

**Manistee Main Street/DDA
July 9th, 2014**

AGENDA

1. Call to order – Chair
2. Approval of Agenda
3. Public comment. (Limit 5 minutes per person.)
4. Election of New Officers: Chair; Vice Chair; Treasurer; Secretary
5. Approval of minutes from the regular meeting on June 11th, 2014.
6. Treasurer’s Report.
 - a. Acceptance of Checks Register & Financial Reports
7. Committee Reports
 - a. Marketing & Promotions Committee
 - b. Organization Committee
 - c. Design Committee
 - d. Economic Restructuring Committee
8. Other Business
 - a. Bank Account RFP- Recommendation
 - b. Executive Director 6 month Evaluation
 - c. Associate Level Main Street in Practice Training – August 12th
 - d. TIF Plan Update with Beckett and Raeder at next Board Meeting
9. Public comment. (Limit 5 minutes per person.)
10. Adjournment.
11. The next Regular MSDDA Meeting will be held August 13th at noon in City Hall.



**Board Meeting Minutes
June 11, 2014**

Call to Order

The Vice Chair called the meeting to order at 12:00 pm.

Members Present

Brandon Ball, Valarie Bergstrom, Rachel Estabrook, Barry Lind, Todd Mohr, Sara Spore, Shari Wild

Members Absent

Colleen Kenny, Jeff Reau, John Smith

Also Present

Patrick Kay (Executive Director), Dianna Wall (Manistee Area Chamber of Commerce), Eric Sagonowsky (Manistee News Advocate)

Introduction of New Board Members

The new Board Members were introduced, Valarie Bergstrom, Todd Mohr and Sara Spore. It was noted Mr. Lind was appointed for a new term and Ms. Bergstrom will not be a voting member until the July Meeting.

Approval of Agenda

There was a MOTION by Mr. Mohr, supported by Ms. Estabrook, that the Agenda be accepted as presented.
MOTION CARRIED

Public Comment

None

Approval of Minutes

There was a MOTION by Mr. Lind, supported by Mr. Ball, that the minutes from the regular meeting on May 14, 2014 be accepted as presented. MOTION CARRIED

Treasurers Report

It was noted that the May Check Register, the Balance Sheets and Profit and Loss Report had been previously distributed. Mr. Kay reviewed the reports.

There was a MOTION by Mr. Lind, supported by Ms. Estabrook to accept the Treasurers Report as presented to be placed on file. MOTION CARRIED

Marketing & Promotions Committee

It was noted the minutes from the Marketing & Promotions Committee had been previously distributed. Ms. Estabrook reviewed items in the minutes including: Women's Wine & Chocolate, Boos, Brews & Brats, Hops and Props, and the Sleighbell Festival.

Organization Committee

It was noted the minutes from the Organization Committee had been previously distributed. The minutes were reviewed including: volunteer development, volunteers to take photos and the volunteer appreciation event.

Meeting of Manistee Main Street/DDA
June 11, 2014
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Design Committee

Ms. Wild reported the Design Committee met, but there are no minutes. That committee reviewed existing projects including: hanging basket sponsors, the grant for potted trees, repainting the Riverwalk railings and the light pole painting.

Economic Restructuring Committee

It was noted the minutes from the Economic Restructuring Committee were distributed. The minutes were reviewed including: the revolving loan program, 3D scanning project, 25K local bank loan, developer day, business education and the downtown business roadmap.

Bank Account RFP

It was noted the RFP's from the local banks had been previously distributed. There was a MOTION by Mr. Mohr, supported by Mr. Ball, to accept the proposal submitted by West Shore Bank. Discussion Followed. By roll call vote 3 Yea and 3 Nay, MOTION FAILED. Consensus of the Board is to table this item until the July meeting.

Old/New Business

Executive Director Evaluation

Ms. Wild reminded the Board to send in their executive director evaluations.

Elect Board Officers

This item was tabled until the July meeting.

Board Training

The July Board meeting will be held on July 9th beginning at 11:30 am. It will be followed by Board Training.

Public Comment

None

Adjournment

There being no further business, the meeting was adjourned at the call of the chair at 1:34 pm.

