

**Manistee Main Street/DDA**  
**January 14<sup>th</sup>, 2015**  
**Manistee County Blacker Airport**

**AGENDA**

1. Call to order – Chair
2. Approval of Agenda
3. Public comment. (Limit 5 minutes per person.)
4. Approval of minutes from the regular meeting on December 10<sup>th</sup>, 2014
5. Treasurer's Report.
  - a. Acceptance of Checks Register & Financial Reports
6. Committee Reports
  - a. Marketing & Promotions Committee
  - b. Organization Committee
  - c. Design Committee
  - d. Economic Restructuring Committee
7. Other Business
  - a. 501c3 Discussion
  - b. Façade Grant Payment to the Vogue in the amount of \$5,000
  - c. Review of current financial status of MSDDA
8. Public comment. (Limit 5 minutes per person.)
9. Adjournment.
10. The next Regular MSDDA Meeting will be held at City Hall (70 Maple Street) on February 11<sup>th</sup>, 2015.

**Economic Restructuring Committee**

Dec 22, 2014 - 2:00pm

Alliance For Economic Success Office

385 Third Street, Manistee, MI 49660

**1. Call to order –**

2. Meeting was called to order at 2:05pm by Exec Director Patrick Kay

In attendance: Jeff Reau, Mitch Deisch, Shari Wild

Staff present: MSDDA Director Patrick Kay

3. **Approve Minutes:** The committee did not have minutes from the November meeting to review

4. **Vacant Building Property Ordinance:**

Discussion of how to address issues of "heavy handed" nature of the ordinance.

Goal of ordinance is to keep properties in "ready to rent state / turn key - would the city give a Certificate of Occupancy?" Also to keep developing property (not maintained and ready to go)

Mitch to send out a list serve request

Committee agreed to keep the conversation moving forward

5. **25k Lending (Local Banks)**

Sending to all financial institutions (now / 1<sup>st</sup> of year 2015)

Updated request to be fixed rate for 5 year period

6. **Redevelopment Liquor License:**

Mitch will get building permits pulled w/ dollar amounts

Notify council about liquor license

7. **Tool Box Information Sheet:**

Create a list of all information / programs available for businesses to start and grow -- Brandon is working on this

8. **Power Pole behind Hokanson Building:**

Waiting for response from Eric / Can it be moved

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**AGENDA (notes)**

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7. Other Business
  - a. 501c3 Discussion  

(For the last 3 months we have been discussing options of why we should consider creating a 501c3 organization within our current DDA. We have spoken to a CPA, an Attorney, and the Director of the Community Foundation. Initially the conversation centered on being able to accept donations and acquiring property. We have learned that we can both accept donations and acquire property in our current organization status; however some corporations require that we are a 501c3 for them to send us certain donations. The board then considered creating an account at the Community Foundation. The account would incur some nominal fees, but there are also many benefits to an association with the foundation to recruit funds.

Option 1) we create an account at the Community Foundation for funds associated with Sleighbell and other accounts that require a 501c3. Option 2) we create our own 501c3 organization. Option 3) we continue as we are, continue to gather information, and continue weighing our options.)

I recommend us table this until February. In the meantime I will send you more information.

b. Façade Grant Payment to the Vogue in the amount of \$5,000

(At our last board meeting a motion was made to revisit this topic this month after we have had a chance to review our current financial situation and find where we can extract \$5,000 out of our current budget-See File Proposed Budget (5000) for a list of items to cut out of the budget to allow us to pay \$5,000 to the Vogue)

c. Review of current financial status of MSDDA

(Attached in a file called Budget Review-2015 I have created a temporary forecasted budget where I took the budget and merged it with the current P&L to show our current financial status. Any final number that will not change between now and the end of our fiscal year has no color coding. The yellow coding represents a budget number because the event or project has yet to occur. The orange coding represents an ongoing expense that will continue to change until the end of the fiscal year. Contracts like the Riverwalk, TIF Plan Redevelopment, and Downtown Maintenance have not entirely been spent, but have no coding because they are contractual expenses that will be spent in their entirety at their budget amounts per their contract. The shortfall in our budget is the result of a two events and the TIF allowance. Hops and Props came short in revenue and over budget for expenses. Boos, Brews and Brats did the same but on a much smaller scale. The TIF Revenue budget item comes from the City in the beginning of the year and normally it is very accurate; however it is an estimate. Additional money will come in throughout the rest of the year as property owners pay their property taxes, but we may come up short on this line item. How do we improve our situation? We need to find sponsorships for the Hanging Baskets and we need to increase the successes of Women's Wine and Chocolate Walk and Frostbite Saturday. Another option is to host another fundraising event. I would also recommend that we remove the land acquisition allocation from the budget for the next few years.)

(Budget Amendment: On our original budget I had listed a \$25,000 Riverwalk Repair Expense and for it to be covered by \$25,000 coming in from the Riverwalk Repair Fund. They City is overseeing this project now and therefore the funds will not pass through the DDA, consequently I suggest we remove it from our budget)

8. Public comment. (Limit 5 minutes per person.)

9. Adjournment.

10. The next Regular MSDDA Meeting will be held at City Hall (70 Maple Street) on February 11<sup>th</sup>, 2015.

# DOWNTOWNMANISTEE

*michigan*

## Board Meeting Minutes December 10, 2014

### Call to Order

The Chair called the meeting to order at 12:03 pm.

### Members Present

Valarie Bergstrom, Colleen Kenny, Barry Lind, Todd Mohr, Jeff Reau, Shari Wild

### Members Absent

Brandon Ball (excused), Rachel Estabrook (excused), Sara Spore (excused)

### Also Present

Patrick Kay (Executive Director), Charles Haemker (Manistee County Library), Mitch Deisch (City of Manistee), Laura Heintzelman (Manistee County Community Foundation), Dianna Wall (Manistee Area Chamber of Commerce)

### Approval of Agenda

There was a MOTION by Mr. Reau, supported by Mr. Mohr, that the Agenda be accepted with the following changes. Add under #4 Approval of Minutes from Special Board Meeting on December 4, 2014; under #7 Approval of \$5,000 Façade Grant to Historic Vogue Theatre of Manistee and reminder of Strategic Planning Session on January 14. Delete under #7 Emergency Loan to H & K Electric (\$10,000). MOTION CARRIED

### Public Comment

None

### Approval of Minutes

There was a MOTION by Ms. Kenny, supported by Ms. Bergstrom, that the minutes from the regular meeting on November 12, 2014 and the minutes from the Special Board Meeting on December 4, 2014 be accepted as presented. MOTION CARRIED

### Treasurers Report

It was noted that the November Check Register, the Balance Sheets and Profit and Loss Report had been previously distributed.

