

**Manistee Main Street/DDA
March 9, 2016 @ 12:00pm
City Hall**

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—February 18th, 2016
 - b. Treasurer’s Report—Acceptance of Check Register and Financial Reports for January 2016
 - c. Committee Reports
5. *Approval of minutes from the regular meeting on February 18th, 2016
6. *Treasurer’s Report.
 - a. Acceptance of Checks Register & Financial Reports—February 2016
7. *Committee Reports
 - a. Marketing & Promotions Committee
 - b. Design Committee
 - c. Economic Restructuring Committee
8. Approval of Liquor License for Women’s Wine & Chocolate Walk, May 7, 2016
9. Host an Americorps Vista
10. Work Plans & Budgets
11. Contracts
 - a. Board Members
 - b. Committee Chair
 - c. Committee Members
12. Other Business
 - a. North Channel Outlets
 - b. Plymouth workshop and Trainings
13. Public comment. (Limit 5 minutes per person.)
14. Adjournment.

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|----------------------------|
| |
| Present: R. Estabrook, L. |
| Absent: J. Duchon; C. Zari |
| In Attendance: |
| |
| Agenda Item |
| |
| Marketing |
| |
| TV Production |
| |
| City |
| |
| Bones |
| |
| Budget |
| |
| Sponsors |
| |
| Parade |
| |
| Photographer |
| |
| Parade Judges |
| |

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|------------------|
| Wheel |
| |
| Cleanup Crew |
| |
| Santa's Workshop |
| |
| Soup Cook-off |
| |
| Package Shipping |
| |
| Warming Tent |
| |
| Various |
| |
| Next Meeting |

Victorian Sleighbell Parade and Old Christmas Weekend Mtg. - February 5, 2015

Kaser, J. Kaser, J. Cleaver, P. Kay, D. Mix, Jim K.

ng, G. Zaring, A. West, J. Mikula

Discussion

1) Brand Recognition - Creating logo for event to be used on all marketing materials moving forward 2) Rack card is done and CVB is distributing at events, committee will distribute in the county one week before Memorial Day 3) Summer billboard either July or Aug 4) Moving forward with 2015 TV production 4) Cleaver working with train and doll publications 5) Brochure to remain similar design but with different cover

1) Committee agreed to move forward with 2015 TV production

1) Removing bridge decorations from Sleighbell work plan - DDA and City responsibility to cover costs

1) Want to change time to 3:30 or 4 p.m. 2) Hoping for 30 bone players

Estabrook reported the committee raised \$19,000 in 2014 goal for 2015 is \$20,000

1) Sponsorship letters went out Feb 5 2) Sponsorship deadline is September 1 to be in brochure 3) Need reindeer, TV production, pooper scooper, bagpipers, etc...

1) Agreed to have all of the same entries as last year, with the exception of the bells 2) J. Kaser is communicating with Rotary to be parade Marshalls 3) L. Kaser asking Tom Gerhardt to be Grand Marshall (will let us know via email) 3) P. Kay researching costs for signs for each parade entry 4) P. Kay to contact Reeds for 2015 commitment 5) Estabrook to ask C. Zaring if she will contact horse teams this year

1) Will ask Al Taylor, Marty Durham and Darrell Pieczynski (sp?) for proposals

L. Kaser will Chair

No report, Estabrook to check with Mikula; Notes from last report are - Mikula and Mix working with Museum, donated wood - ???

J. Kaser will continue to chat with Charity about 4-H pooper scoopers; we don't have to pay \$500 this year

1) Want Santa for Friday and Saturday

Mary is not chairing the event for 2015, need Chair

USPS will have a special stamp for this year (need more info from Cleaver)

Giving Douglas Valley first opportunity, if they decline will ask another beverage company

1) L. Kaser working with Dempsey House for historic home tours 2) Estabrook researching old fashioned candy makers

February 5 at the Bungalow

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| Actions |
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| Estabrook to contact RightSide Design for logo and billboard; Cleaver contacting publications |
| |
| 1) Mix contacting Eileen from LRCR for sponsorship 2) Mix getting contract from production company |
| |
| |
| Jim to contact bone players |
| |
| |
| |
| J. Cleaver said she will sponsor \$200 for pooper scoopers |
| |
| Estabrook will meet with Suzanne to discuss bells welcoming the tree at the end of the parade; L. Kaser to report on Tom's decision; P. Kay to report on costs, design and volunteers for parade signs; P. Kay to contact Reeds |
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| Mikula and Mix contact Museum |
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| J. Cleaver said she will sponsor \$200 for pooper scoopers |
| |
| |
| Estabrook contact Travis to ask Vogue Volunteers |
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| |
| Estabrook to discuss with Kendra from Douglas Valley, will request commitment by March meeting |
| |
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| |

Tips for updating QuickBooks

You can export a report, change certain format

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 y
- 7 Inserted text
Make your new text always appear next to a particular row
the text as a formula (e.g. ="inserted text")

QuickBooks will NOT support these changes:

- Font formatting in r
- Inserted rows that o
- Moved data cells

reports in Excel

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

is:

| | A | B | C | D | E | F | G | H |
|----|---|---|---|---|---|---|----------|-----------|
| 1 | | | | | | My Company P&L | | |
| 2 | | | | | | Profit & Loss | | |
| 3 | | | | | | July through August 2012 | | |
| 4 | | | | | | | 07/16/12 | Aug 16 |
| 5 | | | | | | Ordinary Income/Expense | | |
| 6 | | | | | | 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 | | | | | | * Labor Income less Design Income | 3,054.02 | 13,227.00 |
| 16 | | | | | | Cost of Goods Sold | | |

your formula

r by entering

non-header cells*
are 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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| | |
| TOTAL | |
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| | |
| 6,954.02 | |
| -48.35 | * |
| 6,905.67 | |
| | |
| 487.00 | |
| 487.00 | |
| 46,343.45 | |
| 21,596.71 | Labor Diff |
| | |

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formulas may not be collapsed reports when the same excel sheet

**MANISTEE MAIN STREET/
DOWNTOWN DEVELOPMENT AUTHORITY
DOWNTOWN DOLLARS ACCOUNT
BALANCE SHEET
As of February 28, 2015**

| | <u>Feb 28, 15</u> |
|--|-------------------------|
| ASSETS | |
| Current Assets | |
| Checking/Savings | |
| Downtown Dollars Checking - WSB | 6,191.45 |
| Total Checking/Savings | <u>6,191.45</u> |
| Other Current Assets | |
| Downtown Dollars in Transit | 10,955.00 |
| Total Other Current Assets | <u>10,955.00</u> |
| Total Current Assets | <u>17,146.45</u> |
| TOTAL ASSETS | <u><u>17,146.45</u></u> |
| LIABILITIES & EQUITY | |
| Liabilities | |
| Current Liabilities | |
| Other Current Liabilities | |
| 2012 Downtown \$ Outstanding | 7,750.00 |
| 2014 Downtown \$ Outstanding | 14,995.00 |
| 2015 Downtown \$ Outstanding | 275.00 |
| Total Other Current Liabilities | <u>23,020.00</u> |
| Total Current Liabilities | <u>23,020.00</u> |
| Total Liabilities | 23,020.00 |
| Equity | |
| Unrestricted Net Assets | -5,035.10 |
| Net Income | -838.45 |
| Total Equity | <u>-5,873.55</u> |
| TOTAL LIABILITIES & EQUITY | <u><u>17,146.45</u></u> |

