

**Manistee Main Street/DDA**  
**November 12<sup>th</sup>, 2015**  
**Manistee City Hall-Council Chambers**  
**AGENDA**

1. Call to order – Chair
2. Approval of Agenda
3. Public comment. (Limit 5 minutes per person.)
4. Consent Agenda:
  - a. Approval of Minutes—October 14<sup>th</sup>, 2015
  - b. Treasurer’s Report—Acceptance of Check Register and Financial Reports for August and September
  - c. Committee Reports
  - d. Director’s Report
5. \*Approval of minutes from the regular meeting on October 14<sup>th</sup>, 2015
6. \*Treasurer’s Report.
  - a. Acceptance of Checks Register & Financial Reports—October 2015
7. \*Committee Reports
  - a. Marketing & Promotions Committee
  - b. Organization Committee
  - c. Design Committee
  - d. Economic Restructuring Committee
8. \*Directors Report
9. Other Business
  - a. Liquor License Application for Warming Tent on Oak Street during Sleighbell Weekend
10. Public comment. (Limit 5 minutes per person.)
11. Adjournment.

The next regular Main Street DDA Meeting will be held at City Hall, December 9<sup>th</sup>, 2015 (70 Maple Street)

**Special Board Meeting Minutes  
October 6, 2015**

Call to Order

The Chair called the meeting to order at 12:01pm

Members Present

Brandon Ball, Barry Lind, Todd Mohr, Jeff Reau, Sara Spore

Members Absent

Valerie Bergstrom, Rachel Brooks, Colleen Kenny

Also Present

Patrick Kay (Executive Director)

Approval of Agenda

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

Public Comment

None

Review Search Committee's Recommendation to the Board

Mr. Kay provided an update on the Executive Assistant Search Committee's activities.

There was a MOTION by Mr. Reau, supported by Mr. Mohr to extend an offer of employment to Rachelle Hrachovina per the recommendation of the Search Committee. MOTION CARRIED with all in favor.

Public Comment

None

Adjournment

There being no further business to be brought before the Board, there was a MOTION by Mr. Mohr, supported by Mr. Reau that the meeting be adjourned at 12:10 pm. MOTION CARRIED