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

### Marketing & Promotions Committee

It was noted that the minutes from the Marketing & Promotions Committee meeting had been previously distributed. Mr. Mohr reviewed the minutes.

### Organization Committee

It was noted that there were no minutes from the Organization Committee but the Agenda had been distributed.

### Design Committee

It was noted that the Design Committee did not meet. Ms. Wild reported the Design Committee recommends payment of \$5,000 to the Historic Vogue Theatre of Manistee for the Façade Grant. There was a

MOTION by Mr. Reau, supported by Mr. Mohr to authorize the \$5,000 payment to the Historic Vogue Theatre of Manistee for the Façade Grant. Discussion followed. Mr. Reau moved to amend the MOTION by adding *next month after the Financial Reports are reviewed and if the funds are available*. MOTION CARRIED with Mr. Lind Abstaining.

#### Economic Restructuring Committee

It was noted the minutes from the Economic Restructuring Committee had been distributed.

#### Other Business

##### Creation of 501c3

Ms. Heintzelman gave a presentation on the benefits of creating a fund at the Manistee County Community Foundation.

##### Annual Historic Vogue Theatre of Manistee Loan Forgiveness Review (\$20,000)

There was a MOTION by Mr. Reau, supported by Ms. Bergstrom, to forgive \$20,000 on payment two on the Revised/Amended Promissory Note, if the Historic Vogue Theatre of Manistee has met their obligation, and a memo from Mr. Alden to Manistee Main Street/DDA is placed in the file. MOTION CARRIED with Mr. Lind Abstaining.

Reminder of Strategic Planning Session on January 14, 9 am at Manistee County Blacker Airport Discussion was held on format and attendees. It was decided to hold a meeting prior to the Strategic Planning Session with Downtown Businesses to receive their input. Mr. Kay will also send out a survey to those businesses and compile survey results for the planning session.

#### Public Comment

Mr. Haemker discussed issues that the Manistee County Library is facing.

#### Adjournment

There being no further business to be brought before the Board, the meeting was adjourned at the call of the chair at 1:35 pm.

Respectfully submitted on January 14, 2014

Brandon Ball, Secretary

12 10 14 minutes approved at the MSDDA meeting on: \_\_\_\_\_

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

DATE	CHECK #	PAID TO	DESCRIPTION	AMOUNT
<b>PAYROLL:</b>				
12/15/2014	DIR DEP	PATRICK KAY	GROSS PAYROLL FOR DECEMBER 1 - DECEMBER 15	\$ 2,375.00
12/30/2014	DIR DEP	PATRICK KAY	GROSS PAYROLL FOR DECEMBER 16 - DECEMBER 31	\$ 2,375.00
12/15/2014	DIR DEP	INTERNAL REVENUE SERVICE	FEDERAL DEPOSIT FOR NOVEMBER 2014 PAYROLL	\$ 1,274.76
12/19/2014	DIR DEP	STATE OF MICHIGAN	MICHIGAN WITHHOLDING DEPOSIT/NOV 2014 PAYROLL	\$ 159.38
<b>CHECK REGISTER:</b>				
12/1/2014	3091	MANISTEE AREA CHAMBER OF COMMERCE	DECEMBER 2014 OFFICE SPACE & ADMIN SUPPORT	\$ 889.00
12/1/2014	3092	JOHN KASER	REIMBURSE SLEIGHBELL TROMBONE PLAYERS BUTTONS	\$ 50.00
12/1/2014	3093	VOIDED	WRITTEN FOR WRONG AMOUNT	\$ -
12/1/2014	3094	NEIL SAUTER	SLEIGHBELL STILT WALKER SERVICES	\$ 500.00
12/1/2014	3095	TVF&DC	TITTABAWASSEE VALLEY FIFE & DRUM CORP PARADE FEE	\$ 350.00
12/1/2014	3096	WESTSHORE FIREWORKS INC	SLEIGHBELL WEEKEND FIREWORKS DISPLAY	\$ 1,000.00
12/1/2014	3097	JOY SMITH	SLEIGHBELL WEEKEND MUSIC FEE	\$ 150.00
12/1/2014	3098	VOIDED	BAGPIPER COULD NOT DO PARADE	\$ -
12/1/2014	3099	COMMON & GENTRY CARRIAGE COMPANY	HORSE-DRAWN RIDES/PAYMENT IN FULL	\$ 800.00
12/1/2014	3100	NORTHWOODS KIDS 4-H	SLEIGHBELL PARADE STREET CLEANUP	\$ 500.00
12/1/2014	3101	MANISTEE AREA CHAMBER OF COMMERCE	CHAMBER ANNUAL MEETING RESERVATION	\$ 45.00
12/1/2014	3102	BECKETT & RAEDER	TIF PLANNING SERVICES	\$ 1,330.00
12/1/2014	3103	NATIONAL MAIN STREET CENTER	ANNUAL NATIONAL MAIN STREET MEMBERSHIP	\$ 350.00
12/1/2014	3104	WOMEN'S LIFESTYLE NORTSHORE	SLEIGHBELL WEEKEND FULL PAGE INSIDE COVER AD	\$ 600.00
12/1/2014	3105	CALVIN LUTZ FARMS	4,290 FT MIXED ROPING GARLAND	\$ 3,432.00
12/1/2014	3106	STEVE MCNEIL	SLEIGHBELL PARADE BAGPIPER	\$ 200.00
12/1/2014	3107	JON ARCHAMBAULT	SLEIGHBELL WEEKEND MUSIC FEE	\$ 500.00
12/1/2014	3108	MICHELLE SEELY	SLEIGHBELL PARADE SLED DOG TEAM	\$ 200.00
12/3/2014	3109	DISTRICT HEALTH DEPARTMENT #10	PERMIT FOR SLEIGHBELL WEEKEND CHESTNUTS	\$ 30.00
12/5/2014	3110	LARRY REED	SLEIGHBELL PARADE HORSE TEAM	\$ 1,500.00
12/15/2014	3111	PATRICK KAY	MILEAGE-QUARTERLY TRAINING, NILES, MI	\$ 205.00
12/15/2014	3112	JON ARCHAMBAULT	SLEIGHBELL WEEKEND MUSIC FEE	\$ 100.00
12/15/2014	3113	JAMES F. KROLCZYK	REIMBURSE SLEIGHBELL TROMBONE PLAYERS FOOD	\$ 189.48
12/15/2014	3114	BRIAN NEAL	SLEIGHBELL WEEKEND BAGPIPER	\$ 200.00
12/15/2014	3115	RODNEY WOODRING	SLEIGHBELL WEEKEND BAGPIPER	\$ 200.00
12/15/2014	3116	CARDMEMBER SERVICE	SLEIGHBELL WEEKEND SOUP TASTING SUPPLIES	\$ 131.64
		(TOTAL CHECK \$231.61)	FROSTBITE SATURDAY TASTING CUPS & SPOONS	\$ 45.03
			WAHR HARDWARE/SLEIGHBELL WEEKEND SUPPLIES	\$ 4.55
			CREDIT CARD FEES	\$ 50.39
12/15/2014	3117	AMOR SIGN STUDIOS	SLEIGHBELL PARADE BANNER & SIGNS	\$ 459.48
12/15/2014	3118	JACKPINE BUSINESS CENTER	BOOS BREWS & BRATS POSTERS & POSTCARDS	\$ 375.34
		(TOTAL CHECK \$1,107.02)	200 DOWNTOWN BROCHURES	\$ 180.00
			5 FOAM BOARD POSTERS	\$ 190.00
			3,000 MENS/LADIES NIGHT CARDS	\$ 259.00
			OFFICE SUPPLIES	\$ 102.68
12/15/2014	3119	CARDMEMBER SERVICE	MSFT OFFICE	\$ 41.00
12/15/2014	3120	RITA BLAMER	SLEIGHBELL WEEKEND HOT CHOCOLATE & COFFEE	\$ 148.40
12/16/2014	3121	ERIC SCOTT	SCAFFOLDING/SLEIGHBELL PARADE FILMING	\$ 286.00
12/17/2014	3122	BRUCE L. JOHNSON, SR.	DOWNTOWN SANTA	\$ 300.00
12/31/2014			<b>TOTAL EXPENSES</b>	<b>\$ 22,078.13</b>