**MANISTEE MAIN STREET/
DOWNTOWN DEVELOPMENT AUTHORITY
BALANCE SHEET
As of February 28, 2015**

ASSETS

Current Assets

Checking/Savings

248-008 · Money Market Account - WSB 98,701.18

248-000 · Checking - West Shore Bank 48,194.57

Total Checking/Savings 146,895.75

Accounts Receivable

248-028 · Accounts Receivable 6,641.28

Total Accounts Receivable 6,641.28

Other Current Assets

248-033 · Vogue Loan Receivable 200,000.00

12100 · Pre-Paid Expenses 1,923.50

248-031 · Nextworks Loan Receivable 2,499.94

248-149 · Undeposited Funds 500.00

Total Other Current Assets 204,923.44

Total Current Assets 358,460.47

TOTAL ASSETS 358,460.47

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Accounts Payable

248-202 · Accounts Payable 316.00

Total Accounts Payable 316.00

Other Current Liabilities

248-210 · Payroll Liability

248-213 · Michigan Unemployment 152.47

248-212 · Michigan Withholding 79.69

248-211 · 941 Liability 633.36

Total 248-210 · Payroll Liability 865.52

248-203 · Accounts Payable - Other 100.00

Total Other Current Liabilities 965.52

Total Current Liabilities 1,281.52

Total Liabilities 1,281.52

Equity

248-392 · Designated Fund Balance

248-393 · Land Acquisition . 78,544.99

Total 248-392 · Designated Fund Balance 78,544.99

248-390 · Fund Balance 249,489.38

Net Income 29,144.58

Total Equity 357,178.95

TOTAL LIABILITIES & EQUITY 358,460.47

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

| <u>DATE</u> | <u>CHECK #</u> | <u>PAID TO</u> | <u>DESCRIPTION</u> | <u>AMOUNT</u> |
|------------------------|----------------|-----------------------------------|---|---------------------|
| PAYROLL: | | | | |
| 2/13/2015 | DIR DEP | PATRICK KAY | GROSS PAYROLL FOR FEBRUARY 1 - FEBRUARY 15 | \$ 2,375.00 |
| 3/4/2015 | DIR DEP | PATRICK KAY | GROSS PAYROLL FOR FEBRUARY 16 - FEBRUARY 28 | \$ 2,375.00 |
| 2/13/2015 | DIR DEP | INTERNAL REVENUE SERVICE | FEDERAL DEPOSIT FOR JANUARY 2015 PAYROLL | \$ 1,274.74 |
| 2/20/2015 | DIR DEP | STATE OF MICHIGAN | MICHIGAN WITHHOLDING DEPOSIT/JAN 2015 PAYROLL | \$ 159.38 |
| CHECK REGISTER: | | | | |
| 2/19/2015 | 3142 | MANISTEE AREA CHAMBER OF COMMERCE | FEBRUARY 2015 OFFICE SPACE & ADMIN SUPPORT | \$ 889.00 |
| 2/19/2015 | 3143 | AMOR SIGN STUDIOS | SLEIGHBELL MONUMENT SIGN | \$ 241.76 |
| 2/19/2015 | 3144 | CARDMEMBER SERVICE | TRAINING/SCORE KALAMAZOO CONFERENCE | \$ 25.00 |
| | | (TOTAL CHECK \$865.41) | US PATENT TRADEMARK/SLEIGHBELL | \$ 275.00 |
| | | | GOODY'S JUICE & JAVA/ANNUAL RETREAT | \$ 25.00 |
| | | | BLUE FISH KITCHEN/ANNUAL RETREAT | \$ 248.31 |
| | | | TRAINING/SCORE KALAMAZOO/BRANDON BALL | \$ 25.00 |
| | | | MY NORTH TICKETS/WOMEN WINE & CHOCOLATE WALK | \$ 68.00 |
| | | | CROWN AWARDS/FROSTBITE SATURDAY | \$ 10.25 |
| | | | HOLIDAY INN KALAMAZOO | \$ 143.19 |
| | | | OFFICE EXPENSE | \$ 45.66 |
| 2/19/2015 | 3145 | MIKA MEYERS BECKETT & JONES PLC | NEXTWORK LEGAL FEE | \$ 45.00 |
| 2/19/2015 | 3146 | COMMUNITY MEDIA CENTER | SLEIGHBELL PARADE VIDEO PRODUCTION | \$ 4,089.60 |
| 2/26/2015 | 3147 | LUCKY LIZARD AWARDS & GIFTS | CHILI COOKOFF AWARD/FROSTBITE SATURDAY | \$ 85.00 |
| 2/26/2015 | 3148 | ICE IMPRESSIONS LLC | FROSTBITE SATURDAY ICE SCULPTURE | \$ 400.00 |
| 2/26/2015 | 3149 | CHERYL WOLFRAM | 2/21 FROSTBITE SATURDAY MUSICIAN | \$ 25.00 |
| 2/26/2015 | 3150 | SANDRA MCLEAN | 2/21 FROSTBITE SATURDAY MUSICIAN | \$ 25.00 |
| 2/26/2015 | 3151 | JERI DZIABUDA | 2/21 FROSTBITE SATURDAY MUSICIAN | \$ 25.00 |
| 2/26/2015 | 3152 | DAVID COYLE | 2/21 FROSTBITE SATURDAY MUSICIAN | \$ 25.00 |
| 2/26/2015 | 3153 | TUCKER LAWS | 2/21 FROSTBITE SATURDAY MUSICIAN | \$ 25.00 |
| 2/26/2015 | 3154 | CAROL VOIGHTS | 2/21 FROSTBITE SATURDAY MUSICIAN | \$ 25.00 |
| 2/26/2015 | 3155 | ELLIE MCPHERSON | 2/21 FROSTBITE SATURDAY MUSICIAN | \$ 25.00 |
| 2/26/2015 | 3156 | TODD DUMAS | 2/21 FROSTBITE SATURDAY MUSICIAN | \$ 25.00 |
| 2/26/2015 | 3157 | VOID | RE-WRITTEN TO CHECK #3159 | \$ - |
| 2/26/2015 | 3158 | VOID | RE-WRITTEN TO CHECK #3159 | \$ - |
| 2/26/2015 | 3159 | BOATHOUSE GRILL | 2/21 FROSTBITE SATURDAY MUSIC | \$ 50.00 |
| 2/28/2015 | | | TOTAL EXPENSES | \$ 13,049.89 |

**MANISTEE MAIN STREET/
DOWNTOWN DEVELOPMENT AUTHORITY
PROFIT & LOSS/BUDGET COMPARISONS
July 2014 through February 2015**

| | <u>Jul '14 - Feb 15</u> | <u>Budget</u> | <u>\$ Over Budget</u> | <u>% of Budget</u> |
|--|-------------------------|-------------------|-----------------------|--------------------|
| Ordinary Income/Expense | | | | |
| Income | | | | |
| 248-411 · Allocation from Fund Balance | 0.00 | 0.00 | 0.00 | 0.0% |
| TIF Revenues | | | | |
| 248-404 · Delinquent Personal PropertyTax | 112.99 | | | |
| 248-401 · TIF Revenue | 246,365.94 | 270,000.00 | -23,634.06 | 91.25% |
| 248-403 · Delinquent Taxes | 25,507.96 | | | |
| Total TIF Revenues | <u>271,986.89</u> | <u>270,000.00</u> | <u>1,986.89</u> | <u>100.74%</u> |
| Committee Revenues | | | | |
| 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% |
| Total 248-270 · Committee Revenue | <u>0.00</u> | <u>40,300.00</u> | <u>-40,300.00</u> | <u>0.0%</u> |
| Total Committee Revenues | 0.00 | 40,300.00 | -40,300.00 | 0.0% |
| Event Revenue | | | | |
| 248-280 · Event Revenues | | | | |
| 248-780 · Women's Wine & Chocolate Walk | 0.00 | 8,550.00 | -8,550.00 | 0.0% |
| 248-295 · Frostbite HGS Sponsorships | 1,244.94 | 500.00 | 744.94 | 248.99% |
| 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% |
| Total 248-290 · Boos, Brews & Brats | <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 | 425.00 | | | |
| 248-286 · Sleighbell Sponsorships | 19,460.00 | 13,500.00 | 5,960.00 | 144.15% |
| Total 248-283 · Sleighbell | <u>19,885.00</u> | <u>13,500.00</u> | <u>6,385.00</u> | <u>147.3%</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% |
| Total 248-281 · Hops & Props | <u>23,077.59</u> | <u>33,750.00</u> | <u>-10,672.41</u> | <u>68.38%</u> |