Respectfully submitted on October 14, 2015

Barry Lind, Secretary

2015-10-06 minutes approved at the MSDDA meeting on: \_\_\_\_\_

**MANISTEE MAIN STREET/DOWNTOWN DEVELOPMENT AUTHORITY**  
**October 2015 CHECK REGISTER**

<u>DATE</u>	<u>CHECK #</u>	<u>PAID TO</u>	<u>DESCRIPTION</u>	<u>AMOUNT</u>
<b>PAYROLL:</b>				
14.10.2015	DIR DEP	PATRICK KAY	GROSS PAYROLL FOR October 1 - October 15	\$ 2,375.00
30.10.2015	DIR DEP	PATRICK KAY	GROSS PAYROLL FOR October 16 - October 31	\$ 2,375.00
30.10.2015	3322	Rachelle Hrachovina	GROSS PAYROLL FOR October 15 - October 31	\$ 864.00
<b>CHECK REGISTER:</b>				
02.10.2015	ONLINE	Deluxe Business System Productions	Checks for MSDDA	\$ 318.53
08.10.2015	3286	Manistee Main Street DDA/DT\$	Downtown Dollar Awards	\$ 200.00
12.10.2015	3287	Void		
12.10.2015	3288	Cobb Communications	Orchard Beach Park Advertising	\$ 520.00
12.10.2015	3289	Jackpine Business Centers	Office Supplies	\$ 904.12
12.10.2015	3290	Manistee Area Chamber of Commerce	Business After Hours (March, July)	\$ 10.00
12.10.2015	3291	Manistee Restoration	2 trophies for Hops and Props	\$ 250.00
12.10.2015	3292	Reindeer Ranch, LLC	Reindeer for Sleighbell Parade (50% paid)	\$ 500.00
12.10.2015	3293	The Pioneer Group	Advertising for Hops and Props	\$ 383.36
12.10.2015	3294	Traverse Magazine	Advertising for Hops and Props	\$ 100.00
12.10.2015	3295	Weesies Brothers Farms Inc.	Pachysandra for Riverwalk (reimbursed by Chemical)	\$ 296.91
12.10.2015	3296	Void		
12.10.2015	3297	Jackpine Internet Services	Webpage for (www.manisteedowntown.com)	\$ 59.88
13.10.2015	3298	City of Manistee	Banner Permit for Sleighbell Weekend	\$ 50.00
16.10.2015	3299	CASH	Petty Cash for Boos, Brews, and Brats	\$ 700.00
21.10.2015	3300	Alliance Beverage	Alcohol for Boos, Brews, and Brats	\$ 1,093.00
21.10.2015	3301	Amore Sign Studios	Signs for Expo, Sign for office, DDA Banner	\$ 536.01
21.10.2015	3302	Cardmember Services	Amazon.com (dolly for Hops and Props)	\$ 144.93
		(\$877.93)	Manistee Variety (mounts to hang signs)	\$ 36.05
			Shell Oil (drinks for volunteers)	\$ 15.90
			Wahr Hardware (zip ties for Hops and Props)	\$ 42.15
			Wahr Hardware (hardware to mount signs for H&P)	\$ 3.95
			Days Inn (Rooms for Ben Daniels Band--H&P)	\$ 85.85
			Days Inn (Rooms for Ben Daniels Band--H&P)	\$ 85.85
			DoMyOwnPestControl (herbicide for knotweed)	\$ 283.34
			Rocket Lawyer (contract purchase-online)	\$ 1.00
			SafetySign.com (mounting base for crosswalks)	\$ 32.23
			USPS (stamps and overnight delivery)	\$ 68.99
			Late Fees	\$ 77.69
21.10.2015	3303	Charter Communication	Phone/Internet	\$ 99.97
21.10.2015	3304	Grant Rental Station	heaters for Boos, Brews and Brats	\$ 315.00
21.10.2015	3305	Pratte's Pro Lawn	2 months of landscaping payments	\$ 7,506.66
21.10.2015	3306	Upper Tent Rental	Tents, Tables, Chairs for Boos, Brews, and Brats	\$ 849.50
22.10.2015	3307	Amore Sign Studios	Remove H&P insert; update/install Sleighbell insert	\$ 187.95
22.10.2015	3308	Marty Yaple	Band for Boos, Brews and Brats; Moved Stage for BBB	\$ 600.00
22.10.2015	3309	Dan Matthews	Antique Sleighbells for Parade	\$ 500.00
24.10.2015	3310	Manistee Main Street DDA/DT\$	Downtown Dollar Awards	\$ 475.00
27.10.2015	3311	Little River Band of Ottawa Indians	November 2015 Rent	\$ 500.00
27.10.2015	3312	Amore Sign Studios	5K Directional and Safety Signs for Boos, Brews, Brats	\$ 367.59
27.10.2015	3313	C & W Portables	Portapotties and Sink for Boos, Brews and Brats	\$ 240.00
27.10.2015	3314	Daybreak Gallery & Studio	Award Mug for Boos, Brews and Brats Pub Crawl	\$ 30.00
27.10.2015	3315	Mika Meyers (Gockerman, Wilson, Saylor)	Legal work: Nextwork and Duchon Loan	\$ 125.00
27.10.2015	3316	Sports Ink Screen Printing	5K Water Bottles for Boos, Brews and Brats	\$ 534.00
28.10.2015	3317	Michigan Department of the Treasury	Sales Tax for Boos, Brews and Brats	\$ 176.52
28.10.2015	3318	Douglas Valley	Alcohol for Boos, Brews, and Brats	\$ 337.00
30.10.2015	3319	Void		
30.10.2015	3320	Void		
30.10.2015	3321	Void		
31.07.2015			<b>TOTAL EXPENSES</b>	\$ 25,257.93

**MANISTEE DOWNTOWN DEVELOPMENT AUTHORITY**  
**Profit & Loss Budget vs. Actual**  
 July through October 2015

	<u>Jul - Oct 15</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
248-411 · Allocation from Fund Balance	0.00	2,000.00	-2,000.00	0.0%
<b>TIF Revenues</b>				
248-404 · Delinquent Personal PropertyTax	554.69			
248-401 · TIF Revenue	224,369.69	277,380.00	-53,010.31	80.89%
248-403 · Delinquent Taxes	23,023.12	0.00	23,023.12	100.0%
<b>Total TIF Revenues</b>	<u>247,947.50</u>	<u>277,380.00</u>	<u>-29,432.50</u>	<u>89.39%</u>
<b>Committee Revenues</b>				
248-270 · Committee Revenue				
Friends of the Downtown	0.00	3,000.00	-3,000.00	0.0%
248-273 · Econ Restructure-Loan Fees	0.00	300.00	-300.00	0.0%
248-269 · Design Comm Rev-Hanging Baskets	0.00	1,500.00	-1,500.00	0.0%
<b>Total 248-270 · Committee Revenue</b>	<u>0.00</u>	<u>4,800.00</u>	<u>-4,800.00</u>	<u>0.0%</u>
<b>Total Committee Revenues</b>	0.00	4,800.00	-4,800.00	0.0%
<b>Event Revenue</b>				
248-280 · Event Revenues				
Red, White and Blues	0.00	7,300.00	-7,300.00	0.0%
248-780 · Women's Wine & Chocolate Walk	0.00	8,500.00	-8,500.00	0.0%
248-295 · Frostbite Saturday Sponsorships	0.00	1,500.00	-1,500.00	0.0%
248-290 · Boos, Brews & Brats				
Boos, Brews and Brats Admission	1,470.00	1,250.00	220.00	117.6%
248-293 · Boos, Brews & Brats 5K	485.00	1,000.00	-515.00	48.5%
248-292 · Boos, Brews & Brats Sponsorship	2,250.00	2,000.00	250.00	112.5%
248-291 · Boos,Brews&Brats Alcohol Sales	2,942.00	3,500.00	-558.00	84.06%
<b>Total 248-290 · Boos, Brews &amp; Brats</b>	<u>7,147.00</u>	<u>7,750.00</u>	<u>-603.00</u>	<u>92.22%</u>
248-283 · Sleighbell				
248-289 · Sleighbell Miscellaneous Income	0.00	0.00	0.00	0.0%
248-286 · Sleighbell Sponsorships	18,875.00	20,000.00	-1,125.00	94.38%
<b>Total 248-283 · Sleighbell</b>	<u>18,875.00</u>	<u>20,000.00</u>	<u>-1,125.00</u>	<u>94.38%</u>
248-282 · Sidewalk Sales	0.00	0.00	0.00	0.0%
248-281 · Hops & Props				
248-288 · Hops & Props Admissions	22,888.62	18,000.00	4,888.62	127.16%
248-287 · Hops & Props Beer & Food	3,157.10			
248-285 · Hops & Props Miscellaneous	275.00	0.00	275.00	100.0%
248-284 · Hops & Props Sponsors	10,250.00	10,000.00	250.00	102.5%
<b>Total 248-281 · Hops &amp; Props</b>	<u>36,570.72</u>	<u>28,000.00</u>	<u>8,570.72</u>	<u>130.61%</u>
<b>Total 248-280 · Event Revenues</b>	<u>62,592.72</u>	<u>73,050.00</u>	<u>-10,457.28</u>	<u>85.69%</u>
<b>Total Event Revenue</b>	62,592.72	73,050.00	-10,457.28	85.69%
248-664 · Interest Income	45.60	0.00	45.60	100.0%
248-642 · Miscellaneous Income	2.49			
<b>Total Income</b>	<u>310,588.31</u>	<u>357,230.00</u>	<u>-46,641.69</u>	<u>86.94%</u>
<b>Gross Profit</b>	310,588.31	357,230.00	-46,641.69	86.94%
<b>Expense</b>				

