

**Manistee Main Street/DDA**  
**April 13, 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—March 7<sup>th</sup>, March 9<sup>th</sup>, March 22<sup>nd</sup>, 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 March 9<sup>th</sup>, 2016 and special meeting on March 7<sup>th</sup> and March 22<sup>nd</sup> 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. Organization Committee
  - d. Organization Structure Committee
8. Budget
9. Possible Casino stops in downtown
10. Transition Update
11. Other Business
  - a. Promoting the DDA
  - b. North Channel Outlets
12. Public comment. (Limit 5 minutes per person.)
13. Adjournment.

**Manistee Main Street/DDA  
Transition Meeting Minutes  
March 7, 2016 at 12:00pm  
Manistee City Hall-Council Chambers**

**Call to Order**

The Acting Chair called the meeting to order at 12:05pm

**Present**

Brandon Ball, Valarie Bergstrom, Todd Mohr, Jackie Gielczyk, Colleen Kenny, Sara Spore, Rachel Brooks, Jeff Reau, Barry Lind, Chelle Hrachovina (Executive Assistant)

**Guests**

Jim Smith, Roger Zielinski, Thad Taylor

**Approval of Agenda**

There was a MOTION by Mr. Mohr, supported by Mrs. Kenny, to approve the agenda as presented.

MOTION CARRIED

**Public Comment**

No public comment

**Approval and Adoption of Transition Plan for Executive Director Position**

There was discussion about possible options for staffing and the qualifications that should be considered during the hiring process. Two committees were formed, a hiring committee and an organizational structure committee. The hiring committee will look at the current job description for the position and will proceed with the hiring process. The organizational committee will continue to look at other staffing models. There was a MOTION by Mr. Ball, supported by Ms. Gielczyk, to authorize the hiring committee to continue with the posting of the Executive Director position and the hiring process, with advertising expenditures not to exceed \$500. Both committees will report back to the board at the May Board meeting. MOTION CARRIED

There was discussion on outsourcing payroll services. No decision was made, further investigation is required.

There was discussion on compensating Mrs. Hrachovina for extra work and hours that she has taken on during the transition time. No decision was made. Further discussion is required.

**Public Comment**

No public comment

**Adjournment**

There being no further discussion, there was a MOTION by Mr. Mohr, supported by Mrs. Kenny that the meeting be adjourned at 12:56pm MOTION CARRIED

The next regular Manistee Main Street DDA Board Meeting is scheduled for Wednesday, March 9, 2016 at 12:00pm at Manistee City Hall.

**Manistee Main Street DDA  
Board Meeting Minutes  
March 9, 2016 @ City Hall**

**Call to Order**

The Acting Chair called the meeting to order 12:04pm

**Present**

Jackie Gielczyk, Todd Mohr, Valarie Bergstrom, Sara Spore, Barry Lind, Rachel Brooks  
Jeff Reau, Colleen Kenny, Brandon Ball, Chelle Hrachovina (Executive Assistant)

**Guests**

Jim Smith, Roger Zielinski, Patrick Kay, Thad Taylor

**Approval of Agenda**

There was a MOTION by Mrs. Bergstrom, supported by Mrs. Kenny, to approve the agenda with the addition of adding the item Changes to the Job Description for the Executive Directors Position, between Work Plans & Budgets and Contracts. MOTION CARRIED

**Public Comment**

No public comment

**Consent Agenda**

There was a MOTION by Ms. Brooks, supported by Mrs. Bergstrom, to approve the consent agenda as presented. MOTION CARRIED

**Approval of Liquor Licenses for Women's Wine & Chocolate Walk, May 7, 2016**

There was a MOTION by Ms. Gielczyk, supported by Mr. Mohr, that the application from the Manistee Downtown Development Authority for a special license to serve alcohol during the Women's Wine & Chocolate Walk on May 7, 2016 from 2pm – 6pm, to be located at Day Break 384 River St., Kellie's Hallmark 445 River St, Big Fish 391 River St., Outpost 359 River St, Northern Spirit and Gift Shoppe 389 River St, Happy Hippie 81 Division St. Wahr Hardware 87 Division St. and Port City Organics 328 First St. MOTION CARRIED

**Host an AmeriCorps Vista**

There was discussion about this being a very beneficial opportunity but it might not be the right time for it this year. The item will be re-looked at during next year's strategic planning session.

**Work plans & Budget**

It was noted that budget information was distributed to the board members, and reviewed. There was general discussion about possible opportunities to cut costs. The board will look into a couple options and will meet again on March 22, 2016 at noon to go over their findings.

**Contracts**

There was a MOTION by Mr. Lind, supported by Mr. Ball, to approve the Board Member, Committee Chair, and Committee Member contracts as presented. MOTION CARRIED

**Other Business**

- a. North Channel Outlets – no update
- b. Plymouth workshop and trainings – there was discussion about trainings and workshop opportunities. When a board member, or staff, attends they will be given 15-20minutes at the next regular board meeting to report back on what they learned.