**MANISTEE MAIN STREET/
DOWNTOWN DEVELOPMENT AUTHORITY
PROFIT & LOSS/BUDGET COMPARISONS
July 2014 through February 2015**

| | <u>Jul '14 - Feb 15</u> | <u>Budget</u> | <u>\$ Over Budget</u> | <u>% of Budget</u> |
|--|-------------------------|---------------|-----------------------|--------------------|
| Total 248-280 · Event Revenues | 51,113.53 | 64,450.00 | -13,336.47 | 79.31% |
| Total Event Revenue | 51,113.53 | 64,450.00 | -13,336.47 | 79.31% |
| Friends of Downtown Manistee | | | | |
| 248-302 · Tree Sponsorships | 0.00 | 4,000.00 | -4,000.00 | 0.0% |
| 248-301 · Holiday Decorations Sponsorship | 0.00 | 0.00 | 0.00 | 0.0% |
| Total Friends of Downtown Manistee | 0.00 | 4,000.00 | -4,000.00 | 0.0% |
| 248-664 · Interest Income | 103.20 | 100.00 | 3.20 | 103.2% |
| Total Income | 323,203.62 | 378,850.00 | -55,646.38 | 85.31% |
| Gross Profit | 323,203.62 | 378,850.00 | -55,646.38 | 85.31% |
| Expense | | | | |
| Office Related Expenses | | | | |
| 248-847 · Advertising | 0.00 | 300.00 | -300.00 | 0.0% |
| 248-869 · Business Expo | 300.00 | | | |
| 248-868 · Insurance | 499.00 | 1,800.00 | -1,301.00 | 27.72% |
| 248-867 · Mobile Phone Stipend | 0.00 | 480.00 | -480.00 | 0.0% |
| 248-866 · Meeting Hosting-Refreshments | 508.31 | 750.00 | -241.69 | 67.78% |
| 248-861 · Credit Card Expense | 167.19 | 400.00 | -232.81 | 41.8% |
| 248-865 · Training-Education-Conferences | 50.00 | 900.00 | -850.00 | 5.56% |
| 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% |
| 248-854 · Postage | 203.04 | 500.00 | -296.96 | 40.61% |
| 248-853 · Office Equipment and Supplies | 1,049.14 | 1,400.00 | -350.86 | 74.94% |
| 248-863 · Travel | 814.14 | 900.00 | -85.86 | 90.46% |
| Total Office Related Expenses | 4,314.82 | 8,480.00 | -4,165.18 | 50.88% |
| Personnel Related Expense | | | | |
| 248-700 · Administrative Services | 6,446.00 | 8,000.00 | -1,554.00 | 80.58% |
| Gross Salary - Director | | | | |
| 248-718 · Gross Salary - Director | | | | |
| 248-705 · Federal 941 Company Expense | 2,725.31 | 4,500.00 | -1,774.69 | 60.56% |
| 248-711 · Unemployment | 152.47 | 455.00 | -302.53 | 33.51% |
| 248-712 · Workmen's Compensation | 389.00 | 425.00 | -36.00 | 91.53% |
| 248-718 · Gross Salary - Director - Other | 35,625.00 | 57,000.00 | -21,375.00 | 62.5% |
| Total 248-718 · Gross Salary - Director | 38,891.78 | 62,380.00 | -23,488.22 | 62.35% |

MANISTEE MAIN STREET/ DOWNTOWN DEVELOPMENT AUTHORITY PROFIT & LOSS/BUDGET COMPARISONS July 2014 through February 2015

| | <u>Jul '14 - Feb 15</u> | <u>Budget</u> | <u>\$ Over Budget</u> | <u>% of Budget</u> |
|--|-------------------------|---------------|-----------------------|--------------------|
| Total Gross Salary - Director | 38,891.78 | 62,380.00 | -23,488.22 | 62.35% |
| Total Personnel Related Expense | 45,337.78 | 70,380.00 | -25,042.22 | 64.42% |
| Fee Related Expenses | | | | |
| 248-731 · Bank Service Charges | 147.24 | 100.00 | 47.24 | 147.24% |
| 248-906 · TIF Plan Redevelopment | 7,117.50 | 13,250.00 | -6,132.50 | 53.72% |
| 248-904 · Annual Audit | 1,560.00 | 1,500.00 | 60.00 | 104.0% |
| 248-903 · 1999 Bond Payment-Streetscape | 137,987.50 | 137,988.00 | -0.50 | 100.0% |
| 248-902 · Legal Fees | 255.00 | | | |
| Total Fee Related Expenses | 147,067.24 | 152,838.00 | -5,770.76 | 96.22% |
| Design Committee RelatedExpense | | | | |
| 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 | 0.00 | 0.00 | 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 | 5,000.00 | 10,000.00 | -5,000.00 | 50.0% |
| 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 | 23,433.80 | 54,230.00 | -30,796.20 | 43.21% |
| Economic RestructuringCommittee | | | | |
| 248-634 · Developer Day | 0.00 | 1,000.00 | -1,000.00 | 0.0% |
| 248-633 · Local Banks (\$25,000 Loan) | 0.00 | 0.00 | 0.00 | 0.0% |
| 248-632 · IRP Loan Program | 0.00 | 0.00 | 0.00 | 0.0% |
| 248-631 · Revolving Loan Fund Marketing | 0.00 | 0.00 | 0.00 | 0.0% |
| 248-628 · Property Acquisition | 0.00 | 0.00 | 0.00 | 0.0% |
| 248-627 · Recruitment Team | 53.94 | 250.00 | -196.06 | 21.58% |
| 248-625 · Business Assistance Team (BAT) | 18.63 | 325.00 | -306.37 | 5.73% |
| Total Economic RestructuringCommittee | 72.57 | 1,575.00 | -1,502.43 | 4.61% |
| Organization Committee | | | | |
| 248-604 · MSDDA Website (hosting) | 77.83 | 175.00 | -97.17 | 44.47% |
| 248-603 · Volunteer Appreciation Event | 420.00 | 1,800.00 | -1,380.00 | 23.33% |
| 248-602 · Downtown Dollars Program | 285.00 | 350.00 | -65.00 | 81.43% |
| 248-601 · Volunteer Recruitment | 0.00 | 0.00 | 0.00 | 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 2014 through February 2015**

| | <u>Jul '14 - Feb 15</u> | <u>Budget</u> | <u>\$ Over Budget</u> | <u>% of Budget</u> |
|---|-------------------------|----------------------|-------------------------|--------------------------|
| Total Organization Committee | 782.83 | 2,773.00 | -1,990.17 | 28.23% |
| Promotions Committee Expenses | | | | |
| 248-751 - Promotions Committee Expense | | | | |
| 248-855 - Advertising | 3,295.25 | 3,000.00 | 295.25 | 109.84% |
| 248-607 - Website Redevelopment | 5,063.75 | 6,000.00 | -936.25 | 84.4% |
| 248-782 - Women's Wine & Chocolate Walk | 353.68 | 2,400.00 | -2,046.32 | 14.74% |
| 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 | 6,163.31 | 3,000.00 | 3,163.31 | 205.44% |
| 248-771 - Targeted Coupon-Voucher Program | 0.00 | 0.00 | 0.00 | 0.0% |
| 248-764 - Sleighbell Weekend | 18,021.17 | 13,500.00 | 4,521.17 | 133.49% |
| 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 | 1,699.76 | 900.00 | 799.76 | 188.86% |
| 248-752 - Downtown Brochure | 580.00 | | | |
| 248-761 - Hops & Props on the River | 35,419.14 | 23,590.00 | 11,829.14 | 150.15% |
| 248-758 - HomeGrown Saturdays | 1,592.00 | | | |
| Total 248-751 - Promotions Committee Expense | <u>73,050.00</u> | <u>88,340.00</u> | <u>-15,290.00</u> | <u>82.69%</u> |
| Total Promotions Committee Expenses | <u>73,050.00</u> | <u>88,340.00</u> | <u>-15,290.00</u> | <u>82.69%</u> |
| Total Expense | <u>294,059.04</u> | <u>378,616.00</u> | <u>-84,556.96</u> | <u>77.67%</u> |
| Net Ordinary Income | <u>29,144.58</u> | <u>234.00</u> | <u>28,910.58</u> | <u>12,454.95%</u> |
| | <u><u>29,144.58</u></u> | <u><u>234.00</u></u> | <u><u>28,910.58</u></u> | <u><u>12,454.95%</u></u> |