**MANISTEE DOWNTOWN DEVELOPMENT AUTHORITY**  
**Profit & Loss Budget vs. Actual**  
July through October 2015

	<u>Jul - Oct 15</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Office Related Expenses</b>				
248-700 · Office Space (Rent)	2,889.00	10,668.00	-7,779.00	27.08%
Phone/Internet	518.88			
New Office Expenses	0.00			
248-847 · Advertising	219.60	300.00	-80.40	73.2%
248-869 · Business Expo	440.19	300.00	140.19	146.73%
248-868 · Insurance	207.00	1,800.00	-1,593.00	11.5%
248-867 · Mobile Phone Stipend	0.00	480.00	-480.00	0.0%
248-866 · Meeting Hosting-Refreshments	0.00	600.00	-600.00	0.0%
248-861 · Credit Card Expense				
248-862 · Late Payment Charge	35.00			
248-861 · Credit Card Expense - Other	57.33	200.00	-142.67	28.67%
<b>Total 248-861 · Credit Card Expense</b>	<b>92.33</b>	<b>200.00</b>	<b>-107.67</b>	<b>46.17%</b>
248-466 · Interest Charge	42.69			
248-865 · Training-Education-Conferences	0.00	500.00	-500.00	0.0%
248-859 · Printing & Reproduction	35.10			
248-858 · Miscellaneous-Office Related	1,183.59	300.00	883.59	394.53%
248-857 · Membership Dues	350.00	750.00	-400.00	46.67%
248-854 · Postage	178.69	350.00	-171.31	51.05%
248-853 · Office Equipment and Supplies	4,965.75	1,200.00	3,765.75	413.81%
248-863 · Travel	197.95	900.00	-702.05	21.99%
<b>Total Office Related Expenses</b>	<b>11,320.77</b>	<b>18,348.00</b>	<b>-7,027.23</b>	<b>61.7%</b>
<b>Personnel Related Expense</b>				
248-703 · Food and Entertainment	10.00			
<b>Gross Salary - Director</b>				
<b>248-718 · Gross Salary - Director</b>				
248-705 · Federal 941 Company Expense	1,519.60	4,500.00	-2,980.40	33.77%
248-711 · Unemployment	792.55	455.00	337.55	174.19%
248-712 · Workmen's Compensation	0.00	425.00	-425.00	0.0%
248-718 · Gross Salary - Director - Other	19,000.00	57,000.00	-38,000.00	33.33%
<b>Total 248-718 · Gross Salary - Director</b>	<b>21,312.15</b>	<b>62,380.00</b>	<b>-41,067.85</b>	<b>34.17%</b>
<b>Total Gross Salary - Director</b>	<b>21,312.15</b>	<b>62,380.00</b>	<b>-41,067.85</b>	<b>34.17%</b>
<b>Total Personnel Related Expense</b>	<b>21,322.15</b>	<b>62,380.00</b>	<b>-41,057.85</b>	<b>34.18%</b>
6560 · Payroll Expenses	864.00			
<b>Fee Related Expenses</b>				
Finance Charges For Past Due	0.84			
248-731 · Bank Service Charges	10.20	150.00	-139.80	6.8%
248-906 · TIF Plan Redevelopment	0.00	0.00	0.00	0.0%
248-904 · Annual Audit	1,500.00	1,500.00	0.00	100.0%
248-903 · 1999 Bond Payment-Streetscape	131,525.00	139,750.00	-8,225.00	94.11%
248-902 · Legal Fees	602.00	0.00	602.00	100.0%
<b>Total Fee Related Expenses</b>	<b>133,638.04</b>	<b>141,400.00</b>	<b>-7,761.96</b>	<b>94.51%</b>
<b>Design Committee RelatedExpense</b>				
Riverwalk				