**MANISTEE MAIN STREET/  
DOWNTOWN DEVELOPMENT AUTHORITY  
PROFIT & LOSS/BUDGET COMPARISONS  
July through December 2014**

Ordinary Income/Expense	Jul - Dec 14	Budget	\$ Over Budget	% of Budget
<b>Income</b>				
248-411 · Allocation from Fund Balance	0.00	0.00	0.00	0.0%
<b>TIF Revenues</b>				
248-401 · TIF Revenue	223,336.59	270,000.00	-46,663.41	82.72%
248-403 · Delinquent Taxes	25,006.97			
<b>Total TIF Revenues</b>	<u>248,343.56</u>	<u>270,000.00</u>	<u>-21,656.44</u>	<u>91.98%</u>
<b>Committee Revenues</b>				
248-270 · Committee Revenue				
248-273 · Econ Restructure-Developer Day	0.00	1,000.00	-1,000.00	0.0%
248-269 · Design Comm Rev-Hanging Baskets	0.00	9,300.00	-9,300.00	0.0%
248-275 · Promotion Comm. Rev.-Co-op Adv.	0.00	30,000.00	-30,000.00	0.0%
<b>Total 248-270 · Committee Revenue</b>	<u>0.00</u>	<u>40,300.00</u>	<u>-40,300.00</u>	<u>0.0%</u>
<b>Total Committee Revenues</b>	0.00	40,300.00	-40,300.00	0.0%
<b>Event Revenue</b>				
248-780 · Women's Wine & Chocolate Walk	0.00	8,550.00	-8,550.00	0.0%
248-295 · Frostbite HGS Sponsorships	0.00	500.00	-500.00	0.0%
248-280 · Event Revenues				
248-290 · Boos, Brews & Brats				
248-293 · Boos, Brews & Brats 5K	1,000.00			
248-292 · Boos, Brews & Brats Sponsorship	1,900.00	650.00	1,250.00	292.31%
248-291 · Boos, Brews & Brats Alcohol Sales	4,006.00	7,000.00	-2,994.00	57.23%
<b>Total 248-290 · Boos, Brews &amp; Brats</b>	<u>6,906.00</u>	<u>7,650.00</u>	<u>-744.00</u>	<u>90.28%</u>
248-283 · Sleighbell				
248-289 · Sleighbell Miscellaneous Income	95.00			
248-286 · Sleighbell Sponsorships	19,460.00	13,500.00	5,960.00	144.15%
<b>Total 248-283 · Sleighbell</b>	<u>19,555.00</u>	<u>13,500.00</u>	<u>6,055.00</u>	<u>144.85%</u>
248-282 · Sidewalk Sales	0.00	500.00	-500.00	0.0%
248-281 · Hops & Props				
248-288 · Hops & Props Admissions	16,080.85	15,000.00	1,080.85	107.21%
248-287 · Hops & Props Beer & Food	0.00	3,750.00	-3,750.00	0.0%
248-285 · Hops & Props Miscellaneous	30.00			
248-284 · Hops & Props Sponsors	6,966.74	15,000.00	-8,033.26	46.45%
<b>Total 248-281 · Hops &amp; Props</b>	<u>23,077.59</u>	<u>33,750.00</u>	<u>-10,672.41</u>	<u>68.38%</u>
<b>Total 248-280 · Event Revenues</b>	<u>49,538.59</u>	<u>55,400.00</u>	<u>-5,861.41</u>	<u>89.42%</u>