Tips for updating QuickBooks

You can export a report, change certain format

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 y
- 7 Inserted text
Make your new text always appear next to a particular row
the text as a formula (e.g. ="inserted text")

QuickBooks will NOT support these changes:

- Font formatting in r
- Inserted rows that o
- Moved data cells

reports in Excel

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

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| | A | B | C | D | E | F | G | H |
|----|---|---|---|---|---|---|----------|-----------|
| 1 | | | | | | My Company P&L | | |
| 2 | | | | | | Profit & Loss | | |
| 3 | | | | | | July through August 2012 | | |
| 4 | | | | | | | 07/16/12 | Aug 16 |
| 5 | | | | | | Ordinary Income/Expense | | |
| 6 | | | | | | 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 | | | | | | * Labor Income less Design Income | 3,054.02 | 13,227.00 |
| 16 | | | | | | Cost of Goods Sold | | |

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7

formulas may not be collapsed reports when the same excel sheet

**MANISTEE MAIN STREET/
DOWNTOWN DEVELOPMENT AUTHORITY
REVOLVING LOAN ACCOUNT
BALANCE SHEET
As of February 28, 2015**

| | <u>Feb 28, 15</u> |
|---------------------------------------|-------------------------|
| ASSETS | |
| Current Assets | |
| Checking/Savings | |
| Checking - West Shore Bank | 15,985.33 |
| Total Checking/Savings | <u>15,985.33</u> |
| Accounts Receivable | |
| Accounts Receivable | 4,441.85 |
| Total Accounts Receivable | <u>4,441.85</u> |
| Total Current Assets | 20,427.18 |
| Other Assets | |
| Revolving Note Receivable | 9,520.49 |
| Total Other Assets | <u>9,520.49</u> |
| TOTAL ASSETS | <u><u>29,947.67</u></u> |
| LIABILITIES & EQUITY | |
| Equity | |
| Opening Bal Equity | 29,000.00 |
| Retained Earnings | 694.40 |
| Net Income | 253.27 |
| Total Equity | <u>29,947.67</u> |
| TOTAL LIABILITIES & EQUITY | <u><u>29,947.67</u></u> |

Manistee Main Street/DDA
March 11th, 2015 @ Noon
Manistee City Hall-Council Chambers

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 February 11th, 2015
5. Treasurer’s Report.
 - a. Acceptance of Checks Register & Financial Reports
6. TIF Plan and Development Plan Presentation—John Iacoangeli, Beckett and Raeder
7. Director’s Report
8. Committee Reports
 - a. Marketing & Promotions Committee
 - b. Organization Committee
 - c. Design Committee
 - d. Economic Restructuring Committee
9. Other Business
 - a. Strategic Planning Session Report Review
 - b. Review of By-Laws and Past/Present Policy and Procedures (*Send to Organization Committee for review—No discussion needed*)
 - c. Façade Grant applications due April 3rd
 - d. Board Meeting Change April 8th, 2015 moved to April 15th, 2015 (*Patrick will be out of town on April 8th*)
10. Public comment. (Limit 5 minutes per person.)

11. CONSIDERATION OF AN EXECUTIVE SESSION, DDA DIRECTOR ANNUAL EVALUATION. MSDDA Executive Director Patrick Kay has requested an Executive Session this afternoon as permitted by the Open Meetings Act, Section 8 (a) for discussion on the MSDDA Executive Director's Annual Evaluation.*

12. Adjournment.

The next Regular MSDDA Meeting will be held at City Hall (70 Maple Street) on April 8th, 2015.

**Closed sessions of the Manistee Main Street DDA are subject to the Open Meetings Act 267 of 1976 of the State of Michigan and are permitted based on section 15.268 of that same act.*

Memo

To: Manistee Main Street DDA Board of Directors

From: Patrick Kay, Executive Director

cc: Add to minutes of January 2015 Board Meeting

Date: March 9, 2015

Re: Changes to FY 2014-2015 Annual Budget

January 14th, 2015 Board Meeting:

During this meeting we updated the FY 14-15 budget to reflect what you see today. These changes were made to increase the amount of funds in the Façade Grant Fund because our last two recipients of the grant needed to be paid. The total amount between the two last recipients (Mathewson Upholstery and the Vogue Theatre) is \$10,000. Before the changes to the budget were made there was only \$5,000. Budgeted money was taken from other areas and placed into the Façade Grant Fund. Below are these changes:

\$500 was removed from the Annual Property Acquisition Fund Contribution

\$375 was removed from the 2-Way Traffic on River Street Fund (for ancillary expenses)

\$825 was removed from the Business Assistance Team-Educational Seminars

\$150 was removed from the IRP Loan Program (for marketing of the program once received)

\$400 was removed from the Local Banks-\$25,000 Loan (to advertise the program)

\$1000 was removed from the Developer Day Project (event has been canceled)

\$500 was removed from the Recruitment Mobilization Team

\$250 was removed from the Revolving Loan Fund (to advertise for the program)

\$1000 was removed from the Volunteer Recruitment & Development (we canceled the program)

\$5000 was added to the Local Façade Grant Program (Now there is \$10,000 in the budget)

Memo

To: Manistee Main Street DDA Board of Directors

From: Patrick Kay, Executive Director

cc: Add to minutes of October 8th, 2014

Date: March 10, 2015

Re: Changes to FY 2014-2015 Annual Budget

October 8th, 2014 Board Meeting:

During this meeting it was reported that though the Design Committee had intended to raise \$10,000 in sponsorship to pay for the Downtown Holiday Decorations they were unable to fulfill this goal and that in order to move forward with the Downtown Holiday Decorations that money needed to come from somewhere else in the budget. In this meeting it was decided to do the following:

\$10,000 was removed from the Land Acquisition Fund Yearly Allocation

\$10,000 was removed from the Holiday Decorations Sponsorship Budget

Memo

To: Manistee Main Street DDA Board of Directors

From: Patrick Kay, Executive Director

cc: Add to minutes of November 12th, 2014

Date: March 10, 2015

Re: Changes to FY 2014-2015 Annual Budget

November 12th, 2014 Board Meeting:

In previous meeting there had been discussion regarding participation in the Visitor's Guide by placing an advertisement in the amount of \$3,024 for the back page of the 2015 Visitor's Guide. At this meeting this expenditure was approved based on the following:

\$3,000 was removed from the Land Acquisition Fund Yearly Allocation

\$3,000 was added to the Promotions Committee Advertising Budget

Memo

To: Manistee Main Street DDA Board of Directors

From: Patrick Kay, Executive Director

cc: Add to minutes of March 11th, 2015

Date: March 10, 2015

Re: Changes to FY 2014-2015 Annual Budget

General Budget Changes:

During this fiscal year certain changes have been made to simplify the budget and to correct errors of the approved FY 2014-2015 Budget. To make sure that the current budget reflects these changes please review the following:

\$25,000 was removed from Riverwalk Maintenance Fund under Revenues

\$25,000 was removed from Riverwalk Repair under the Design Committee Expenses

This change was made after I became aware that Main Street DDA does not have a Riverwalk Maintenance Fund under its authority and will not be contracting this work to be done. This will be at the discretion of the City of Manistee (at the advice and direction of the Main Street DDA). Because the same amount was taken out on both Revenues and Expenses, it will not affect the bottom line of the budget.