**MANISTEE DOWNTOWN DEVELOPMENT AUTHORITY**  
**Profit & Loss Budget vs. Actual**  
July through October 2015

	<u>Jul - Oct 15</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
248-667 · Riverwalk Vegetation Removal	283.34			
Additional Projects	200.00			
248-659 · Riverwalk Landscaping	11,259.99	22,500.00	-11,240.01	50.04%
<b>Total Riverwalk</b>	<b>11,743.33</b>	<b>22,500.00</b>	<b>-10,756.67</b>	<b>52.19%</b>
<b>Signage</b>				
248-663 · Traffic/Wayfinding Signs	91.98	700.00	-608.02	13.14%
<b>Total Signage</b>	<b>91.98</b>	<b>700.00</b>	<b>-608.02</b>	<b>13.14%</b>
<b>Hanging Baskets</b>				
248-649 · Flowers	0.00	3,900.00	-3,900.00	0.0%
248-665 · Watering Contract	3,750.00	5,000.00	-1,250.00	75.0%
<b>Total Hanging Baskets</b>	<b>3,750.00</b>	<b>8,900.00</b>	<b>-5,150.00</b>	<b>42.14%</b>
248-653 · Holiday Decorations	0.00	8,000.00	-8,000.00	0.0%
248-652 · Facade Grant Program	0.00	10,000.00	-10,000.00	0.0%
248-651 · Trash Removal/City Contract	0.00	7,200.00	-7,200.00	0.0%
<b>Total Design Committee RelatedExpense</b>	<b>15,585.31</b>	<b>57,300.00</b>	<b>-41,714.69</b>	<b>27.2%</b>
<b>Economic RestructuringCommittee</b>				
Biz 101 Educational Series	0.00	500.00	-500.00	0.0%
248-625 · Business Assistance				
248-627 · Business Recruitment	484.69	1,000.00	-515.31	48.47%
248-625 · Business Assistance - Other	0.00	0.00	0.00	0.0%
<b>Total 248-625 · Business Assistance</b>	<b>484.69</b>	<b>1,000.00</b>	<b>-515.31</b>	<b>48.47%</b>
<b>Loan Expenses</b>				
248-631 · Revolving Loan	0.00	250.00	-250.00	0.0%
248-633 · Local Banks (\$25,000 Loan)	0.00	250.00	-250.00	0.0%
<b>Total Loan Expenses</b>	<b>0.00</b>	<b>500.00</b>	<b>-500.00</b>	<b>0.0%</b>
<b>Total Economic RestructuringCommittee</b>	<b>484.69</b>	<b>2,000.00</b>	<b>-1,515.31</b>	<b>24.24%</b>
<b>Organization Committee</b>				
Red, White and Blues	0.00	4,900.00	-4,900.00	0.0%
248-604 · MSDDA Website (hosting)	59.88	100.00	-40.12	59.88%
248-603 · Annual Dinner Event	0.00	1,500.00	-1,500.00	0.0%
248-602 · Downtown Dollars Program	0.00	900.00	-900.00	0.0%
248-601 · Volunteer Recruitment	79.98			
248-600 · Main Street Program Newsletter	329.00	448.00	-119.00	73.44%
<b>Total Organization Committee</b>	<b>468.86</b>	<b>7,848.00</b>	<b>-7,379.14</b>	<b>5.97%</b>
<b>Promotions Committee Expenses</b>				
248-751 · Promotions Committee Expense				
Downtown Dollar Giveaway	675.00			
248-855 · Advertising	4,391.60	4,000.00	391.60	109.79%
248-607 · Website Redevelopment	1,020.00	2,500.00	-1,480.00	40.8%
248-782 · Women's Wine & Chocolate Walk	0.00	6,000.00	-6,000.00	0.0%
248-775 · Boos, Brews & Brats	4,995.09	6,550.00	-1,554.91	76.26%
248-764 · Sleighbell Weekend	3,871.45	20,000.00	-16,128.55	19.36%
248-763 · Sidewalk Sales	721.00	500.00	221.00	144.2%
248-759 · Mens & Ladies Nights	0.00	1,700.00	-1,700.00	0.0%