**MANISTEE MAIN STREET/  
DOWNTOWN DEVELOPMENT AUTHORITY  
PROFIT & LOSS/BUDGET COMPARISONS  
July through December 2014**

	<u>Jul - Dec 14</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Total Event Revenue	49,538.59	64,450.00	-14,911.41	76.86%
<b>Friends of Downtown Manistee</b>				
248-302 · Tree Sponsorships	0.00	4,000.00	-4,000.00	0.0%
248-301 · Holiday Decorations Sponsorship	0.00	10,000.00	-10,000.00	0.0%
Total Friends of Downtown Manistee	0.00	14,000.00	-14,000.00	0.0%
248-664 · Interest Income	78.35	100.00	-21.65	78.35%
Total Income	297,960.50	388,850.00	-90,889.50	76.63%
Gross Profit	297,960.50	388,850.00	-90,889.50	76.63%
<b>Expense</b>				
248-731 · Bank Service Charges	48.23	100.00	-51.77	48.23%
<b>Office Related Expenses</b>				
248-869 · Business Expo	300.00			
248-868 · Insurance	0.00	1,800.00	-1,800.00	0.0%
248-867 · Mobile Phone Stipend	0.00	480.00	-480.00	0.0%
248-866 · Meeting Hosting-Refreshments	235.00	750.00	-515.00	31.33%
248-861 · Credit Card Expense	148.63	400.00	-251.37	37.16%
248-865 · Training-Education-Conferences	0.00	900.00	-900.00	0.0%
248-859 · Printing & Reproduction	0.00	100.00	-100.00	0.0%
248-858 · Miscellaneous-Office Related	0.00	300.00	-300.00	0.0%
248-857 · Membership Dues	724.00	650.00	74.00	111.39%
248-855 · Advertising	0.00	300.00	-300.00	0.0%
248-854 · Postage	170.88	500.00	-329.12	34.18%
248-853 · Office Equipment and Supplies	971.14	1,400.00	-428.86	69.37%
248-863 · Travel	205.00	900.00	-695.00	22.78%
Total Office Related Expenses	2,754.65	8,480.00	-5,725.35	32.48%
<b>Personnel Related Expense</b>				
248-700 · Administrative Services	4,668.00	8,000.00	-3,332.00	58.35%
<b>Gross Salary - Director</b>				
248-718 · Gross Salary - Director				
248-705 · Federal 941 Company Expense	2,180.25	4,500.00	-2,319.75	48.45%
248-711 · Unemployment	0.00	455.00	-455.00	0.0%
248-712 · Workmen's Compensation	0.00	425.00	-425.00	0.0%
248-718 · Gross Salary - Director - Other	28,500.00	57,000.00	-28,500.00	50.0%
Total 248-718 · Gross Salary - Director	30,680.25	62,380.00	-31,699.75	49.18%

**MANISTEE MAIN STREET/  
DOWNTOWN DEVELOPMENT AUTHORITY  
PROFIT & LOSS/BUDGET COMPARISONS  
July through December 2014**

	<u>Jul - Dec 14</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Total Gross Salary - Director	30,680.25	62,380.00	-31,699.75	49.18%
Total Personnel Related Expense	35,348.25	70,380.00	-35,031.75	50.23%
<b>Fee Related Expenses</b>				
248-906 · TIF Plan Redevelopment	3,830.00	13,250.00	-9,420.00	28.91%
248-904 · Annual Audit	1,560.00	1,500.00	60.00	104.0%
248-903 · 1999 Bond Payment-Streetscape	127,212.50	137,988.00	-10,775.50	92.19%
248-902 · Legal Fees	210.00			
Total Fee Related Expenses	132,812.50	152,738.00	-19,925.50	86.95%
<b>Design Committee RelatedExpense</b>				
248-639 · Trees	0.00	4,160.00	-4,160.00	0.0%
248-665 · Hanging Baskets Watering/Maint	3,000.00	4,500.00	-1,500.00	66.67%
248-663 · Signage	1,105.20	330.00	775.20	334.91%
248-662 · 2-Way River St Traffic Project	0.00	375.00	-375.00	0.0%
248-659 · Riverwalk Landscaping	7,500.00	15,000.00	-7,500.00	50.0%
248-653 · Holiday Decorations	3,392.00	10,000.00	-6,608.00	33.92%
248-652 · Facade Grant Program	0.00	5,000.00	-5,000.00	0.0%
248-651 · Downtown Maintenance	0.00	6,800.00	-6,800.00	0.0%
248-649 · Downtown Flower Program	3,436.60	3,440.00	-3.40	99.9%
Total Design Committee RelatedExpense	18,433.80	49,605.00	-31,171.20	37.16%
<b>Economic RestructuringCommittee</b>				
248-634 · Developer Day	0.00	2,000.00	-2,000.00	0.0%
248-633 · Local Banks (\$25,000 Loan)	0.00	400.00	-400.00	0.0%
248-632 · IRP Loan Program	0.00	150.00	-150.00	0.0%
248-631 · Revolving Loan Fund Marketing	0.00	250.00	-250.00	0.0%
248-628 · Property Acquisition	0.00	13,500.00	-13,500.00	0.0%
248-627 · Recruitment Team	53.94	750.00	-696.06	7.19%
248-625 · Business Assistance Team (BAT)	18.63	1,150.00	-1,131.37	1.62%
Total Economic RestructuringCommittee	72.57	18,200.00	-18,127.43	0.4%
<b>Organization Committee</b>				
248-607 · Website Redevelopment	4,722.50	6,000.00	-1,277.50	78.71%
248-604 · MSDDA Website (hosting)	77.83	175.00	-97.17	44.47%
248-603 · Volunteer Appreciation Event	420.00	1,000.00	-580.00	42.0%
248-602 · Downtown Dollars Program	0.00	350.00	-350.00	0.0%
248-601 · Volunteer Recruitment	0.00	1,800.00	-1,800.00	0.0%
248-600 · Main Street Program Newsletter	0.00	448.00	-448.00	0.0%