\$800 was removed from the Volunteer Recruitment Budget under the Organization Committee Expenses

\$800 was added to the Volunteer Appreciation Event Budget under the Organization Committee Expenses

At the September 2014 Organization Committee Meeting there was a consensus to move \$800 from the Volunteer Recruitment Budget to the Volunteer Appreciation Event Budget because this same committee in July 2014 had agreed to suspend the Cervis Volunteer Program and not continue paying \$1800/year for the use of it.

\$6,000 was removed from the Website Redevelopment Budget under the Promotions Committee Expenses and added under the same budget item to the Organization Committee

This change was made by myself because under the Main Street Program, the Organization Committee typically is of the authority of the organization's website. Discussion was had between both committees and at the time both had agreed with this change.

**Downtown Development Authority
Organization Committee
February, 25th, 2015
Blue Fish**

DRAFT MINUTES

Attending: Patrick Kay (Executive Director), Valarie Bergstrom, Colleen Kenny, Gini Pelton, Todd Mohr, Lee Trucks, Cindy Kaminski, Barry Lind, Shari Wild, Brittney Hoszkiw (Michigan Main Street), Christine Lamb
Called to order 12:10pm

Approved Minutes

Volunteer Development:

Bergstrom is trying to get a hold of someone at WSCC to respond to the request to assist the DDA with writing; no one is interested in photography right now from WSCC; Kay is going to resend the excel file of volunteer database

Public Relations:

Still waiting on article from Pelton; need to find someone to chair newsletter committee; Kay met with Sean Bradley at the MNA to give him update and keep the DDA in the newspaper

Fund Development:

Jaffe is creating a form for those wishing to donate to the Hanging Basket Campaign; It will cost \$100/pole and includes two baskets; a thank you article will be placed in the MNA at the end of the year; donations will come through Hometown Giving; Discussion of the postcard concept, no action; Kay will bring workplan to next committee meeting for a fundraising event called Red, White and Blues

Downtown Dollars: still waiting on designer to send brochure of advertisement

Annual Meeting/Volunteer Appreciation meeting: the event will be held April 22, 2015 at the Bluefish (upstairs); 5:30-6:30 Appetizers, Live Music and Open Bar; 6:30-7:30 Program; 7:30-8:30 Live Music and Open Bar, Appetizers if still available; music will be Tim and Tony

Next Meeting will be noon on March 25th, 2015 @Bluefish

Meeting was adjourned and an Organization Committee Training was held by Brittney Hoszkiw.

Patrick is working on a Michigan Main Street speaker to talk to the Org committee and help with strategic planning.

He will send information to Manistee Catholic School and Manistee High School volunteer student programs to encourage volunteering at DDA events.

Next meeting: February 25th at BlueFish.

Adjourned 1:04pm.

Submitted by Roz Jaffe

Promotions Committee Minutes—February 18th, 2015 @ 6:30pm
Ramsdell Inn Lobby

Attendants: Mary Nezki, Dianna Wall (Chamber), Jenine Gregorski, Todd Mohr (Chair), Patrick Kay (ED), Thomas Johnson

Chamber Report (Wall)—Chamber has list of events on brochure that they are sending out; they are also starting a new leadership course to be offered allowing new/existing community members to learn about the their community, more news to follow

CBV- No CVB Report

Co-Ad Campaign (Kay) –Reported that Todd and Kay have been meeting with various business owners and that the deadline to be included is February 25th; Campaign should kick off in March; it was noted by a business owner to be more clear what the DDA is contributing to the program

Frostbite- It was recommended that the time change for next year to 2-4:30pm; Someone needs to contact Oleson's for turkeys; need to create a layout of event; and to prepare the area for kids to have the games; try to find corn hole sets

Women's Wine and Chocolate- There will be 6 locations for wine this year; Use Noteware Chocolates again; prizes and goody bags need to start being collected; Need a new location for the check-in and prizes; more to report next month

Hops and Props- Need a title sponsor, have sponsor package ready to send out to businesses; there will not be Century Boat Club this year; there will be a meeting on Friday, February 20th to discuss more.

Sleighbell Weekend- Report Included

Website- Adding available properties list. If anything needs to be changed or updated please let Patrick know.

Downtown Brochure—1000 printed now; 2000 to be printed in spring

Back to the Bricks—No report

St. Patty's—canceled party for this year, but will still support the Wee Parade

Merchants and Building Owners Meeting—Scheduled for first Wednesday of each month in Ramsdell Inn Lobby at 8:30am

Adjournment

DOWNTOWNMANISTEE

michigan

Board Meeting Minutes February 11, 2015

Call to Order

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

Members Present

Brandon Ball, Valarie Bergstrom, Rachel Estabrook, Colleen Kenny, Barry Lind, Todd Mohr, Jeff Reau

Members Absent

Sara Spore (excused), Shari Wild (excused)

Also Present

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

Approval of Agenda

There was a MOTION by Ms. Kenny, 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. Reau, supported by Mr. Mohr, that the minutes from the regular meeting on January 14, 2015 be accepted as presented. MOTION CARRIED

Treasurers Report

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

Ms. Bergstrom reported there is an error on the January 2015 Profit & Loss Report (event revenue and total event revenue don't match) which will be corrected. Discussion was held on the budget being amended and documentation needed to support those amendments. It was noted that the \$5,000 for Mathewson Upholstery Façade Grant should be reflected on the balance sheet.

There was a MOTION by Ms. Kenny, supported by Mr. Reau, to accept the check register as presented and place on file. MOTION CARRIED

Marketing & Promotions Committee

It was noted that the minutes from the December and January Marketing & Promotions Committee meetings had been distributed. The minutes were reviewed. Discussion was held on marketing the Frostbite Saturday Chili Cook Off and that advertising plans should be included in the work plans submitted for events.

Organization Committee

It was noted that the minutes from the Organization Committee had been distributed. The Minutes were reviewed.

Design Committee

It was noted that the minutes from the Design Committee had been distributed. The minutes were reviewed.

Meeting of Manistee Main Street/DDA

February 11, 2015

Page 2 of 2

Economic Restructuring Committee

It was noted the minutes from the Economic Restructuring Committee had been distributed. Mr. Reau reported one correction to the minutes. The minutes were reviewed.

Other Business

Creation of 501c3

There was a MOTION by Mr. Reau, supported by Mr. Ball, to send the 501c3 discussion to the Organization Committee for further development and review by July 1. MOTION CARRIED

Recommendation to move \$70,000 out of Land Acquisition Fund into Revolving Loan Fund

Discussion was held on moving \$70,000 out of Land Acquisition Fund into Revolving Loan Fund. This item was sent back to the Economic Restructuring Committee.

Executive Director Report

It was noted the Executive Director Report had been distributed. Mr. Kay reviewed the report.

Public Comment

None

Adjournment

There being no further business to be brought before the Board, there was a MOTION by Mr. Mohr, supported by Ms. Bergstrom that the meeting be adjourned at 1:25 pm. MOTION CARRIED

Respectfully submitted on March 11, 2015

Brandon Ball, Secretary

2 11 15 minutes approved at the MSDDA meeting on: _____



Manistee Main Street

Board Retreat 2015-2016

January 14, 2014 5:00pm

Manistee County Blacker Airport

2323 Airport Rd.

Background

In January 2015 the MS board held a board retreat in preparation for the 2015/16 programming year. The board retreat was intended to assist with budget prioritization and further focus the direction of the MS Program.