**MANISTEE DOWNTOWN DEVELOPMENT AUTHORITY**  
**Profit & Loss Budget vs. Actual**  
 July through October 2015

	<b>Jul - Oct 15</b>	<b>Budget</b>	<b>\$ Over Budget</b>	<b>% of Budget</b>
248-774 · Frostbite Saturday	0.00	950.00	-950.00	0.0%
248-752 · Downtown Brochure	874.50	1,000.00	-125.50	87.45%
248-761 · Hops & Props on the River	24,273.13	24,815.00	-541.87	97.82%
<b>Total 248-751 · Promotions Committee Expense</b>	<b>40,821.77</b>	<b>68,015.00</b>	<b>-27,193.23</b>	<b>60.02%</b>
<b>Total Promotions Committee Expenses</b>	<b>40,821.77</b>	<b>68,015.00</b>	<b>-27,193.23</b>	<b>60.02%</b>
<b>Total Expense</b>	<b>224,505.59</b>	<b>357,291.00</b>	<b>-132,785.41</b>	<b>62.84%</b>
<b>Net Ordinary Income</b>	<b>86,082.72</b>	<b>-61.00</b>	<b>86,143.72</b>	<b>-141,119.21%</b>
<b>Net Income</b>	<b>86,082.72</b>	<b>-61.00</b>	<b>86,143.72</b>	<b>-141,119.21%</b>

MANISTEE DOWNTOWN DEVELOPMENT AUTHORITY

**Balance Sheet**  
 As of October 31, 2015

	<u>Oct 31, 15</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
248-008 · Money Market Account - WSB	98,756.11
248-000 · Checking - West Shore Bank	<u>78,727.55</u>
<b>Total Checking/Savings</b>	177,483.66
<b>Accounts Receivable</b>	
248-028 · Accounts Receivable	<u>7,963.19</u>
<b>Total Accounts Receivable</b>	7,963.19
<b>Other Current Assets</b>	
248-033 · Vogue Loan Receivable	200,000.00
248-031 · Nextworks Loan Receivable	<u>2,499.94</u>
<b>Total Other Current Assets</b>	<u>202,499.94</u>
<b>Total Current Assets</b>	<u>387,946.79</u>
<b>TOTAL ASSETS</b>	<u><u>387,946.79</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
248-202 · Accounts Payable	<u>1,027.99</u>
<b>Total Accounts Payable</b>	1,027.99
<b>Other Current Liabilities</b>	
248-210 · Payroll Liability	
248-214 · Federal Unemployment	5.18
248-213 · Michigan Unemployment	18.34
248-212 · Michigan Withholding	268.71
248-211 · 941 Liability	2,103.32
248-210 · Payroll Liability - Other	<u>-185.11</u>
<b>Total 248-210 · Payroll Liability</b>	2,210.44
248-203 · Accounts Payable - Other	<u>1,630.00</u>
<b>Total Other Current Liabilities</b>	<u>3,840.44</u>
<b>Total Current Liabilities</b>	<u>4,868.43</u>
<b>Total Liabilities</b>	4,868.43
<b>Equity</b>	
248-392 · Designated Fund Balance	
248-393 · Land Acquisition .	<u>78,544.99</u>
<b>Total 248-392 · Designated Fund Balance</b>	78,544.99
248-390 · Fund Balance	218,450.65
Net Income	<u>86,082.72</u>
<b>Total Equity</b>	<u>383,078.36</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>387,946.79</u></u>

# Tips for updating QuickBooks reports

You can export a report, change certain formatting, and reimport it into QuickBooks.

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QuickBooks will update and keep these changes:

- 1 Renamed report titles
- 2 Font, Fill, and Number formatting  
(in row & column headers only)
- 3 Resized columns
- 4 Renamed column & row headers
- 5 Inserted rows & columns  
You must enter text or a formula in the row to preserve it.
- 6 New Excel formulas  
The updated report must contain the row associated with your formula.
- 7 Inserted text  
Make your new text always appear next to a particular row in the report. Use the text as a formula (e.g. ="inserted text")

**QuickBooks will NOT support these changes:**

- Font formatting in numbers
- Inserted rows that are not at the end of the report
- Moved data cells

# Reports in Excel

ating or add new formulas, and then update it with new QuickBooks data

	A	B	C	D	E	F	G	H
1			1	My Company P&L			3	
2				Profit & Loss			2	
3				July through August 2012				
4							2	07/16/12      Aug 16
5				Ordinary Income/Expense				
6			4	MONEY IN (aka Income)				
7				40100 - Construction Income				
8				40110 - Design Income			3,054.02	3,900.00
9				40199 - Less Discounts given			0.00	-48.35
10				Total 40100 - Construction Income			3,054.02	3,751.65
11				40500 - Reimbursement Income				
12				40520 - Permit Reimbursement Income			0.00	487.00
13				Total 40500 - Reimbursement Income			0.00	487.00
14				Total Income			3,054.02	29,197.65
15			5	* Labor Income less Design Income			6	3,054.02      13,227.00
16				Cost of Goods Sold				

our formula

by entering

on-header cells\*  
e left empty

- Renamed date columns
- Deleted columns
- Sorted columns

- Inserted columns in between QuickBooks row headers

- User-defined supported in updated to t

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I	J
<b>TOTAL</b>	
6,954.02	
-48.35	*
6,905.67	
487.00	
487.00	
46,343.45	
21,596.71	Labor Diff