**MANISTEE MAIN STREET/  
DOWNTOWN DEVELOPMENT AUTHORITY  
PROFIT & LOSS/BUDGET COMPARISONS  
July through December 2014**

	<u>Jul - Dec 14</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Total Organization Committee	5,220.33	9,773.00	-4,552.67	53.42%
<b>Promotions Committee Expenses</b>				
<b>248-751 · Promotions Committee Expense</b>				
248-782 · Women's Wine & Chocolate Walk	285.68	2,400.00	-2,114.32	11.9%
248-777 · Co-op Advertising Pass-through	0.00	30,000.00	-30,000.00	0.0%
248-776 · Co-op Advertising	0.00	5,000.00	-5,000.00	0.0%
248-775 · Boos, Brews & Brats	5,902.31	3,000.00	2,902.31	196.74%
248-764 · Sleighbell Weekend	12,109.81	13,500.00	-1,390.19	89.7%
248-763 · Sidewalk Sales	352.94	500.00	-147.06	70.59%
248-759 · Mens & Ladies Nights	509.00	450.00	59.00	113.11%
248-774 · Frostbite Saturday	55.72	900.00	-844.28	6.19%
248-752 · Downtown Brochure	580.00			
248-761 · Hops & Props on the River	35,409.15	23,590.00	11,819.15	150.1%
248-758 · HomeGrown Saturdays	1,592.00			
<b>Total 248-751 · Promotions Committee Expense</b>	<u>56,796.61</u>	<u>79,340.00</u>	<u>-22,543.39</u>	<u>71.59%</u>
<b>Total Promotions Committee Expenses</b>	<u>56,796.61</u>	<u>79,340.00</u>	<u>-22,543.39</u>	<u>71.59%</u>
<b>Total Expense</b>	<u>251,486.94</u>	<u>388,616.00</u>	<u>-137,129.06</u>	<u>64.71%</u>
<b>Net Ordinary Income</b>	<u>46,473.56</u>	<u>234.00</u>	<u>46,239.56</u>	<u>19,860.5%</u>
	<u><u>46,473.56</u></u>	<u><u>234.00</u></u>	<u><u>46,239.56</u></u>	<u><u>19,860.5%</u></u>

**MANISTEE MAIN STREET/  
 DOWNTOWN DEVELOPMENT AUTHORITY  
 BALANCE SHEET  
 As of December 31, 2014**

	<b>Dec 31, 14</b>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
248-008 · Money Market Account - WSB	98,685.23
248-000 · Checking - West Shore Bank	47,547.93
248-001 · Checking - Northwestern Bank	19,907.67
<b>Total Checking/Savings</b>	166,140.83
<b>Accounts Receivable</b>	
248-028 · Accounts Receivable	11,291.28
<b>Total Accounts Receivable</b>	11,291.28
<b>Other Current Assets</b>	
248-033 · Vogue Loan Receivable	200,000.00
248-031 · Nextworks Loan Receivable	2,499.94
<b>Total Other Current Assets</b>	202,499.94
<b>Total Current Assets</b>	379,932.05
<b>TOTAL ASSETS</b>	<b>379,932.05</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Other Current Liabilities</b>	
248-210 · Payroll Liability	
248-212 · Michigan Withholding	159.38
248-211 · 941 Liability	1,274.74
<b>Total 248-210 · Payroll Liability</b>	1,434.12
248-203 · Accounts Payable - Other	3,990.00
<b>Total Other Current Liabilities</b>	5,424.12
<b>Total Current Liabilities</b>	5,424.12
<b>Total Liabilities</b>	5,424.12
<b>Equity</b>	
248-392 · Designated Fund Balance	
248-393 · Land Acquisition .	78,544.99
<b>Total 248-392 · Designated Fund Balance</b>	78,544.99
248-390 · Fund Balance	249,489.38
Net Income	46,473.56
<b>Total Equity</b>	374,507.93
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>379,932.05</b>

**MANISTEE MAIN STREET/  
DOWNTOWN DEVELOPMENT AUTHORITY  
DOWNTOWN DOLLARS ACCOUNT  
BALANCE SHEET  
As of December 31, 2014**

	<u>Dec 31, 14</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
Downtown Dollars Checking - WSB	7,635.84
Total Checking/Savings	<u>7,635.84</u>
Other Current Assets	
Downtown Dollars in Transit	5,245.00
Total Other Current Assets	<u>5,245.00</u>
Total Current Assets	<u>12,880.84</u>
<b>TOTAL ASSETS</b>	<u><u>12,880.84</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Other Current Liabilities	
2012 Downtown \$ Outstanding	7,750.00
2014 Downtown \$ Outstanding	11,005.00
Total Other Current Liabilities	<u>18,755.00</u>
Total Current Liabilities	<u>18,755.00</u>
Total Liabilities	18,755.00
Equity	
Unrestricted Net Assets	-5,035.10
Net Income	-839.06
Total Equity	<u>-5,874.16</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>12,880.84</u></u>

**MANISTEE MAIN STREET/  
DOWNTOWN DEVELOPMENT AUTHORITY  
REVOLVING LOAN ACCOUNT  
BALANCE SHEET  
As of December 31, 2014**

	<u>Dec 31, 14</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
Checking - West Shore Bank	15,235.69
<b>Total Checking/Savings</b>	<u>15,235.69</u>
<b>Accounts Receivable</b>	
Accounts Receivable	14,667.66
<b>Total Accounts Receivable</b>	<u>14,667.66</u>
<b>Total Current Assets</b>	29,903.35
<b>Other Assets</b>	
Revolving Note Receivable	10,000.00
<b>Total Other Assets</b>	<u>10,000.00</u>
<b>TOTAL ASSETS</b>	<u><u>39,903.35</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Equity</b>	
Opening Bal Equity	29,000.00
Retained Earnings	694.40
Net Income	10,208.95
<b>Total Equity</b>	<u>39,903.35</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>39,903.35</u></u>

**Downtown Development Authority  
Organization Committee  
December 17, 2014  
Blue Fish**

**DRAFT MINUTES**

Attending: Patrick Kay (Executive Director), Sara Spore (Committee Chair); Gini Pelton, Christine Lamb, Todd Mohr, Thomas Johnson, Roz Jaffe

Called to order 12:16pm

Motion to accept November minutes made by Gini, seconded by Todd, approved.