Respectfully submitted on July 9, 2014

Dianna Wall, Recording Secretary

6 11 14 minutes approved at the MSDDA meeting on: _____

MANISTEE DOWNTOWN DEVELOPMENT AUTHORITY
BALANCE SHEET
As of June 30, 2014

	<u>Jun 30, 14</u>
ASSETS	
Current Assets	
Checking/Savings	
248-005 · Money Market Acct - NWB	98,648.85
248-001 · Checking - Northwestern Bank	26,307.87
Total Checking/Savings	<u>124,956.72</u>
Accounts Receivable	
248-028 · Accounts Receivable	5,291.28
Total Accounts Receivable	<u>5,291.28</u>
Other Current Assets	
248-033 · Vogue Loan Receivable	200,000.00
248-031 · Nextworks Loan Receivable	2,499.94
Total Other Current Assets	<u>202,499.94</u>
Total Current Assets	<u>332,747.94</u>
TOTAL ASSETS	<u><u>332,747.94</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
248-210 · Payroll Liability	
248-212 · Michigan Withholding	159.38
248-211 · 941 Liability	1,274.74
Total 248-210 · Payroll Liability	<u>1,434.12</u>
248-203 · Accounts Payable - Other	755.00
Total Other Current Liabilities	<u>2,189.12</u>
Total Current Liabilities	<u>2,189.12</u>
Total Liabilities	<u>2,189.12</u>
Equity	
248-392 · Designated Fund Balance	
248-393 · Land Acquisition .	78,544.99
Total 248-392 · Designated Fund Balance	<u>78,544.99</u>
248-390 · Fund Balance	302,881.49
Net Income	-50,867.66
Total Equity	<u>330,558.82</u>
TOTAL LIABILITIES & EQUITY	<u><u>332,747.94</u></u>

MANISTEE DOWNTOWN DEVELOPMENT AUTHORITY
PROFIT & LOSS/BUDGET COMPARISONS
July 2013 through June 2014

	<u>Jul '13 - Jun 14</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
248-411 · Allocation from Fund Balance	0.00	14,800.00	-14,800.00	0.0%
Grant Income				
248-650 · Grants	3,500.00	1,500.00	2,000.00	233.33%
Total Grant Income	<u>3,500.00</u>	<u>1,500.00</u>	<u>2,000.00</u>	<u>233.33%</u>
TIF Revenues				
248-404 · Delinquent Personal PropertyTax	396.21			
248-401 · TIF Revenue	275,912.68	296,000.00	-20,087.32	93.21%
248-403 · Delinquent Taxes	28,037.57	5,000.00	23,037.57	560.75%
Total TIF Revenues	<u>304,346.46</u>	<u>301,000.00</u>	<u>3,346.46</u>	<u>101.11%</u>
Committee Revenues				
248-270 · Committee Revenue				
248-269 · Design Committee Revenue/Flower	135.00			
248-275 · Promotion Comm. Rev.-Co-op Adv.	1,550.00	37,000.00	-35,450.00	4.19%
Total 248-270 · Committee Revenue	<u>1,685.00</u>	<u>37,000.00</u>	<u>-35,315.00</u>	<u>4.55%</u>
Total Committee Revenues	1,685.00	37,000.00	-35,315.00	4.55%
Event Revenue				
248-780 · Women's Wine & Chocolate Walk	6,062.14			
248-294 · Event Merchandise Sales	0.00	500.00	-500.00	0.0%
248-280 · Event Revenues				
248-290 · Boos, Brews & Brats				
248-293 · Boos, Brews & Brats Admissions	0.00	3,500.00	-3,500.00	0.0%
248-292 · Boos, Brews & Brats Sponsorship	0.00	1,000.00	-1,000.00	0.0%
248-291 · Boos/Brews/Brats-Beer Tent/Food	4,661.00	3,500.00	1,161.00	133.17%
Total 248-290 · Boos, Brews & Brats	<u>4,661.00</u>	<u>8,000.00</u>	<u>-3,339.00</u>	<u>58.26%</u>
248-283 · Sleighbell				
248-289 · Sleighbell Miscellaneous Income	275.00			
248-286 · Sleighbell Sponsorships	7,562.50	10,500.00	-2,937.50	72.02%
Total 248-283 · Sleighbell	<u>7,837.50</u>	<u>10,500.00</u>	<u>-2,662.50</u>	<u>74.64%</u>
248-281 · Hops & Props				
248-288 · Hops & Props Admissions	11,539.23	6,000.00	5,539.23	192.32%
248-287 · Hops & Props Beer & Food	7,723.20	10,500.00	-2,776.80	73.55%
248-284 · Hops & Props Sponsors	4,800.00	5,500.00	-700.00	87.27%
Total 248-281 · Hops & Props	<u>24,062.43</u>	<u>22,000.00</u>	<u>2,062.43</u>	<u>109.38%</u>