7

If formulas may not be  
in collapsed reports when  
the same excel sheet

Manistee Downtown Development Authority Downtown Dollars  
**Balance Sheet**  
As of October 31, 2015

	<u>Oct 31, 15</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
Downtown Dollars Checking - WSB	5,222.88
<b>Total Checking/Savings</b>	<u>5,222.88</u>
<b>Other Current Assets</b>	
Downtown Dollars in Transit	19,230.00
<b>Total Other Current Assets</b>	<u>19,230.00</u>
<b>Total Current Assets</b>	<u>24,452.88</u>
<b>TOTAL ASSETS</b>	<u><u>24,452.88</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Other Current Liabilities</b>	
2012 Downtown \$ Outstanding	7,750.00
2014 Downtown \$ Outstanding	14,995.00
2015 Downtown \$ Outstanding	7,880.00
<b>Total Other Current Liabilities</b>	<u>30,625.00</u>
<b>Total Current Liabilities</b>	<u>30,625.00</u>
<b>Total Liabilities</b>	30,625.00
<b>Equity</b>	
Unrestricted Net Assets	-6,172.53
Net Income	0.41
<b>Total Equity</b>	<u>-6,172.12</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>24,452.88</u></u>

# Tips for updating QuickBooks reports

You can export a report, change certain formatting, and reimport it into QuickBooks. QuickBooks will update and keep these changes:

QuickBooks will update and keep these changes:

- 1 Renamed report titles
- 2 Font, Fill, and Number formatting  
(in row & column headers only)
- 3 Resized columns
- 4 Renamed column & row headers
- 5 Inserted rows & columns  
You must enter text or a formula in the row to preserve it.
- 6 New Excel formulas  
The updated report must contain the row associated with your formula.
- 7 Inserted text  
Make your new text always appear next to a particular row by using the text as a formula (e.g. ="inserted text")

**QuickBooks will NOT support these changes:**

- Font formatting in numbers
- Inserted rows that are not at the end of the report
- Moved data cells

# Reports in Excel

ating or add new formulas, and then update it with new QuickBooks data

	A	B	C	D	E	F	G	H
1			1	My Company P&L			3	
2				Profit & Loss			2	
3				July through August 2012				
4							2	07/16/12      Aug 16
5				Ordinary Income/Expense				
6			4	MONEY IN (aka Income)				
7				40100 - Construction Income				
8				40110 - Design Income			3,054.02	3,900.00
9				40199 - Less Discounts given			0.00	-48.35
10				Total 40100 - Construction Income			3,054.02	3,751.65
11				40500 - Reimbursement Income				
12				40520 - Permit Reimbursement Income			0.00	487.00
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I	J
<b>TOTAL</b>	
6,954.02	
-48.35	*
6,905.67	
487.00	
487.00	
46,343.45	
21,596.71	Labor Diff

7

If formulas may not be  
in collapsed reports when  
the same excel sheet

CITY OF MANISTEE DOWNTOWN DEVELOPMENT AUTHORITY

**Balance Sheet**  
As of October 31, 2015

	<u>Oct 31, 15</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
Checking - West Shore Bank	21,303.48
<b>Total Checking/Savings</b>	21,303.48
<b>Accounts Receivable</b>	
Accounts Receivable	522.58
<b>Total Accounts Receivable</b>	522.58
<b>Total Current Assets</b>	21,826.06
<b>Other Assets</b>	
Revolving Note Receivable	8,231.51
<b>Total Other Assets</b>	8,231.51
<b>TOTAL ASSETS</b>	<u><u>30,057.57</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Equity</b>	
Opening Bal Equity	29,000.00
Retained Earnings	1,004.69
Net Income	52.88
<b>Total Equity</b>	30,057.57
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>30,057.57</u></u>

**Manistee Main Street  
Marketing and Promotions Committee Minutes  
October 21, 2015 @ House of Flavors**

**Attendance:** Shelley Doyen, Jackie Gielczyk  
**Guests:** Caroline and Ken Witter  
**DDA Staff:** Patrick Kay and Chelle Hrachovina

**1. Meeting was called to order @ 8:15am by Patrick**

**2. Nomination of New Chair**

- Jackie is interested in the position. Patrick and Jackie discussed the role of the Chair. No decision was made due to low number of members at the meeting. More discussion and voting will take place at the next meeting.

**3. Report from Chamber**

-No report

**4. Report from the CVB**

- No report

**5. Update from other Committees**

-Patrick updated everyone on what is going on with the other committees

**6. Ongoing Events**

**-Hops and Props:** Made over \$13,000 and doubled the attendance. Need more seating. Century Boats were missed this year and they have agreed to be there next year with possibly between 30-40 boats. Next year's date has been set for September 17, 2016. Ken and Caroline requested the Crafters be removed from Hops and Props and instead they would like to try and bring back the Port City Festival, with a juried show. Patrick said he'd talk to the other merchants and suggested that Ken and Caroline put together a proposal to present at the next Merchants meeting, which is scheduled for November 4, 2015 @ 8:05am @ City Hall. Ken and Caroline agreed.

