or holidays)
- Should be intellectual, educational, how to. i.e. Give steps for developers to work with the city.
- Be unique.
- Have a compelling edge or an emotional connection with readers.
- Have high quality video or images. i.e. Courtney Bradley was mentioned.
- Call to action – “I need to share this, do this.”
- Rule of 5 – If you create content for something, find five other ways to use it. i.e. ad, newsletter, Facebook, Instagram, website, etc.
- Have a “content calendar” describing what needs to be done when, keeping in mind holidays, national events, fun days like “meatball day” or “donut day,” whimsical Wednesday, etc.
- Ask customers “What do you love about this business/town/non-profit and why?” then put that on social media. Use photos and videos.

Marketing vendors who were at the Michigan Downtown Association:

- Keep It Real Social – small business marketing and social media management; 231-753-6157; info@keepitrealsocial.com; 208 Petoskey St., Petoskey, MI 49770; keepitrealsocial.com
- New Moon Visions – Place Branding and Marketing; Kim Rivera, Principal; 248-214-4491; 595 Forest Ste 5B, Plymouth, MI 48170; NewMoonVisions.net

Executive Committee Meeting Minutes

March 28, 2023

Members attending: Jason Butler, Bruce Delong, Tyler Barlage, Kristina Kinde and Heather Hanover

1. 2023-24 Budget was discussed. Each Committee provided a wish list for the 23-24 budget. The Executive Committee considered each request and went through the DDA budget first, line by line. The DDA portion of our finances has a larger reserve which is available for use. The committee decided to use the money now versus saving for a future land purchase as the board has done in the past. The general feeling is that we do not have the money or the staff to do land acquisitions at this time. The committee was also in favor of continuing the Façade Grant program and funding it again at the current level even with decline in revenue. They also discussed purchasing new trash cans and benches. Bruce is looking into ways to make our current benched look better. Bruce feels the trash cans are beyond repair and are undersized. They need immediate replacement. Possibly the trash cans can be replaced this year and the benches in the future. The DDA budget, as discussed, will be presented at the April 5th board meeting. The committee next discussed the PSD budget. The Marketing Committee was asking for advertising money and funds for developing our new brand. The Marketing Committee's requests were incorporated into the budget. The Event Committee's budget was similar to budgets in the past with the addition of requesting a hotdog cart. The Event Committee requests were added to the budget including the hot dog cart, with the hopes of getting a grant to cover that cost. The PSD budget, as discussed, will be presented at the April 5th board meeting.
2. Other items for the Agenda: The Façade Grant Program will be on the agenda and Chairman Butler would like to add Communications.
3. Next Meeting April 18th



Principal Shopping District and Downtown Development Authority
100 E. State, PO Box 477 – St. Johns, MI – 48879 (989) 224-8944 ext. 233

www.DowntownStJohnsMi.com
psdcityofsj@gmail.com

Executive Director Activity for March 2023

- A. Added Agenda to City Website
- B. Posted events and happenings on Downtown and Community Facebook pages
- C. Parking Committee Meetings and Minutes
- D. Meet with Dave to discuss Parking and Map
- E. Events Committees meeting, agenda and minutes
- F. Executive Committee meeting, agenda and minutes
- G. Marketing Committee meeting agenda and minutes
- H. Board Meeting, Minutes and agenda
- I. Turned in Bills and deposits to the City Treasurer
- J. Chamber Meetings
- K. City Council Meeting
- L. Updated Square and Wild Apricot Websites
- M. Met with Ethan about directing views to new website
- N. Transferring files to new website.
- O. Talked with Justin Smith about city/DPW issues
- P. Talked with Kristina about budget and revenue
- Q. Prepared budgets for the Marketing, Events and Design Committees
- R. Sent out weekly update emails
- S. Responded to Ken Harris FOIA request
- T. Attended MDA Conference
- U. Worked on Band contracts for Mint Fest.
- V. Called the Lions about borrowing the bunny costume for Bunny sHop
- W. Handed out flyers for Bunny sHop and asked about prizes for the basket and eggs.
- X. Talked with Shirley Davis about the Saturday Farmers Market
- Y. Filed Event permit for the Saturday Farmers Market
- Z. Discussed with John Serrine possible grant funding
- AA. Wrote a grant request for summer music and hot dog cart
- BB. Discusses a possible Parking lot Grant with Kristina and Chris.

Michigan Downtown Assoc. Spring Meeting Recap: 3-9-23 Heather Hanover

The workshop this year was at the Graduate Hotel and Conference Center near MSU. Tyler Barlage, Amber Haubert and I attended.

It was nice to talk with other downtown directors to see how things are handled in their Municipalities. I sat with the directors from Frankenmuth, Ada and Trenton.

*Leigh Young from the MEDC talked about the Main Street Solution Center website. It is a valuable resource for downtown managers and is free to use even if you aren't a Main Street Community (you must have a full time director to be a Main Street Community).

*One of the round table discussions was on the value of having a Downtown Organization/Director. It was interesting to hear other cities troubles and how they handle them. Molly Lalone from Lake Orion talked about the issues they have had with new city commissioners and their desire to get rid of the DDA. We don't have the same issue because our tax capture is small but in other cities like Lake Orion who have had their DDA for many years, a good chunk of money is going to the DDA which leaves less money for the city council to spend in the city. Their compromise was to in the future give any tax revenue increases in the downtown district, 75% to the city to decide where it is spent and 25% to the DDA to decide it's best use. Other interesting fact in Lake Orion the DDA paid for the public bathrooms in the firehall, so that they could be available for shoppers and events. The director from Wyandotte also talked about their social district which has been a big benefit and is open from 11am to 11pm 7 days a week.

*Another round table panel was on parking. It sounds like almost every city has talked about parking for ever. One gentleman even referred back to their city's first parking discussion which was a problem with horses and cars competing for the same spots. Alpena is considering the reinstallation of parking meters. Alpena currently pays \$30,000 a year to enforce parking in their downtown and hope to recoup some of the cost with meters, which they figure will return \$3000 per year. They also asked for a show of hands if other towns were considering the change and I would say about 15% raised their hands. The director from Traverse City said that they currently charge \$1 per hour everywhere, all the time and that is hard on employees. Traverse City is considering demand-based parking. The demand-based parking would have different prices for prime areas in the hopes of redistributing the parking and spreading out usage. At my table Frankenmuth said they have no public parking and no on street parking. They help by having a free bus to get around town on Friday through Sunday. Trenton also has no public parking. Ada currently has no rules on parking. You can park anywhere for as long as you want.

The last panel discussion was on branding and marketing. The presenters talked about having an authentic brand. You need to have 3 to 5 unique attributes for your downtown that are true and backed by evidence. . Otherwise, your brand will fail. They also stated that no tag line is better than a bad tag line.