**Volunteer Development:**

Photography: Daryl Pieczynski is open to supplying photos but not likely to be event photographer. We will follow up with West Shore College for an interested student. Patrick will put a notice on Facebook that we are looking for recent event photos.

Christine will create a template of upcoming events and will create a list of recent event volunteers.

**Public Relations:**

Newsletter: Gini provided a newsletter story. The monthly newsletter will be available in January to everyone on email list and will include a 2015 events calendar. The quarterly newsletter which is written for downtown businesses and stakeholders will include articles on Downtown Dollars and parking lot discussion. Organization committee members will continue to assist with articles.

Website: Patrick asked Organization committee to help with website, reviewing and advising on changes and updates.

**Fund Development:**

Fundraising Ideas: Funds are needed for hanging baskets, holiday decorations, riverwalk maintenance. Discussed merchandise ideas including a photo of the Sleighbell parade. There were miscommunication issues with the photo booth fundraiser at the marina building for Old Christmas weekend.

Downtown Dollars: Sales were particularly strong this December.

Annual Meeting/Volunteer Appreciation meeting: Roz and Gini will meet in January to plan. Discussed the Blue Fish 2<sup>nd</sup> floor as possible venue, and Kit Holmes as possible music.

Next meeting: January 28 at BlueFish.

Adjourned 1:04pm.

Submitted by Roz Jaffe

# DRAFT Manistee Main Street DDA Budget – Amended FY 13-14 and Proposed FY 14-15

Updated:

Approved by MSDDA Board \_\_\_\_\_, by City Council,

MSDDA Fund Balance Summary			
	Budget	Amended	
	FY 14-15	FY 14-15	
<b>Summary</b>			
Unrestricted Fund Balance (Beginning of Year)	89,285.83	89,285.83	
Revenues Over (Under) Expenditure	234.00	-39,378.41	
Allocations made from unrestricted Fund Balance (board action)			
Loan repayments back to fund balance	200,000.00	0.00	
Unrestricted Fund Balance (End of Year)	289,519.83	49,907.42	
Restricted Fund – Marina Project	0.00	0.00	
Restricted Fund - Vogue Theatre Construction Loan	100,000.00	300,000.00	
Restricted Fund - Blue Cow Rehab Loan	0.00	0.00	
Restricted Fund – Local Facade Grant Program (end of year)	0.00	0.00	
Restricted Fund - Capital Maintenance Hold-Over	0.00	0.00	
Restricted Fund – Land Acquisition Balance (End of Year)	119,760.09	106,260.09	

MSDDA Revenues			
Code	Account Title	Budget	Amended
		FY 14-15	FY 14-15
	Allocation from Fund Balance ***		
	Allocation from Restricted Fund(s) ***		
	Tax Increment Financing (TIF) Revenue	270,000.00	248,343.56
	Delinquent Personal Property Taxes		
	Delinquent Property Taxes		
	Grants		
	Charges for Services/Fees (Vendor permits)		
	Interest Earnings	100.00	100.00
	Friends of Downtown Manistee		
	- Revenue from volunteer event		
	- Sleighbell Sponsorships	13,500.00	19,460.00
	- Sleighbell Event Revenue		95.00
	- Hops & Props Sponsorships	15,000.00	6,966.74
	- HomeGrown Sponsorships		
	- Hops & Props Drink & Food Sales	3,750.00	30.00
	- Hops & Props Admissions	15,000.00	16,080.85
	- Boos Brews Brats Sponsorships	650.00	1,900.00
	- Boos Brews Brats Admissions		1,000.00
	- Boos Brews Brats Drink & Food Sales	7,000.00	4,006.00

-21,656.44

	- Frostbite HGS Sponsorships	500.00	500.00
	- Event Merchandise Sales		0.00
	Sidewalk Sales	500.00	0.00
	Women's Wine & Chocolate Walk	8,550.00	8,550.00
	Cooperative Advertising Campaign – Participants	30,000.00	30,000.00
	Hanging Baskets – Sponsorship	9,300.00	0.00
	Holiday Decorations	10,000.00	0.00
	Main Street Supporter Program		
	Developer Day	1,000.00	0.00
	Tree Sponsorship	4,000.00	0.00
	MISC Income		
	Farmers Market Revenues		
	<b>Revenues Total</b>	<b>388,850.00</b>	<b>337,032.15</b>

**MSDDA Expenses**

Code	Account Title	Budget FY 14-15	Amended FY 14-15
<b>Office Related Expenses</b>			
	Office Equipment and Supplies	1,400.00	974.14
	Insurance	1,800.00	1,800.00
	Membership Dues - such as:	650.00	724.00
	- Michigan Downtown Association		
	- National Main Street Center		
	- Chamber Membership		
	postage	500.00	170.88
	travel expenses	900.00	205.00
	training/education/conferences	900.00	0.00
	Advertising	300.00	300.00
	Printing Expense	100.00	0.00
	Meeting hosting, refreshments	750.00	235.00
	Mobile Phone stipend & Other	480.00	480.00
	MISC	300.00	0.00
	Credit Card Expense	400.00	148.63
	<b>TOTAL</b>	<b>8,480.00</b>	<b>5,034.65</b>
<b>Personnel Related Expenses</b>			
	Gross Salaries/Wages	57,000.00	57,000.00
	Federal Withholding		
	State Withholding		
	Social Security & Medicare	4,500.00	4,500.00
	Consulting		
	Medicare		
	Workmen's Comp	425.00	425.00