**Public Comment**

No public comment

The meeting was adjourned at 1:27pm

The Board will meet again on March 22, 2016 at 12:00pm to continue reviewing the budget, and the next regular meeting will be April 13, 2016 at 12:00pm

**Manistee Main Street/DDA  
Special Meeting Minutes  
March 22, 2016 at 12:00pm  
Manistee City Hall-Council Chambers**

**Call to Order**

The Treasurer called the meeting to order at 12:05pm

**Present**

Brandon Ball, Valarie Bergstrom, Todd Mohr, Jackie Gielczyk, Colleen Kenny, Sara Spore, Rachel Brooks, Jeff Reau, Barry Lind, Chelle Hrachovina (Executive Assistant)

**Guests**

Sean Bradley (MNA)

**Approval of Agenda**

There was a MOTION by Mrs. Kenny, supported by Mrs. Spore, to approve the agenda as presented.

MOTION CARRIED

**Public Comment**

No public comment

**Manistee Main Street DDA 2016-2017 Budget**

There was discussion about possible options for reductions in budget items for the FY 2016-2017. Various ideas were looked at and discussed at length until a balanced budget was reached. There was a MOTION by Mr. Mohr, supported by Mrs. Bergstrom to approve the budget as presented with the following changes noted: change Executive Directors salary to \$47,000, remove the \$5,000 for the TIF Plan Redevelopment, decrease the City Allocation to \$10,000, decrease landscaping allocation to \$18,000, decrease Façade Grants to \$8,000 and remove \$1800 for the Historic Tour Plaques MOTION CARRIED

**VOTE:**

Yeas: 7

Nays: 0

Missing: 2 (Mr. Lind and Ms. Gielczyk left the meeting early)

**Public Comment**

No public comment

**Adjournment**

There being no further discussion, there was a MOTION by Mrs. Bergstrom, supported by Mr. Mohr that the meeting be adjourned at 2:07pm MOTION CARRIED

The next regular Manistee Main Street DDA Board Meeting is scheduled for Wednesday, April 13, 2016 at 12:00pm at Manistee City Hall.





# 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				

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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

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

CITY OF MANISTEE DOWNTOWN DEVELOPMENT AUTHORITY

Balance Sheet

As of March 31, 2016

	<u>Mar 31, 16</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
Checking - West Shore Bank	12,566.42
<b>Total Checking/Savings</b>	12,566.42
<b>Accounts Receivable</b>	
Accounts Receivable	1,045.15
<b>Total Accounts Receivable</b>	1,045.15
<b>Total Current Assets</b>	13,611.57
<b>Other Assets</b>	
Revolving Note Receivable	16,617.88
<b>Total Other Assets</b>	16,617.88
<b>TOTAL ASSETS</b>	<u><u>30,229.45</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Equity</b>	
Opening Bal Equity	29,000.00
Retained Earnings	1,004.69
Net Income	224.76
<b>Total Equity</b>	30,229.45
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>30,229.45</u></u>

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487.00	
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21,596.71	Labor Diff

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Manistee Downtown Development Authority Downtown Dollars

Balance Sheet

As of March 31, 2016

	<u>Mar 31, 16</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
Downtown Dollars Checking - WSB	4,321.28
<b>Total Checking/Savings</b>	<u>4,321.28</u>
<b>Other Current Assets</b>	
Downtown Dollars in Transit	32,290.30
<b>Total Other Current Assets</b>	<u>32,290.30</u>
<b>Total Current Assets</b>	<u>36,611.58</u>
<b>TOTAL ASSETS</b>	<u><u>36,611.58</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	18,837.00
2016 Downtown \$ Outstanding	1,200.00
<b>Total Other Current Liabilities</b>	<u>42,782.00</u>
<b>Total Current Liabilities</b>	<u>42,782.00</u>
<b>Total Liabilities</b>	42,782.00
<b>Equity</b>	
Unrestricted Net Assets	-6,172.53
Net Income	2.11
<b>Total Equity</b>	<u>-6,170.42</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>36,611.58</u></u>