**-Boos, Brews and Brats:** Everything is pretty much ready and in order. Going with the same theme as last year. Millers are donating pumpkins. Could maybe use a few more volunteers. Chelle has agreed to bring her camera to try and capture some pictures of the different events. Shelley asked if there will be face painting and Jackie said she will try to talk to Debbie Tiefenthal. New ideas for next year include possibly adding hay rides.

**-Mens and Ladies Nights:** No report

**-Frostbite:** No report

**-Women's Wine and Chocolate Walk:** Need to meet with Corky and Janine, event Chairs

**7. Other Discussion**

**-Roundtable Discussion:** Need ideas to bring in money, signature events, events to promote businesses. More discussion to follow at the next meeting.

Next Marketing and Promotions Committee meeting set for November 17, 2015 @ 8am @ House of Flavors.

Meeting was adjourned at 9:06am

Manistee Main Street DDA  
Organization Committee Meeting  
October 28, 2015  
12:00pm @ Blue Fish

Present: Todd Mohr, Lee Trucks, Sara Spore, Colleen Kenny  
Staff: Patrick Kay, Chelle Hrachovina

1. Meeting was called to order by Patrick at 12:05pm
2. Motion to approve minutes from September meeting by Sara, seconded by Lee. Approved
3. **Updates** – Patrick gave an update on what was going on with the other committees.
4. **Chair for next years Red, White and Blues** – Committee discussed what is still needed for this fundraiser. The date has been set for the last Saturday in June, which is June 25, 2016. Lee suggested we contact Tom Amore Jr. about chairing this fundraiser. Sara will approach him and see if he is interested. Colleen suggested we use the Armory but it was pointed out that it is not in the DDA. More discussion will follow.
5. **Friends of Downtown Brochure** – This is currently being designed and Patrick will show everyone once it is finished.
6. **Downtown Dollars** – We are getting ready to create these for 2016, we just need to figure out a color to use. Lee said Olesons' might be interested in participating next year and he will keep the committee updated on his conversations with Wes about this.
7. **Communication Plan** - Patrick will get with Gini on this.
8. **Newsletter** - We are working on putting together a monthly newsletter that will be hand delivered to all the businesses. It will be a short one-page flyer highlighting new info and DDA events for the next 2-3 months. We are also working on a quarterly newsletter that will contain articles and information that is collected by the different committees and then sent out through Constant Contact. It was mentioned that Roz might have this already started so we will email her and see where she's at with it. It was also mentioned that maybe the businesses could supply information on up-coming events that they may have.
9. **Other Business** –
  - Board Retreat will be in January at the airport.
  - We need to work on planning our Volunteer Appreciation Dinner for the spring of 2016. We are thinking about changing the name of this so it doesn't sound like it's just for volunteers; maybe make it the DDA's annual meeting with volunteer appreciation as part of it as well as business awards. Patrick stated that we are going to start tracking all the volunteer hours and suggested we give out special prizes once so many hours have been achieved. Colleen suggested using DT\$ as the prizes and maybe giving quick recognition at the end of each event. It was

suggested by Sara that maybe we do an appreciation breakfast rather than a dinner, or maybe both. Patrick will approach the merchants at the next Merchant Meeting to see what their thoughts are on this. It was also suggested to change the location of the dinner/breakfast to the Manistee Inn and Marina's conference room and have all the different restaurants set up buffets. More discussion on this to follow at the next meeting.

Next meeting will be November 18, 2015 @ 12:00pm @ Blue Fish

10. Motion by Colleen to adjourn, seconded by Sara. Approved. Adjourned @ 12:46pm.

**Manistee Main Street DDA  
Design Committee Meeting  
October 27, 2015 @ Chamber Building**

Present: Shari Wild, Jeff Reau  
Staff: Patrick Kay, Chelle Hrachovina  
Guest: Debra Johnson, Michigan Main Street

**1. Call to order at 8:42am**

Debra Johnson from Michigan Main Street gave a presentation on work planning. She is going to send the presentation to Patrick to post on our website.

**2. Approve minutes** – approved

**3. Riverwalk maintenance** – Railing is almost done being painted but we are still waiting on a quote to finish. We are also waiting on quotes for the landscaping and deck replacement. Pachysandra has been approved.

**4. Street trees grant** – Riverwalk Placemaking has been approved. It was suggested that we make a recommendation to the board about repurposing the grant. Jeff said he will take care of this.

**5. Hanging Baskets** – We are working on creating Friends of Downtown as a sponsorship plan for these, more discussion to follow at the next meeting.

**6. Façade Grant** – Jeff is working on updating the program with HDC and Denise Blakeslee.

**7. Parking and Wayfinding signs** – Patrick is waiting on formal approval. We are planning to begin the signage in the summer of 2016 and then to get the rest of the funding in the next fiscal year. We still need to determine actual locations, figure out what we still need for the signage and then we need to go to HDC.