\* \* \*

	State Unemployment	455.00	455.00	*
	Payroll Services			
	Moving Expense/New Director Expense			
	Farmers Market Master			
	Administrative Support & Rent Contract / Chamber Agreement	8,000.00	8,000.00	?
	<b>TOTAL</b>	<b>70,380.00</b>	<b>70,380.00</b>	
	<b>Fee Related Expenses</b>			
	Annual Audit	1,500.00	1,560.00	
	AES contract for Vogue non-profit facilitation			
	Accounting Services as needed			
	Legal Fees	0.00	210.00	
	<b>TIF Plan Redevelopment</b>			*
	Bank Service Charges	13,250.00	13,250.00	
	Streetscape Bond Payment	100.00	0.00	
	Streetscape Bond Payment	137,988.00	137,988.00	*
	Property Tax Chargeback			
	<b>TOTAL</b>	<b>152,838.00</b>	<b>153,008.00</b>	
	<b>Contributions</b>			
	Chamber Allocation – Forest Festival			
	Farmer's Market Contribution			
	Annual set-aside to property acquisition fund (5% gross TIF)	13,500.00	0.00	
	Vogue downtown matching grant			
	Other			
	<b>TOTAL</b>	<b>13,500.00</b>	<b>0.00</b>	
	<b>Design Committee Related Expenses</b>			
	Hanging Baskets – plant material	3,440.00	3,436.60	
	Hanging Baskets – watering & maintenance	4,500.00	3,000.00	
	Other discontinued projects			
	Downtown Maintenance – to City	6,800.00	6,800.00	
	Downtown Streetscape Repair (capital projects)			
	<b>New Signage</b>			
	MS Design Services & Workshop(s)	330.00	0.00	
	Local facade grant program	5,000.00	5,000.00	
	<b>Central Park Program (ERC)</b>			
	Riverwalk Landscaping Contract	15,000.00	15,000.00	*
	Christmas Decorations	10,000.00	10,000.00	
	<b>Trees</b>			+
	2-Way Traffic on River Street	4,160.00	2,000.00	
	Riverwalk Vegetation Removal	375.00	0.00	
	Riverwalk Repair		0.00	
	Advance Signage on US-31 / Pedestrian Signage Downtown		1,105.20	
	MSHDA Facade Grant – Abonmarche			
	<b>TOTAL</b>	<b>49,605.00</b>	<b>46,341.80</b>	
	<b>Economic Restructuring Committee Related Expenses</b>			
	Direct Development Incentives			
	Business Assistance Team (BAT) – Educational Seminars	1,150.00	18.63	

IRP Loan Program	150.00	0.00
Local Banks (\$25,000 Loan)	400.00	0.00
Developer Day	2,000.00	0.00
Recruitment Mobilization Team (3D Rendering)	750.00	53.94
Other discontinued projects		
Outreach Roadshows		0.00
Revolving Loan Fund	250.00	0.00
<b>TOTAL</b>	<b>4,700.00</b>	<b>72.57</b>
<b>Organization Committee Related Expenses</b>		
Main Street Program Newsletter	448.00	448.00
PR Expenses		
Volunteer Recruitment & Development	1,800.00	0.00
Downtown Dollars Program	350.00	350.00
Volunteer Appreciation Event	1,000.00	1,800.00
website redevelopment	6,000.00	4,722.50
MSDDA Website (hosting)	175.00	77.83
Promotional PSAs	0.00	0.00
Editorials		
Volunteer Database	0.00	0.00
Membership/Sponsorship Program		
<b>TOTAL</b>	<b>9,773.00</b>	<b>7,398.33</b>
<b>Promotions Committee Related Expenses</b>		
Advertising	0.00	0.00
Co-op Advertising Campaign – DDA contribution	5,000.00	5,000.00
Co-op Advertising Campaign pass-thru (must match revenue)	30,000.00	30,000.00
Media design & production		
Monthly Marketing E-Newsletter		
Ladies & Men's Nights	450.00	509.00
Sidewalk Sales	500.00	352.94
Hops & Props On the River	23,590.00	35,409.15
Homegrown Saturdays		1,592.00
Other discontinued projects		
Farmers Market Expense		
Frostbite HomeGrown Saturday	900.00	900.00
Sleighbell Weekend	13,500.00	12,109.81
Boos Brews & Brats	3,000.00	5,902.31
Women's Wine & Chocolate Walk	2,400.00	2,400.00
Event Merchandise production		
Spring & Fall Shopping Nights		
Tight Lines for Troops Downtown Salute		
<b>TOTAL</b>	<b>79,340.00</b>	<b>94,175.21</b>

Expenses Total

388,616.00

376,410.56

Excess of Revenues Over Expenditures:

234.00

-39,378.41

# Manistee Main Street DDA Proposed Budget – FY 2014-2015

Updated:

Approved by MSDDA Board on 4/30/2014, and by City Council on

MSDDA Fund Balance Summary		
Summary		Proposed FY 14-15
Unrestricted Fund Balance (Beginning of Year)		15,929.70
Revenues Over (Under) Expenditure		234.00
Allocations made from unrestricted Fund Balance (board action)		
Loan repayments back to fund balance		200,000.00
Unrestricted Fund Balance (End of Year)		216,163.70
Restricted Fund – Marina Project		0.00
Restricted Fund - Vogue Theatre Construction Loan		0.00
Restricted Fund - Blue Cow Rehab Loan		0.00
Restricted Fund – Local Facade Grant Program (end of year)		0.00
Restricted Fund - Capital Maintenance Hold-Over		0.00
Restricted Fund – Land Acquisition Balance (End of Year)		121,444.00

MSDDA Revenues		
Code	Account Title	Proposed FY 14-15
	Allocation from Fund Balance ***	
	Riverwalk Maintenance Fund	25,000.00
	Tax Increment Financing (TIF) Revenue	270,000.00
	Delinquent Personal Property Taxes	
	Delinquent Property Taxes	
	Grants	
	Charges for Services/Fees (vendor permits)	
	Interest Earnings	100.00
	Friends of Downtown Manistee	
	- Sleighbell Sponsorships	13,500.00
	- Holiday Decorations Sponsorship	0.00
	- Hops & Props Sponsorships	15,000.00
	- Hops & Props Drink & Food Sales	3,750.00
	- Hops & Props Admissions	15,000.00
	- Boos Brews Brats Sponsorships	650.00
	- Boos Brews Brats Drink & Food Sales	7,000.00
	- Frostbite HGS Sponsorships	500.00
	Sidewalk Sales	500.00
	Women's Wine & Chocolate Walk	8,550.00
	Cooperative Advertising Campaign – Participants	30,000.00
	Hanging Baskets – Sponsorship	9,300.00
	Developer Day	1,000.00
	Tree Sponsorship	4,000.00
	MISC Income	
<b>Revenues Total</b>		<b>403,850.00</b>