MANISTEE DOWNTOWN DEVELOPMENT AUTHORITY

Balance Sheet

As of March 31, 2016

	<u>Mar 31, 16</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
248-008 · Money Market Account - WSB	96,799.73
248-000 · Checking - West Shore Bank	22,097.40
<b>Total Checking/Savings</b>	<u>118,897.13</u>
<b>Accounts Receivable</b>	
248-028 · Accounts Receivable	11,666.28
<b>Total Accounts Receivable</b>	<u>11,666.28</u>
<b>Other Current Assets</b>	
248-033 · Vogue Loan Receivable	200,000.00
12100 · Pre-Paid Expenses	2,295.00
248-031 · Nextworks Loan Receivable	2,499.94
<b>Total Other Current Assets</b>	<u>204,794.94</u>
<b>Total Current Assets</b>	<u>335,358.35</u>
<b>TOTAL ASSETS</b>	<u><u>335,358.35</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
248-202 · Accounts Payable	2,017.90
<b>Total Accounts Payable</b>	<u>2,017.90</u>
<b>Other Current Liabilities</b>	
2110 · Direct Deposit Liabilities	-814.24
248-210 · Payroll Liability	
248-214 · Federal Unemployment	74.88
248-213 · Michigan Unemployment	243.11
248-212 · Michigan Withholding	88.40
248-211 · 941 Liability	522.24
248-210 · Payroll Liability - Other	-185.11
<b>Total 248-210 · Payroll Liability</b>	<u>743.52</u>
248-203 · Accounts Payable - Other	1,630.00
<b>Total Other Current Liabilities</b>	<u>1,559.28</u>
<b>Total Current Liabilities</b>	<u>3,577.18</u>
<b>Total Liabilities</b>	3,577.18
<b>Equity</b>	
248-392 · Designated Fund Balance	
248-393 · Land Acquisition .	78,544.99
<b>Total 248-392 · Designated Fund Balance</b>	<u>78,544.99</u>
248-390 · Fund Balance	218,450.65
Net Income	34,785.53
<b>Total Equity</b>	<u>331,781.17</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>335,358.35</u></u>

**MANISTEE DOWNTOWN DEVELOPMENT AUTHORITY**  
**Profit & Loss Budget vs. Actual**  
July 2015 through March 2016

	Jul '15 - Mar 16	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
573 · Local Comm Stabil Author Share	18,579.93			
248-411 · Allocation from Fund Balance	0.00	2,000.00	-2,000.00	0.0%
Bank Service Charges Debit	7.00			
<b>TIF Revenues</b>				
248-404 · Delinquent Personal PropertyTax	561.95	0.00	561.95	100.0%
248-401 · TIF Revenue	251,133.21	277,380.00	-26,246.79	90.54%
248-403 · Delinquent Taxes	23,023.12	0.00	23,023.12	100.0%
<b>Total TIF Revenues</b>	<b>274,718.28</b>	<b>277,380.00</b>	<b>-2,661.72</b>	<b>99.04%</b>
Downtow · Downtown Dollars Revenue	200.00			
<b>Committee Revenues</b>				
<b>248-270 · Committee Revenue</b>				
Redevelopment LIC App Fee	500.00			
Friends of the Downtown	0.00	3,000.00	-3,000.00	0.0%
248-273 · Econ Restructure-Loan Fees	300.00	300.00	0.00	100.0%
248-269 · Design Comm Rev-Hanging Baskets	0.00	1,500.00	-1,500.00	0.0%
248-275 · Promotion Comm. Rev.-Co-op Adv.	0.00	0.00	0.00	0.0%
<b>Total 248-270 · Committee Revenue</b>	<b>800.00</b>	<b>4,800.00</b>	<b>-4,000.00</b>	<b>16.67%</b>
<b>Total Committee Revenues</b>	<b>800.00</b>	<b>4,800.00</b>	<b>-4,000.00</b>	<b>16.67%</b>
<b>Event Revenue</b>				
<b>248-280 · Event Revenues</b>				
<b>Frostbite</b>				
248-295 · Frostbite Saturday Sponsorships	2,000.00	1,500.00	500.00	133.33%
Frostbite - Other	29.00			
<b>Total Frostbite</b>	<b>2,029.00</b>	<b>1,500.00</b>	<b>529.00</b>	<b>135.27%</b>
<b>Red, White and Blues</b>				
Sponsorships	250.00			
Red, White and Blues - Other	0.00	7,300.00	-7,300.00	0.0%
<b>Total Red, White and Blues</b>	<b>250.00</b>	<b>7,300.00</b>	<b>-7,050.00</b>	<b>3.43%</b>
<b>248-780 · Women's Wine &amp; Chocolate Walk</b>				
WWCW ticket sales	540.00			
248-780 · Women's Wine & Chocolate Walk	1,500.00	8,500.00	-7,000.00	17.65%
<b>Total 248-780 · Women's Wine &amp; Chocolate Wal</b>	<b>2,040.00</b>	<b>8,500.00</b>	<b>-6,460.00</b>	<b>24.0%</b>
<b>248-290 · Boos, Brews &amp; Brats</b>				
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 Sponsorshij	5,000.00	2,000.00	3,000.00	250.0%
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>	<b>9,897.00</b>	<b>7,750.00</b>	<b>2,147.00</b>	<b>127.7%</b>
<b>248-283 · Sleighbell</b>				
Warming Tent Sales	2,065.00			
Sleighbell Scarves	1,600.00			
248-289 · Sleighbell Miscellaneous Income	1,345.00	0.00	1,345.00	100.0%