**8. Other/New Business** –

a. **Status of new signs on US-31** -Patrick is going to talk to Dennis McCarthy regarding the placing of the sign on the south side.

b. **Crosswalk signs** – Patrick will show the sign base to Mikula to see if it will be low enough for the plows to go over

c. **Holiday Decorations** – We are working on getting proposals from both Stacey's Flowers and Lutz Farms for the garland.

d. **Historic Walking Tour** – Jeff is going to workplan this with Denise

**9. Adjourned @ 10:05am**

Next meeting will be November 24, 2015 @ 8:30am. Manistee Area Chamber of Commerce (11 Cypress Street)

**Manistee Main Street  
Economic Restructuring Committee  
October 26, 2015 – 2:00pm  
Alliance For Economic Success  
385 Third Street, Manistee, MI 49660**

**Attendance:** Todd Mohr, Brandon Ball, Denise Blakeslee, Betsy Evans  
DDA Staff: Patrick Kay, Chelle Hrachovina

1. Meeting was called to order at 2:08pm
2. **Approve minutes:** minutes from last month were approved
3. **Vacant Property Ordinance:** It was decided by the committee to put the project on hold while we use an anti-blight ordinance of the city.
4. **Redevelopment Liquor Licenses:** Committee approved and now Patrick will take it to City Council when he presents his annual report next Tuesday, November 3, 2015.
5. **Revolving Loan Fund:**
  - A. **Advertising the program:** Denise suggested this program be advertised at the Merchant Meetings each month in order to help educate what's out there for them. Brandon suggested we include a little article in the newsletters once we start sending them out each month.
  - B. **Duchon Insurance Approval:** The Duchon loan has been approved.
6. **Business Recruitment:** Patrick updated everyone on the Brewery packet and said it was close to being finished. He also said that they are working on a Restaurant packet and Retail packet as well. It was suggested that we put together a one page document describing all the things that the DDA does and all that they have to offer.
7. **Business Retention:** Betsy suggested a Business Assessment tool and agreed to work on developing this. The committee agreed that they should put together a simple survey, one for property owners and one for business owners, asking them what they would like to see happen. Brandon agreed to put the surveys together and it was decided that we should do both paper and email surveys. Between now and next meeting Brandon has asked the committee to think of other, non education driven, opportunities that could be used.
8. **New Business:**
  - A. **Downtown plan** – Denise reported that a section of information in the TIF was reported incorrectly, Washington School Property is NOT in the DDA as is reported in the TIF. Patrick will look into this. Denise needs something on paper stating what the DDA is planning to do but the Board has not yet approve the TIF. Without this information Denise cannot get certification for the city's Master Plan. She will look into what her options are because she was hoping to present the Master Plan at the December Board Meeting.
  - B. Patrick asked that the DDA, AES and Denise's office work together on how to start a business. Denise said she already sent out information on this, and agreed to resend it to all committee members. It was noted that the City website has a developer resource link which might be useful.

The next ER committee meeting is November 23, 2015 @ 2:00pm at AES

**Adjourned: 3:21pm**

## Director's Report—November 12<sup>th</sup>, 2015

- Training Chelle for her new position; introducing her to the Downtown Businesses and stakeholders of Manistee; helped create a monthly newsletter
- Built furniture for office; finalizing office for visitors and meetings
- Restructuring Tree grant for Riverwalk Grant to remove Knotweed and replace with Pachysandra; Met with landscapers to review projects
- Met with Barry Neal about addressing and updating his lot and weeds
- Met with Dennis McCarthy in regards to selling 21 Cypress (Mobile Site) and developing property into new location for House of Flavors
- Created Redevelopment Liquor License Application and defined procedure (waiting for council approval)
- Finalizing loan documents for Duchon Insurance; loan signing scheduled for November 9<sup>th</sup>, 2015
- Meeting with Century Boat Club to confirm their involvement with Hops and Props in 2016
- Met with Roger Hall, Manistee Restoration, for drain project at the end of Division to fix wash out issues; We also met in regards to replacement of all decking on Riverwalk (looking into non wood products)
- Met with Shawn Middleton in regards to future projects that he can assist with
- Meeting with Tournament Trails to consider a DDA partnership with a current fishing tournament or to create a new one.
- Met with Chuck and Connie regarding future opportunities for their business
- Attended Blossom Boulevard Meeting (and I might have agreed to chair it, oops)
- Meeting with Kendra from Douglas Valley to review Warming tent options during Sleighbell
- Executive Committee meeting at Airport to wrap up Michigan Main Street results and plan for future
- Attended City Master Plan meeting with Lynda Beaton to update the plan and give feedback
- Garland has been ordered and will be delivered next week
- Delivered Monthly Newsletter to Downtown Businesses
- Working with Brandon Jensen to create Restaurant Recruitment Packet; Retail Recruitment Packet; and complete list of all incentives/grants/etc. for new and existing businesses
- Jobs List is online and set up
- Riverwalk Railing painting will be complete later in November
- Attending Design, Marketing & Promotions, Economic Restructuring and Sleighbell Committee Meetings
- Presentation to Council for Annual Presentation
- Met with developers interested in Downtown Manistee
- Met with an architect with the Spicer Group about conceptual drawings of the backs of the buildings that face the river
- Merchants Meeting on November 4<sup>th</sup>, 2015