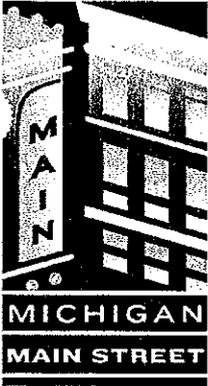
MSDDA Expenses		
Code	Account Title	Proposed FY 14-15
Office Related Expenses		
	Office Equipment and Supplies	1,400.00

Insurance	1,800.00	
Membership Dues - such as:		
- Michigan Downtown Association	250.00	
- National Main Street Center	250.00	
- Chamber Membership	150.00	
postage	500.00	
travel expenses	900.00	
training/education/conferences	900.00	
Advertising	300.00	
Printing Expense	100.00	
Meeting hosting, refreshments	750.00	
Mobile Phone stipend	480.00	
MISC	300.00	
Credit Card Expense	400.00	
<b>TOTAL</b>	<b>8,480.00</b>	
<b>Personnel Related Expenses</b>		
Gross Salaries/Wages	57,000.00	
Social Security & Medicare	4,500.00	
Workmen's Comp	425.00	
State Unemployment	455.00	
Administrative Support & Rent Contract / Chamber Agreement	8,000.00	
<b>TOTAL</b>	<b>70,380.00</b>	
<b>Fee Related Expenses</b>		
Annual Audit	1,500.00	
Legal Fees	0.00	
<b>TIF Plan Redevelopment</b>	13,250.00	
Bank Service Charges	100.00	
Streetscape Bond Payment	137,988.00	
Property Tax Chargeback		
<b>TOTAL</b>	<b>152,838.00</b>	
<b>Contributions</b>		
Annual set-aside to property acquisition fund (5% gross TIF)	500.00	500.00
Other		
<b>TOTAL</b>	<b>500.00</b>	
<b>Design Committee Related Expenses</b>		
Hanging Baskets – plant material	3,440.00	
Hanging Baskets – watering & maintenance	4,500.00	
Downtown Maintenance – to City	6,800.00	
<b>New Signage</b>	330.00	
Local facade grant program	5,000.00	
<b>Central Park Program (ERC)</b>		
Riverwalk Landscaping Contract	15,000.00	
Christmas Decorations	10,000.00	
<b>Trees</b>	4,160.00	
2-Way Traffic on River Street	375.00	375.00
<b>Riverwalk Repair</b>	25,000.00	
<b>TOTAL</b>	<b>74,605.00</b>	
<b>Economic Restructuring Committee Related Expenses</b>		
Business Assistance Team (BAT) – Educational Seminars	1,150.00	825.00
<b>IRP Loan Program</b>	150.00	150.00
<b>Local Banks (\$25,000 Loan)</b>	400.00	400.00
<b>Developer Day</b>	2,000.00	1,000.00
Recruitment Mobilization Team (3D Rendering)	750.00	500.00
Revolving Loan Fund	250.00	250.00
<b>TOTAL</b>	<b>4,700.00</b>	
<b>Organization Committee Related Expenses</b>		
Main Street Program Newsletter	448.00	
Volunteer Recruitment & Development	1,000.00	1,000.00
Downtown Dollars Program	350.00	

	Volunteer Appreciation Event	1,800.00
	MSDDA Website (hosting)	175.00
	<b>TOTAL</b>	<b>3,773.00</b>
<b>Promotions Committee Related Expenses</b>		
	Advertising	3,000.00
	Website	6,000.00
	Co-op Advertising Campaign – DDA contribution	5,000.00
	Co-op Advertising Campaign pass-thru (must match revenue)	30,000.00
	Ladies & Men's Night	450.00
	Sidewalk Sales	500.00
	Hops & Props On the River	23,590.00
	Frostbite HomeGrown Saturday	900.00
	Sleighbell Weekend	13,500.00
	Boos Brews & Brats	3,000.00
	Women's Wine & Chocolate Walk	2,400.00
	<b>TOTAL</b>	<b>88,340.00</b>

**Expenses Total**      **403,616.00**      5,000.00      -

**Excess of Revenues Over Expenditures:**      **234.00**



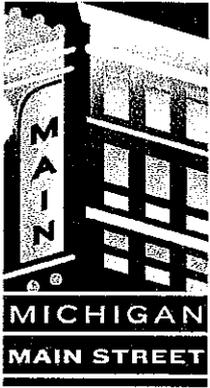
# **Manistee Main Street**

## **Strategic Planning 2015/2016**

**Wednesday, January 14, 2015 11am-12:30pm**

### **Manistee County Blacker Airport**

- 11:00am      Welcome & Introductions  
                 Making the Connection  
                 HistoMap
  
- 11:15pm      Debrief of Downtown Development Authority TIF Update
  
- 11:30pm      Small Group Work & Report Out - Agreeing on Future Direction
  - Preserve
  - Achieve
  - Eliminate
  - Avoid
  
- 12:30pm      Final Thoughts & Next Steps



# Manistee Main Street

## Strategic Planning 2015/2016

Wednesday, January 14, 2015 12:30pm-5pm

### Manistee County Blacker Airport

- 12:45pm      Review Planning Process
- 1:00pm      Small Group Work & Report Out - Agreeing on Future Direction  
                 Organization  
                 Design  
                 Promotions  
                 Economic Restructuring
- 1:45pm      Small Group Work - Competitive Advantage  
                 What is Manistee Main Street best at?  
                 What makes Manistee Main Street unique?  
                 How does your work benefit the community?
- 2:15pm      Shared Values & Working Agreements
- 3:00pm      Factors Critical to Success – Goals & Objectives  
                 Organization  
                 Design  
                 Promotions  
                 Economic Restructuring  
                 Board of Directors
- 3:45pm      Monitoring progress
- 4:00pm      Four-way Communication Planning
- 4:30pm      Final Thoughts & Next Steps