On January 14, the Board of Directors and key stakeholders gathered together to discuss the future direction of the program and to set priorities for the four committees. The day was divided into two sessions. The morning included an assessment of the community with key stakeholders and the afternoon was a discussion of the outcomes of the organization based on the morning's discussion.

Under the Main Street model, communities take a four-point approach to tackle downtown revitalization in a comprehensive way. The four points (each with its own standing committee) are Organization, Design, Economic Restructuring and Promotions. The four points are meant to work together to create a healthy and attractive historic downtown with an engaged population being served by a number of diverse businesses.

Structure

Main Street is a volunteer-driven organization. While there is a paid employee in the form of a Main Street Manager, this employee is there to help guide the efforts of the board and program volunteers. In essence, the Executive Director is a “herder of cats”, trying to keep the many and diverse volunteers focused in on their particular project to ensure the program's success.

To give the committees direction, the MS Board of directors sets objectives and priorities allowing each committee to work towards those goals through the lens of their committees skill set. Under these objectives, the committees create specific projects to help achieve the objectives. These projects should have specific tasks, goals and means to measure success.

Once projects are determined by committee members under board objectives and priorities, it is up to the committees to create a work plan for each project. The work plans should include all steps necessary to complete the plan, including a start and finish time for each task, as well as a budget and the person assigned to complete the task. One person should act as the chair for each project, taking the lead to make sure that the work plan is completed. Individual volunteers should be assigned to complete the individual tasks. The Main Street Manager's name should rarely be assigned to tasks and never as the chair of a project.

Once a work plan is completed, it is compiled with the other proposed project work plans to help determine an overall program budget. This should be done on an annual basis and submitted to the board prior to finalizing a budget. It is up to the board to either approve or deny a project and work plan, based on how the proposed project is slated to meet the board's objectives and how the work plan is laid out. Once a project is approved, the committee has the authority to carry out the tasks and complete the project without board interference.

Discovery

The stakeholder visioning session brought together the Manistee Main Street Board of Directors with key downtown stakeholders. The intent of the session was to gather feedback from stakeholders to help guide the Manistee Main Street program and set a direction for the future.

What is Main Street?

The Manistee Main Street program is a Downtown Development Authority that practices the Main Street Four Point Approach®. This is a grassroots, community and volunteer-driven strategy encouraging economic development through historic preservation. Main Street utilizes eight basic principles:

- Comprehensive
- Incremental
- Self-help
- Public Private Partnership
- Capitalizing on existing assets
- Quality
- Change
- Action-Oriented

The work of this volunteer led organization is broken out into four points of Main Street ensuring that all areas of community development are addressed during the revitalization of a downtown. The four areas include:

- **Design:** addressing the aesthetics of the downtown including historic buildings and downtown infrastructure.
- **Economic Restructuring:** focusing on business development including property development such as upper story.
- **Promotions:** which markets the downtown and the resources, such as downtown businesses, that make up the downtown to potential customers.
- **Organization:** fuels the three committees with resources, such as volunteers and donations, through communication and outreach.

The Michigan Main Street Center partners with the Manistee Main Street program offering technical assistance to help Manistee achieve its downtown development goals. Manistee Main Street has over \$100,000 worth of services to choose from and is available upon request.

By utilizing the Main Street Four Point Approach®, Manistee Main Street works to retain talent and focus tax base through historic preservation and economic development. Its commitment to its historic identity not only creates community pride and civic engagement but also makes Manistee an attractive destination for tourists. The format to community development is both sustainable but offers an exponential return.

Manistee has benefitted greatly since becoming a Main Street community in 2008. With little over 6,000 citizens in the community, they have welcomed 43 new businesses, 44 new facades and logged over 17,000 volunteer hours. The most impressive number is the community's \$3.1 million of private investment.

Welcome & Introductions

25 individuals were in attendance each representing a unique demographic of the community. Each were asked to introduce themselves and share one moment they were most proud of the Manistee Main Street program. Each person mapped their moment on the program timeline. This important exercise allows the conversation to begin in with positive reflection of the accomplishments of the community. It also reinforces the shared motivation for participation in the meeting and hopefully allows individuals to see a unique perspective of downtown events through the eyes of others.

Vision for Downtown

In order to set the direction for the future, Manistee Main Street needs to capture the input of the community. Participants were asked to work in a small group to answer each question and report out.

Preserve – What does the Manistee Main Street program do well?

- What makes this program stand out?
- What advantages does MMS have over other local programs?
- What do you value most about the program?
- How do you talk about the program to others in town?
- What do others see as strengths of the program?
- Responses
 - Focus on business development (1)
 - Retain Main Street services & resources (2)
 - Motivated volunteer base (3)
 - Promotion of downtown through Festivals (5)
 - Fundraising (1)
 - Collaborative marketing (1)

Achieve – What does MMS program do well?

- What makes the program stand out?
- What advantages does SMS have over other local programs?
- What do you value most about the program?
- How do you talk about the program to others in town?
- What do others see as strengths of the program?
- Responses
 - Downtown Greenspace (1)
 - Natural Resources (1)
 - Pet Friendly Riverwalk (1)
 - Friday Night Activity (1)
 - More Promotions like a Film Festival (3)
 - Riverwalk access to businesses (2)
 - Better communication with businesses & community (2)
 - Identify for downtown (1)
 - Enhanced cooperative advertising (1)
 - Year round Farmers' Market (1)

- Build on arts and culture (1)
- Fundraising (1)
- Strongly encourage property development (2)
- Business recruitment and development (2)
- Businesses that support natural resources (1)
- WiFi downtown (1)
- Snowmobiling traffic (1)
- Transportation between downtown & beach (1)

Eliminate - Aspects of MMS that are a struggle

- What do board members complain about?
- How could the program improve?
- If MMS didn't partner with Michigan Main Street, what impact would that have?
- Is there enough money to do projects?
- How does MMS compare to other Main Street programs?
- What do others say about MMS?
- Responses
 - Long and redundant process for new businesses (1)
 - Unengaged downtown business owners (1)
 - "That's how we've always done it" (3)
 - Lengthy board meetings (1)
 - Poor communication (2)
 - Focusing on business recruitment and forgetting business retention (1)
 - Victorian Port City identify (1)

Avoid - Internal or external things that could damage the program or the downtown.

- Are there recurring funding problems?
- Are there political issues?
- Are there organizations that compete with MMS?
- Is there a current activity that isn't beneficial or burdensome?
- Competing commercial areas?
- Results
 - Stereotypes about types of businesses downtown (1)
 - TIF reform (3)
 - Negative public relations (1)
 - Duplication of efforts with other organizations (1)
 - Poor relationships with local municipalities (1)
 - Conflict with partner organizations (1)
 - Loss of businesses (1)
 - Negative impact from corridor development (1)

Development

The second half of the board retreat was dedicated to the Manistee Main Street Board of Directors to review the materials collected from the morning sessions and begin to shape a direction for the future.

Agreeing on Future Direction

The MSM Board of Directors has hired Beckett & Raedar to update their DDA Plan. Through board surveys and discussions the consultants have come up with a list of

projects that reflect the Main Street Four Point Approach® for Manistee. The DDA Plan is the enabling document for the Manistee Main Street program and the commitment from MSM to the community of what it hopes to achieve with the tax dollars it collects. Because of this, it is important that the organization's Vision Statement and DDA Plan reflect one another. Furthermore, it is important that both of these documents encompass not only the Board's wishes for the community, but the stakeholder's as well.

With this in mind, board members split up by the which Main Street committee they currently participate in and reviewed the DDA Plan, 2014 Vision Statement, and relevant feedback from the morning's visioning session. In their review of these documents, they were to identify any items that may be missing from the 2014 Vision Statement.