MANISTEE DOWNTOWN DEVELOPMENT AUTHORITY
PROFIT & LOSS/BUDGET COMPARISONS
July 2013 through June 2014

	<u>Jul '13 - Jun 14</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Total 248-280 · Event Revenues	<u>36,560.93</u>	<u>40,500.00</u>	<u>-3,939.07</u>	<u>90.27%</u>
Total Event Revenue	42,623.07	41,000.00	1,623.07	103.96%
248-664 · Interest Income	924.96	500.00	424.96	184.99%
248-642 · Miscellaneous Income				
248-704 · Other	367.10			
248-646 · Vendor and Ent. Permit Regis.	<u>90.00</u>	<u>300.00</u>	<u>-210.00</u>	<u>30.0%</u>
Total 248-642 · Miscellaneous Income	<u>457.10</u>	<u>300.00</u>	<u>157.10</u>	<u>152.37%</u>
Total Income	<u>353,536.59</u>	<u>396,100.00</u>	<u>-42,563.41</u>	<u>89.25%</u>
Gross Profit	353,536.59	396,100.00	-42,563.41	89.25%
Expense				
248-731 · Bank Service Charges	34.70	100.00	-65.30	34.7%
Office Related Expenses				
248-868 · Insurance	2,169.00			
248-867 · Mobile Phone Stipend	120.00	480.00	-360.00	25.0%
248-866 · Meeting Hosting-Refreshments	1,481.18	1,750.00	-268.82	84.64%
248-861 · Credit Card Expense	424.75	350.00	74.75	121.36%
248-865 · Training-Education-Conferences	925.69	900.00	25.69	102.85%
248-859 · Printing & Reproduction	98.00	400.00	-302.00	24.5%
248-858 · Miscellaneous-Office Related	373.45	282.00	91.45	132.43%
248-857 · Membership Dues	424.00	650.00	-226.00	65.23%
248-855 · Advertising	1,028.30	300.00	728.30	342.77%
248-854 · Postage	399.85	600.00	-200.15	66.64%
248-853 · Office Equipment and Supplies	1,734.69	1,200.00	534.69	144.56%
248-863 · Travel	<u>2,404.09</u>	<u>900.00</u>	<u>1,504.09</u>	<u>267.12%</u>
Total Office Related Expenses	<u>11,583.00</u>	<u>7,812.00</u>	<u>3,771.00</u>	<u>148.27%</u>
Personnel Related Expense				
248-716 · Moving Expense	1,000.00			
248-702 · DDA Director Expense - Other	459.80			
248-700 · Administrative Services	8,000.00	8,000.00	0.00	100.0%
Gross Salary - Director				
248-718 · Gross Salary - Director				
248-705 · Federal 941 Company Expense	3,697.08	4,500.00	-802.92	82.16%
248-711 · Unemployment	455.19	300.00	155.19	151.73%
248-712 · Workmen's Compensation	403.00	435.00	-32.00	92.64%
248-718 · Gross Salary - Director - Other	48,596.15	57,000.00	-8,403.85	85.26%

MANISTEE DOWNTOWN DEVELOPMENT AUTHORITY PROFIT & LOSS/BUDGET COMPARISONS July 2013 through June 2014

	<u>Jul '13 - Jun 14</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Total 248-718 · Gross Salary - Director	53,151.42	62,235.00	-9,083.58	85.4%
Total Gross Salary - Director	53,151.42	62,235.00	-9,083.58	85.4%
Total Personnel Related Expense	62,611.22	70,235.00	-7,623.78	89.15%
Fee Related Expenses				
248-904 · Annual Audit	4,200.00	4,000.00	200.00	105.0%
248-902 · Legal Fees	5,126.18	1,400.00	3,726.18	366.16%
248-901 · Accounting	0.00	800.00	-800.00	0.0%
Total Fee Related Expenses	9,326.18	6,200.00	3,126.18	150.42%
Contributions				
248-803 · Farmers Market Contribution	1,250.00			
Total Contributions	1,250.00			
Design Committee RelatedExpense				
248-667 · Riverwalk Vegetation Removal	0.00	1,000.00	-1,000.00	0.0%
248-665 · Hanging Baskets Watering/Maint	2,450.00	3,200.00	-750.00	76.56%
248-663 · Signage	11,030.66	4,000.00	7,030.66	275.77%
248-659 · Riverwalk Landscaping	20,510.00	16,000.00	4,510.00	128.19%
248-653 · Holiday Decorations	9,188.54	6,400.00	2,788.54	143.57%
248-652 · Facade Grant Program	34,992.09	20,000.00	14,992.09	174.96%
248-651 · Downtown Maintenance	6,800.00	6,800.00	0.00	100.0%
248-649 · Downtown Flower Program	3,438.25	3,300.00	138.25	104.19%
248-641 · Cap.Imp&Streetscape/Wayfinding	140,862.50	140,863.00	-0.50	100.0%
Total Design Committee RelatedExpense	229,272.04	201,563.00	27,709.04	113.75%
Economic RestructuringCommittee				
248-620 · Outreach Roadshows	0.00	400.00	-400.00	0.0%
248-631 · Revolving Loan Fund Marketing	0.00	100.00	-100.00	0.0%
248-630 · Downtown Database	0.00	400.00	-400.00	0.0%
248-628 · Property Acquisition	0.00	14,800.00	-14,800.00	0.0%
248-627 · Recruitment Team	1,600.00	4,850.00	-3,250.00	32.99%
248-625 · Business Assistance Team (BAT)	1,750.28	3,500.00	-1,749.72	50.01%
Total Economic RestructuringCommittee	3,350.28	24,050.00	-20,699.72	13.93%
Organization Committee				
248-610 · Database	1,619.70	1,800.00	-180.30	89.98%
248-609 · Promotional PSAs	1,518.40	1,900.00	-381.60	79.92%
248-606 · PR	0.00	500.00	-500.00	0.0%
248-604 · MSDDA Website (hosting)	179.88	360.00	-180.12	49.97%

MANISTEE DOWNTOWN DEVELOPMENT AUTHORITY
PROFIT & LOSS/BUDGET COMPARISONS
July 2013 through June 2014

	<u>Jul '13 - Jun 14</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
248-603 · Volunteer Appreciation Event	97.18	1,000.00	-902.82	9.72%
248-602 · Revamp Downtown Dollars Program	245.00	350.00	-105.00	70.0%
248-601 · Volunteer Recruitment	0.00	350.00	-350.00	0.0%
248-600 · Main Street Program Newsletter	0.00	450.00	-450.00	0.0%
Total Organization Committee	3,660.16	6,710.00	-3,049.84	54.55%
Promotions Committee Expenses				
248-751 · Promotions Committee Expense				
248-782 · Women's Wine & Chocolate Walk	4,375.58			
248-778 · Spring & Fall Shopping Nights	0.00	500.00	-500.00	0.0%
248-779 · Tightlines for Troops DT Salute	0.00	500.00	-500.00	0.0%
248-777 · Co-op Advertising Pass-through	28,378.00	37,000.00	-8,622.00	76.7%
248-776 · Co-op Advertising	3,300.00	7,500.00	-4,200.00	44.0%
248-775 · Boos, Brews & Brats	5,108.05	4,400.00	708.05	116.09%
248-764 · Sleighbell Weekend	10,427.85	9,000.00	1,427.85	115.87%
248-763 · Sidewalk Sales	1,503.54	900.00	603.54	167.06%
248-759 · Mens & Ladies Nights	462.50	650.00	-187.50	71.15%
248-774 · Frostbite Saturday	497.59	950.00	-452.41	52.38%
248-752 · Advertising	3,200.00	3,500.00	-300.00	91.43%
248-761 · Hops & Props on the River	21,443.56	9,900.00	11,543.56	216.6%
248-758 · HomeGrown Saturdays	4,620.00	4,630.00	-10.00	99.78%
Total 248-751 · Promotions Committee Expense	83,316.67	79,430.00	3,886.67	104.89%
Total Promotions Committee Expenses	83,316.67	79,430.00	3,886.67	104.89%
Total Expense	404,404.25	396,100.00	8,304.25	102.1%
Net Ordinary Income	-50,867.66	0.00	-50,867.66	100.0%
	-50,867.66	0.00	-50,867.66	100.0%