Items to be included were: active promotion and marketing of the downtown and its assets, a cohesive identify for the community, parking (transportation), strong communication and partnership (including financial).

The board should identify one of two individuals that would be willing to edit the vision statement to reflect these items and review and approve an updated vision statement at their next board meeting. Share the updated vision statement with the community, particularly those individuals that participated in the visioning session to show them the outcome of their time.

Competitive Advantage

An organization's mission statement outlines who the organization is and how their work uniquely benefits the community. The mission statement shouldn't be full of jargon but compelling to a current or future volunteer or donor.

The board review the current mission statement and felt that it adequately captured the work of the Manistee Main Street program. The board should look for additional opportunities to share the mission statement to more effectively communicate the intent of the organization to all audiences.

Opportunities to include your mission statements:

- Along the footer of your newsletter
- Footer of committee and board agendas
- On the back of business cards
- In the organization's brochures
- In the organization's profile on social media
- In the organization's website
- In italics at the bottom of all news releases

Revisit Values

Organizations success is determined by the culture that the organization creates. If an organization is hoping for a culture of success, it needs to be nurtured and not just left to happen on its own. A culture is determined by shared values and operating principles. Each board member came up with a list of 2-3 values that they believed were demonstrated by Manistee Main Street. Each were shared with the group.

- Volunteerism
- Integrity
- Positivity
- Organized
- Local
- Transparency

- Collaboration
- Follow Through
- Ownership
- Personal Pride
- Preservation
- Unity

These values will help guide the work and the action of each committee and board member through clear expectations. These are often spelled out through a working agreement, code of conduct, board contract, or position description. The board brainstormed ideas about what group behaviors were important to uphold the values of Manistee Main Street and to achieve the vision. Some expectations included:

- Understand organization mission & vision
- Speak and act with respect to others opinions
- Share a consistent message regarding the organization and its work
- Speak with one voice outside of the board room
- Actively participate on one of the four Main Street committees and rotate as necessary to get a sense of the comprehensive work of the program.
- Maintain confidentiality when appropriate
- Actively participate at Main Street events.

Factors Critical to Success

After further defining and clarifying downtown Manistee’s desired future state, the board discussed what needs to be accomplished in order to achieve these activities. These activities were broken down by the four areas of Main Street to find commonalities among committees. Some of the items included:

Board

- Communication
- Advocacy
- Partnership
- Education
- Identity

Organization

- Identify
- Consistency
- Communications
- Advocacy
- Education
- Fundraising
- Volunteer Recruitment & Management
- Leadership
- Information Management
- Volunteer Communication
- Assessment
- Planning

Promotions

- Identify

- Assessment
- Partnership
- Riverwalk Traffic
- Communication

Design

- Communication
- Incentives
- Planning
- Traffic
- Assessment
- Education
- Marketing docks
- Education
- Signage
- Advocacy

Economic Restructuring

- Communication
- Assessment
- Evaluation
- Education
- Consistency

Prioritize Key Factors to Success

After reviewing these objectives some commonalities emerge. The board reviewed and determined that there are four overarching goals.

- Communication
- Education
- Assessment

Decision

Organize Strategies

By identifying overarching goals for the organization, it is important to break the goals down into obtainable objectives that allows each committee to engage in its success. The following are a series of short term objectives that can be given to each committee to determine project that support them. As the committees find success each year, with each objective, the organization can be able to move to the next, more challenging objective, ultimately, reaching its goals.

Communication

Objective #1. Assessment – Effective communications begins with a communications plan that identifies key audiences, messages that are crafted to engage each specific audience, and identifying a unique communications tool, either direct or indirect, to deliver it. A similar activity includes layering your programming calendar over a communications calendar to determine key messages for each day, month, week, and which communications tool is appropriate.

Objective #2. Internal – Internal communications allows the organization to function efficiently. Each community uses a variety of internal communication tools like monthly committee updates to board and committees, quarterly meeting with committee chairs, and organization wide work planning that allows committees to better understand the work of each other and open the door for collaboration.

Objective #3. External – Beyond communication about programming is focused communication to help market opportunities within the downtown. Through the Community Visioning activity and DDA Plan renewal process a variety of opportunities were identified. Communications strategies can be executed to help usher these projects along. For example, marketing the downtown docks and riverwalk to potential visitors, identifying value and advocating for the development of the Glicks property are just some example projects. Of notable importance is the responsibility of MMS to identify the value and consistently communicate the value to all stakeholders who contribute to the organization's continue success. These organizations may include the city council, county commission, library, state representatives, downtown property owners, etc.

Education

Objective #1 Internal – Regular education is important to not only empower volunteers to be successful but allow them to grow into the leaders the community needs to realize its goals. The Michigan Main Street team is always available to assist with customized training for all four Main Street committees. MMS can also develop internal communication activities as well such as volunteer position descriptions, committee and board handbooks, mentor programs, committee or board trainings, scholarship programs to regional, state or national trainings, guest speakers representing local resources, Main Street resource library, and more.

Objective #2 Parking – Most communities don't suffer from a parking problem, but a perception problem. This can be combatted through education. Many communities have

come up with creative ways to educate the downtown business owners of the value of downtown parking through newsletter stories, flyers, and roundtables. After education they then reinforce the value through courtesy notices and designated employee parking. The education doesn't stop at downtown stakeholders but those visiting the district as well. Signage, maps with parking clearly identified, parking info included on event information, alternative parking options available and clearly communicated are all ways to begin to change the tide.

Objective #3 Business Development – A successful business requires three skills, marketing, finance, and understanding of whatever the good or service is you're selling. Most business owners may have one or may two of those skills, but very often they need assistance. The Main Street program can be available to offer that assistance either when businesses work to open their doors or after they've launched. Activities like business mentoring, business assistance teams, business plan assistance, cooperative advertising, and workshops are all ways to help businesses successfully start and stay in downtown Manistee.

Objective #4 Fundraising – Fundraising can be intimidating when volunteers aren't armed with the skills and information to be successful. Educating committee and board members of the quantified value of the organization will give them the confidence to make the ask. Trainings like Michigan Main Street's Fundraising Training, or role playing on the ask will give them the skills to execute. Some organizations have made this educational tools standardized to help everyone get involved. Things like form letters and scripts for the pitch will help them feel at ease.

Assessment

Objective #1. Financial feasibility – Goals are just ideas unless backed up by the necessary resources. For large scale projects like the Glicks building, the financial resources necessary can't be assembled until you have a sense for what those costs may be. Costing out projects both big and small are the first step to successful fundraising. This gives the organization an idea of their fundraising goals and can begin the necessary planning to get there. Fundraising planning is identifying the gap in your budget to accomplish your goals and identifying both the sources and strategies for raising the necessary funds. This type of planning activity is available to MMS through the Michigan Main Street application based services.

Objective #2. Identity – The identity of Manistee was mentioned multiple times during the Community Visioning Session and subsequent discussions. This is not something that should be developed in hast but identified through a thorough assessment that engages a variety of stakeholders and reviews all current materials used to represent Manistee. This is also a service through the Michigan Main Street program and can be considered for future application based services.

Objective #3 Business recruitment – The MMS program can provide incentives and resources but if they aren't reflective of the needs of the business community, they go unused. Assessing the barriers to starting and doing business in downtown through open dialogue can be a great way to build bridges with the business community and capture important information. Market information can also be a used to assess what businesses could reasonably be able to flourish in the lower level of properties along the riverwalk or in the anticipated Glicks project.