**MANISTEE MAIN STREET/DOWNTOWN DEVELOPMENT AUTHORITY
JUNE 2014 CHECK REGISTER**

<u>DATE</u>	<u>CHECK #</u>	<u>PAID TO</u>	<u>DESCRIPTION</u>	<u>AMOUNT</u>
PAYROLL:				
6/13/2014	DIR DEP	PATRICK KAY	GROSS PAYROLL FOR JUNE 1-JUNE 15	\$ 2,375.00
6/30/2014	DIR DEP	PATRICK KAY	GROSS PAYROLL FOR JUNE 16-JUNE 30	\$ 2,375.00
6/13/2014	DIR DEP	INTERNAL REVENUE SERVICE	FEDERAL DEPOSIT FOR MAY 2014 PAYROLL	\$ 1,274.76
6/20/2014	DIR DEP	STATE OF MICHIGAN	MICHIGAN WITHHOLDING DEPOSIT/MAY 2014 PAYROLL	\$ 159.38
CHECK REGISTER:				
6/5/2014	2658	PATRICK KAY	MILEAGE/NATIONAL MAIN STREET CONFERENCE	\$ 275.00
6/5/2014	2659	MANISTEE AREA CHAMBER OF COMMERCE	6/1/14-6/30/14 OFFICE SPACE & ADMIN SUPPORT	\$ 663.00
		(TOTAL CHECK: \$673.00)	APRIL & MAY BUSINESS AFTER HOURS ADMISSIONS	\$ 10.00
6/5/2014	2660	JACKPINE BUSINESS CENTER	ENVELOPES	\$ 57.21
		(TOTAL CHECK: \$638.33)	RETURN PRINTER CARTRIDGES	\$ (64.94)
			WINE GLASSES/WOMENS WINE & CHOCOLATE WALK	\$ 618.20
			OFFICE SUPPLIES	\$ 27.86
6/5/2014	2661	MANISTEE ELKS LODGE #250	VOLUNTEER APPRECIATION MEETING	\$ 25.00
6/5/2014	2662	COBB COMMUNICATIONS INC	STATE PARK BROCHURE AD	\$ 520.00
6/5/2014	2663	3D LASER ADVANTAGE	MANISTEE DOWNTOWN MAPPING PROJECT	\$ 3,200.00
6/5/2014	2664	OWENS BUILDERS LLC	MAY WATERING HANGING BASKETS	\$ 300.00
6/5/2014	2665	LUDDINGTON DAILY NEWS	WOMENS WINE & CHOCOLATE WALK AD	\$ 250.00
6/5/2014	2666	ERIC ENGBLADE	6/7/14 FARMERS MARKET MUSIC SESSION	\$ 150.00
6/5/2014	2667	TUCKER LAWS	5/31/14 FARMERS MARKET MUSIC SESSION	\$ 100.00
6/6/2014	2668	THE BRINY BUILDING	FAÇADE GRANT PROGRAM REIMBURSEMENT	\$ 1,455.00
6/26/2014	2669	BLOOMER'S FLOWER SHOP	PURDOM FLOWER ARRANGEMENT	\$ 53.00
6/26/2014	2670	MS CREATIVE SERVICES	CHARTER MEDIA VOLUNTEER CAMPAIGN	\$ 1,518.40
6/26/2014	2671	JASON THOMPSON LANDSCAPE & DESIGN LLC	MAY RIVERWALK MAINTENANCE	\$ 2,500.00
6/26/2014	2672	MIKA MEYERS BECKETT & JONES PLC	LEGAL FEES: NEXTWORK \$13.00; BLUE FISH \$15.00	\$ 28.00
6/26/2014	2673	CARDMEMBER SERVICE	DOUGLAS VALLEY WINERY	\$ 84.00
		(TOTAL CHECK: \$1,454.77)	NATIONAL MAIN STREET CONFERENCE	\$ 1,360.18
			MSFT OFFICE	\$ 10.59
6/26/2014	2674	ELLIE McPHERSON	6/14/14 FARMERS MARKET MUSIC SESSION	\$ 50.00
6/26/2014	2675	JIM CURTIS	6/21/14 FARMERS MARKET MUSIC SESSION	\$ 100.00
6/26/2014	2676	JOHN POMEROY	6/14/14 FARMERS MARKET MUSIC SESSION	\$ 75.00
6/26/2014	2677	MARTY YAPLE	6/21/14 FARMERS MARKET MUSIC SESSION	\$ 50.00
6/26/2014	2678	CHERYL WOLFRAM	8/23/14 FARMERS MARKET MUSIC SESSION	\$ 100.00
6/26/2014	2679	DREW NELSON	8/30/14 FARMERS MARKET MUSIC SESSION	\$ 150.00
6/26/2014	2680	ELLIE McPHERSON	8/16/14 FARMERS MARKET MUSIC SESSION	\$ 50.00
6/26/2014	2681	JOE WILSON	7/26/14 FARMERS MARKET MUSIC SESSION	\$ 300.00
6/26/2014	2682	JOHN POMEROY	9/13/14 FARMERS MARKET MUSIC SESSION	\$ 100.00
6/26/2014	2683	JOSHUA DAVIS	7/19/14 FARMERS MARKET MUSIC SESSION	\$ 300.00
6/26/2014	2684	LINDA BROWNE	8/9/14 FARMERS MARKET MUSIC SESSION	\$ 75.00
6/26/2014	2685	MARK SCHROCK	7/5/14 FARMERS MARKET MUSIC SESSION	\$ 200.00
6/26/2014	2686	MARK SCHROCK	8/2/14 FARMERS MARKET MUSIC SESSION	\$ 200.00
6/26/2014	2687	MONTE KLEIN	9/6/14 FARMERS MARKET MUSIC SESSION	\$ 100.00
6/26/2014	2688	PAUL KIRCHNER	6/28/14 FARMERS MARKET MUSIC SESSION	\$ 250.00
6/26/2014	2689	TIM KRAUSE	8/9/14 FARMERS MARKET MUSIC SESSION	\$ 100.00
6/26/2014	2690	MONICA ROBINSON-KLEIN	7/12/14 FARMERS MARKET MUSIC SESSION	\$ 200.00
6/26/2014	2691	RIGHTside design LLC	WOMENS WINE & CHOCOLATE WALK GRAPHIC DESIGN	\$ 350.00
6/30/2014			TOTAL EXPENSES	\$ 22,074.64

CITY OF MANISTEE DOWNTOWN DEVELOPMENT AUTHORITY
REVOLVING LOAN ACCOUNT
BALANCE SHEET
As of June 30, 2014

	<u>Jun 30, 14</u>
ASSETS	
Current Assets	
Checking/Savings	
Revolving Loan	21,738.82
Total Checking/Savings	<u>21,738.82</u>
Accounts Receivable	
Accounts Receivable	7,957.58
Total Accounts Receivable	<u>7,957.58</u>
Total Current Assets	<u>29,696.40</u>
TOTAL ASSETS	<u><u>29,696.40</u></u>
LIABILITIES & EQUITY	
Equity	
Opening Bal Equity	29,000.00
Retained Earnings	701.91
Net Income	-5.51
Total Equity	<u>29,696.40</u>
TOTAL LIABILITIES & EQUITY	<u><u>29,696.40</u></u>

CITY OF MANISTEE DOWNTOWN DEVELOPMENT AUTHORITY
DOWNTOWN DOLLARS ACCOUNT
BALANCE SHEET
As of June 30, 2014

	<u>Jun 30, 14</u>
ASSETS	
Current Assets	
Checking/Savings	
Downtown Dollars Checking	7,036.90
Total Checking/Savings	<u>7,036.90</u>
Other Current Assets	
Downtown Dollars in Transit	12,150.00
Total Other Current Assets	<u>12,150.00</u>
Total Current Assets	<u>19,186.90</u>
TOTAL ASSETS	<u><u>19,186.90</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
2011 Downtown \$ Outstanding	1,635.00
2012 Downtown \$ Outstanding	19,725.00
2014 Downtown \$ Outstanding	2,860.00
Total Other Current Liabilities	<u>24,220.00</u>
Total Current Liabilities	<u>24,220.00</u>
Total Liabilities	24,220.00
Equity	
Unrestricted Net Assets	-3,940.10
Net Income	-1,093.00
Total Equity	<u>-5,033.10</u>
TOTAL LIABILITIES & EQUITY	<u><u>19,186.90</u></u>

Marketing and Promotions Meeting - June 16, 2014

Present: Mary, Valerie, Ashley, Cherri, Barry, Shelley, Dianna, Patrick, Rachel, Teresa and Todd