Establish Accountability

In order to track the success of these three goals, the board also identified quantifiable benchmarks to measure the impact of each project through the year. The goals and subsequent benchmarks are as follows:

- Communication
 - One time per month communication w civic organizations
 - Two times per month communication with volunteers
 - Regular communication with business owners
 - Regular communication with partner organization
 - Regular communication with visitors to the area
 - Capture 100% of all business owners emails
 - Identify target audience for all projects and build at least one communication activity in
- Education
 - Provide education activities through one partnership
 - Provide one to two education opportunities for businesses
- Assessment
 - Engage all necessary stakeholders regarding Glicks project
 - Identify stakeholders for each work plan project
 - Offer timeline for all longterm programming
 - Apply for MMS services that coincide with long term plans.

Next Steps

1. Give goals and objectives to committees to work from for 2015 work planning –

This board retreat is the kick off to the organization's work planning for the upcoming year. Each committee should review the goals given to them by the board of directors and review the existing projects that they did the previous year and the success or impact that they had.

Next each committee should brainstorm projects that would support the identified goals and objectives and each committee member can choose one or two (depending on their level of availability to the program) projects from the list of existing and brainstormed projects to work plan for the next meeting.

Finally the board is to review all work plans to assess the level of detail, ability to meet goals and objectives, budget and volunteer support. These work plans should be used by the board or executive committee in creating the upcoming year's budget to be submitted to city council.

Once the board approves the work plans for the year the committee has the ability to execute the work plan without interference from the board. The board will receive regular updates and provide support as necessary. Any new projects that are initiated throughout the year due to opportunities or partnerships, should first be work planned and approved by the board.

2. Begin developing fundraising strategy that supports long range goals – Goals are just words on a paper without a plan to achieve them. And despite fundraising being an ongoing priority for the organization, it won't be tackled without fundraising benchmarks established for each committee. After identifying long range and short range (work plan)

goals and activities, a three year budget should be developed identifying expenses to make these goals a reality.

Inevitably there will be a gap, using the fundraising plan work sheet included, start to develop revenue sources, fundraising strategies, and finally a fundraising calendar. This thoughtful planned approach to fundraising will guarantee future success.

3. Identify MMS Application Based Services that best support your goals –I encourage the board to review the application based services available and strategically select services that the organization has the capacity to commit to while still working on the recommendations from the communications plan, and that also reflect the organizations four goals for the year.

Design Committee – Minutes

Date: February 24, 2015 at 8:30 AM

Location: Chamber/Main Street office

Present: Janet Duchon, Rob Carson, Brandon Jensen, Kyle Mosher, Shari Wild, Patrick Kay.

RFP's for landscaping along the Riverwalk have been sent out.

Janet is working with Paul Adamski to come up with a conceptual drawing for the containers that he will fabricate for the street trees.

Janet is checking with Weesies on the flowers for the hanging baskets. The committee is working on plans for fundraising to help defray the cost of the flowers.

Patrick has had several inquiries on the availability of facade grants, he will also speak with Joe Mathewson to ask him to complete his project by the end of this year.

Rob volunteered to submit an application to the Revenue Sharing Board, for a \$10,000 grant to be used for Downtown Loop signage. It will be submitted as a public safety request to clearly identify one way traffic on River Street and show the return route going back east.

The next Design Committee meeting will be on March 23rd, 2015 at 8:30 AM at the Chamber/Main Street Office.

Director's Report
March 11th, 2015

- Continue to meet with Brandon Jensen to update our website
- The Downtown Map/Brochure has been printed; I distributed 1000 copies to every hotel, real estate office, and a few restaurants
- Just completed writing all the workplans for 2015-2016; I will review them with each of the committees this month to present to the board in April or May
- I have written a draft budget for next year based off of the workplans above
- I have received 3 proposals for work on the Riverwalk and Downtown; the Design Committee will review these and make a recommendation to the board in April; Costs will be higher than last year; walked entire Riverwalk in 2' Snow with one contractor
- Building permit list is 70% completed, but enough to show over \$5million worth of development which will allow for 25 licenses (more than enough); I have drafted the letter on behalf of the City and have sent an email to the MLCC for more information; Interested parties are Manistee Inn and Marina, Bookmark Building, Hotel Northern
- Have been working with Downtown Businesses on Façade Grant Program and encouraging them to apply
- Sent out RFP's to area Banks for \$25K Local Lending Program
- The Downtown Merchants Meeting was canceled due to several businesses owners being sick
- Helped Patty at Northern Spirits with email address/Facebook issues
- Will be attending the 2015 National Main Streets Conference March 29th-April 1st
- Attended Planning Commission Workshop in regards to the RRC Proposal; will be using the former Mobil Site at Northeast corner of River and Cypress
- Still working through closeout of Bluefish Signature Grant with state; will have final report at City Council Meeting-March 17th
- Frostbite Saturday was well attended; we now have a new traveling trophy that will recognize the Chef/Location and then will stay with that restaurant for one year (check out the Bluefish and view the trophy)
- Attended all committee meetings including Sleighbell; Organization Committee's February and March meetings have been training sessions put on by Brittney Hoszkiw
- Attended the State of the Vogue presentation
- Attended Round Robin Business Meeting
- Have been meeting with area businesses for Sponsorships and Co-Op Advertising
- Other information is sensitive to new and existing businesses (includes two new restaurants); other information involves the Revolving Loan Fund

Economic Restructuring Committee

Feb 23, 2015 - 2:00pm

Alliance For Economic Success Office
385 Third Street, Manistee, MI 49660

1. **Call to order –**
2. Meeting was called to order at 2:20 pm by Chairperson Brandon Ball

In attendance: Brandon Ball, Jeff Reau, Stacie Bytwork, T. Eftaxiadis, Mitch Deisch , Shari Wld
Staff present: MSDDA Director Patrick Kay

3. **Approve Minutes:** The committee approved minutes from the Jan 2015 meeting
Motion: Shari Wld motion to approve, Mitch Deisch support, Motion carried unanimously
4. **Vacant Building Property Ordinance:**
This ordinance is looking to be very "heavy handed" and intrusive to property owners. Mitch will take to council anything that this committee and the MSDDA board approves. The ER Committee is recommending that we require the properties to have a C.O. to stay off the register (1st floor only / commercial space). We would ask other businesses and property owners to come to a meeting to show support of such an ordinance. Patrick will work on a plan and develop the language / ordinance - then get to George Saylor.
5. **25k Lending (Local Banks):**
Waiting on Proposal Feedback from WSB. Mike and the lending team were working on our language and recommendations to make it "lender friendly." Jordan said he will have info to the ER Committee this week (Feb 23rd).
6. **Redevelopment Liquor License:**
Patrick has figured 5.2 million in development in the downtown in the last 5 years. This would allow us to go after up to 29 liquor license. We currently have a request for 1 license with 2 more possibly coming depending on downtown development. License cost is a 20K fee, a min investment in bar space of 75K & a min seating of 50 people to get a license. Patrick to draft a letter on behalf of the assessors office to the State. Seek additional requests from Hotel Northern Developers and the owners of the former Bookmark Building.
7. **Tool Box Information Sheet:**
Brandon developed rough draft. Going to have Denise Blakeslee send us her template used for the RDRC properties
8. **Business Education:**
Social Media opened to all businesses locally - MS Creative, Jackpine, Northern Michigan Media, Right Side Design. Each will pick a night and bring their specialist and present. It will be co-branded Chamber, MSDDA & West Shore Community College. First one will be April 23, 2015 @ West Shore Medical Center - bring tablet or smart phone. Other classes will be announced as they are put together. Still working on getting presentation from Meijer's representative..

9. Revolving Loan Fund:

American Cleaners - business is struggling after loosing casino business, when they updated their uniforms, 3 payments away from paying off the loan

Stockyard - paying as per new agreement (Owners are actively trying to sell the business)

Mitten Media - pay as per agreed

10. Former Glik's Building:

Workplan = Alternative and best uses of the building (check with Jerry & Ben Pitcher to figure out upgrade costs)

Do investment analysis on property.

Adjourn: 3:55pm