Absent: Kathryn and Matt

In Attendance: Tony and Jean

Agenda Item	Discussion	Action
Call to Order	Rachel called the meeting to order at 8:04 a.m.	
Cooperative Advertising Campaign Status Update	Barry reported Aug 1 start, reuse sketch artist from last year, possibly doing billboards, radio and TV, \$200 a month for businesses to participate, marketing 5 county area and locals, letters will go out to every business along with a personal visits from Teresa to answer questions and show preview, businesses participating will get added value on website	
Friday Night Family Frenzy	Ashley reported the dates for 2015 are June 5 and 19, July 10 and 24 and Aug 28; sponsorship letters going out, geared more towards locals	
Women's Wine and Chocolate	Patrick reported event raised approximately \$1500, very successful for first year, committee will work out the kinks before next year	
Boos Brews & Brats	Jean will chair event, Jean and Patrick meeting June 18	More detail report in July
Hops and Props	Patrick reported Ashley and him have not met, sponsorship letters were mailed out, met with Michael from Alliance Beverage, event September 12, 13 and 14 with Sat beer tasting from 1-6, there will be music	
Sleighbell	Rachel reported rack card was distributed, secured \$9500 in sponsorships, need sponsor for bridges, Shelly said soup cook-off is a go	

Sidewalk Sales	No chair, brief discussion there is a small budget for advertising	
Old Business	(Website) Patrick reported moving forward with website, adding bus hours and brief description of businesses, using visitmanistee.com as primary DDA website, businesses participating in co-op will get added value on the website; (Committee Recruitment) Rachel reported Joe from Port City Organics may be interested in attending meetings; (Committee Presentation) - Patrick reported a quarterly newsletter is going out with details of how the DDA operates	
New Business	Patrick reported he is working on a Downtown brochure listing all businesses and events	
Report from the Chamber	Dianna reported Chamber is working on website redesign and upgrading member database, finishing up Forest Fest details and Grapes on the River	
Report from the CVB	Barry reported CVB is working on historic tour brochure with web app and should be completed by July 4, participating in Pure Michigan in 2014, radio commercials started 4 weeks ago in IN and OH markets, website traffic is up by 40%, office visits have significantly declined	
Next Meeting	The next meeting is July 16, 2014 at 8 a.m. location TBD	
Adjourn	Meeting adjourned at 9:21 a.m.	

Downtown Manistee DDA Organization Committee **MINUTES (DRAFT)**
Wednesday, June 25, 2014 Boathouse Grill

Attendees: Patrick Kay, Gini Pelton, Alan Marshall, Cindy Kaminski, Roz Jaffe
DDA Board Members: Valerie Bergstrom. Todd Mohr

(Secretary Roz Jaffe arrived late so let me know what I missed)

The DDA fiscal year starts July so we will review the objectives and mandated projects as requested from the MSDDA Board.

Public Relations: Patrick shared the draft of the monthly newsletter which will be sent tomorrow electronically via Facebook and Constant Contact. He has recruited interns to assist with writing publicity and taking photos. Patrick shared a list of organizations for future speaking presentations which was annotated by meeting attendees as to priority. The Downtown Business Quarterly was distributed by Alan Marshall in early June. PSAs (Public Service Announcements) were discussed and it was decided to not run them in the 2014-2015 FY.

Website Development: We are switching website to visitmanistee.com. Patrick shared a draft of the website format. There will be descriptions of the 144 business in the district. Committee members will assist with getting descriptions from the businesses.

Volunteer Development: Patrick is looking into a webinar for TIPS training (Liquor serving training). Discussed the volunteer management tool CERVIS which we currently use and costs \$1800 per year. Patrick will take the training and evaluate its usefulness to the DDA. The Volunteer Appreciation Dinner and Annual Meeting was held Wed, June 18th at the Elks. It went smoothly with 40 attendees. Next year we would also add a slide show of DDA volunteers, projects and events. Nametags for board members and director are being created.

Old New Business: There is ongoing branding discussion with DDA & CVB. Discussion on Boos, Brews & Brats and the projected change of location from the Marina area to the Stockyard parking lot; some members felt the change could negatively impact the event. Cindy will research grants for DDA funding. At the next DDA board meeting on July 9th at City Hall, committee members are invited to attend the Main Street Training at noon. At a future date, Main Street will present committee-specific trainings.

Next meeting July 23rd 12:00 noon, at River Street Station

Adjourned

Next meeting:
Wednesday June 25th at 12 noon at Boathouse

Adjourned 2:10pm

Draft submitted by Roz Jaffe



Design Committee – Minutes

Date: June 19, 2014 at 8:30am

Location: Manistee Chamber/DDA Conference Room

Attendance: Rob Carson, Brandon Jensen, Kyle Mosher, Patrick Kay, Shari Wild, Mitch Deisch (Present for the first part of the meeting)

Excused: Janet Duchon

General discussion on the current condition of the Riverwalk with emphasis on the need to have the railings repainted. Mitch commented that the worst section is that under the bridges due to the salt runoff from the road.

The railings have been repainted twice by local contractors. Patrick will meet with Mitch regarding the bidding process and write specs for this project. The plan is to have this project begun next spring.

The wood on the Riverwalk is also deteriorating in places and needs to be replaced. Looking at the possibility of using a composite material for the replacement, eventually doing the entire RW in phases over a five year period.

Mitch offered to speak with Rotary and see if they would be responsible for planting perennials in some of the flower boxes, and maintaining them. Patrick will check on the others responsible for specific flower boxes. Discussion on the need for more bicycle hoops on River Street, Mitch will discuss this with the non-motorized committee.

Patrick is continuing to research appropriate containers for the trees and is working with Jason Thompson on this.

Two-way traffic survey is almost ready to be sent out to business and property owners in the DDA district. The committee will meet again on Tuesday, June 24th at 8 a.m. to tour and assess conditions on the Riverwalk.

Next meeting will be on July 17th, 8:30 a.m. at the Chamber meeting room.

Economic Restructuring Committee
June 23, 2014 - 2:00pm
Alliance For Economic Success Office – 385 Third
Street

1. Call to order –

Meeting was called to order at 2:05pm by current Chairperson Brandon Ball

In attendance: Shari Wild, Brandon Ball, Stacie Bytwork, Bob Wangbichler, T and Emily Pantera
Staff present: MSDDA Director Patrick Kay

2. Approve Minutes: The committee did not have minutes from the March 24 meeting to review.

3. Work Plans for 2014-2015:

- **Revolving Loan Fund:** Patrick will be making call.
- **IRP Loan Application & Funding:** Patrick will be calling on the application process and asking for examples.
- **25K Local Bank Lending Program:** Patrick is working on the terms of the program.
- **Developer Day for Downtown Real Estate:** It was discussed whether to have this event during the fall or winter. Building inventory of all properties for sale and lease has been completed. It was suggested to contact potential developers, to split the list between the committee and geography to see if more interest would be in September. T mentioned he has 5 names of developers, 3 of which are downstate and 2 from Traverse City to contact.
- **Business Education / Retention:** Stacie Bytwork reported that she contacted Bob, who is the lead contractor and he would forward on her email to the key people at Meijer to see if a representative would come to a meeting with local business owners. She hasn't received a response as of yet and mentioned it's been hard to get names of the individuals that are in charge and also any other information relating to the opening of the store. Further, education opportunities will resume in September.
- **Downtown Business Roadmap:** Bob W. mentioned that the size has been adjusted for the "WORK" publication and hoping to have this completed by the end of the year. The "LIVE" publication is about one month away from print. Also, Kathy Morin has been retained to complete this project.

4. Old/New Business:

It was suggested by Patrick that a confidentiality agreement be signed by committee members as there is a lot of sensitive material discussed, including financials. The committee all agreed this was a good idea. Emily has some examples and will send to Patrick and T to review.

Brandon Ball informed the committee there is a buyer for Hokanson's Camera, however there are some issues with the poles. The buyer went to the City, as Consumer's Energy provided an estimate of \$39,000 to complete project, however City does not have the money. There was further discussion on this matter.

The application has been submitted for the RRC program. Emily discussed the program and suggested to go on <http://www.michiganbusiness.org/community/development-assistance/#communities> to review. Brandon Ball mentioned to the committee that the application will be discussed at the next City Council meeting on July 1. Patrick encouraged the committee to attend the meeting.

5. Adjourn:

Meeting adjourned at 2:36pm, the next ER committee meeting will be July 28 at 2:00pm at the AES office.