**MANISTEE DOWNTOWN DEVELOPMENT AUTHORITY**  
**Profit & Loss Budget vs. Actual**  
July 2015 through March 2016

	<b>Jul '15 - Mar 16</b>	<b>Budget</b>	<b>\$ Over Budget</b>	<b>% of Budget</b>
248-286 · Sleighbell Sponsorships	24,725.00	20,000.00	4,725.00	123.63%
<b>Total 248-283 · Sleighbell</b>	<b>29,735.00</b>	<b>20,000.00</b>	<b>9,735.00</b>	<b>148.68%</b>
248-282 · Sidewalk Sales	0.00	0.00	0.00	0.0%
<b>248-281 · Hops &amp; Props</b>				
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	11,000.00	10,000.00	1,000.00	110.0%
<b>Total 248-281 · Hops &amp; Props</b>	<b>37,320.72</b>	<b>28,000.00</b>	<b>9,320.72</b>	<b>133.29%</b>
<b>Total 248-280 · Event Revenues</b>	<b>81,271.72</b>	<b>73,050.00</b>	<b>8,221.72</b>	<b>111.26%</b>
<b>Total Event Revenue</b>	<b>81,271.72</b>	<b>73,050.00</b>	<b>8,221.72</b>	<b>111.26%</b>
248-664 · Interest Income	108.35	0.00	108.35	100.0%
248-642 · Miscellaneous Income	41.49			
248-645 · Reimbursed Expenses	120.00			
<b>Total Income</b>	<b>375,846.77</b>	<b>357,230.00</b>	<b>18,616.77</b>	<b>105.21%</b>
<b>Gross Profit</b>	<b>375,846.77</b>	<b>357,230.00</b>	<b>18,616.77</b>	<b>105.21%</b>
<b>Expense</b>				
<b>Office Related Expenses</b>				
248-700 · Office Space (Rent)	4,889.00	10,668.00	-5,779.00	45.83%
Phone/Internet	1,018.73			
New Office Expenses	358.36			
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	1,552.00	1,800.00	-248.00	86.22%
248-867 · Mobile Phone Stipend	0.00	480.00	-480.00	0.0%
248-866 · Meeting Hosting-Refreshments	142.08	600.00	-457.92	23.68%
248-861 · Credit Card Expense				
248-862 · Late Payment Charge	35.00			
248-861 · Credit Card Expense - Other	96.33	200.00	-103.67	48.17%
<b>Total 248-861 · Credit Card Expense</b>	<b>131.33</b>	<b>200.00</b>	<b>-68.67</b>	<b>65.67%</b>
248-466 · Interest Charge	42.69			
248-865 · Training-Education-Conferences	490.01	500.00	-9.99	98.0%
248-859 · Printing & Reproduction	739.26			
248-858 · Miscellaneous-Office Related	1,586.23	300.00	1,286.23	528.74%
248-857 · Membership Dues	700.00	750.00	-50.00	93.33%
248-856 · Entertainment	101.97			
248-854 · Postage	961.96	350.00	611.96	274.85%
248-853 · Office Equipment and Supplies	6,931.57	1,200.00	5,731.57	577.63%
248-863 · Travel	360.95	900.00	-539.05	40.11%
<b>Total Office Related Expenses</b>	<b>20,665.93</b>	<b>18,348.00</b>	<b>2,317.93</b>	<b>112.63%</b>
<b>Personnel Related Expense</b>				
6560 · Executive Assistant	10,245.95			
248-717 · Training Expenses	550.00			
248-713 · Payroll Services	408.47			

**MANISTEE DOWNTOWN DEVELOPMENT AUTHORITY**  
**Profit & Loss Budget vs. Actual**  
July 2015 through March 2016

	<b>Jul '15 - Mar 16</b>	<b>Budget</b>	<b>\$ Over Budget</b>	<b>% of Budget</b>
248-703 · Food and Entertainment	471.11			
248-702 · DDA Director Expense - Other	186.00			
<b>Gross Salary - Director</b>				
<b>248-718 · Gross Salary - Director</b>				
248-705 · Federal 941 Company Expense	4,091.38	4,500.00	-408.62	90.92%
248-711 · Unemployment	1,215.90	455.00	760.90	267.23%
248-712 · Workmen's Compensation	378.00	425.00	-47.00	88.94%
248-718 · Gross Salary - Director - Other	43,298.09	57,000.00	-13,701.91	75.96%
<b>Total 248-718 · Gross Salary - Director</b>	<b>48,983.37</b>	<b>62,380.00</b>	<b>-13,396.63</b>	<b>78.52%</b>
<b>Total Gross Salary - Director</b>	<b>48,983.37</b>	<b>62,380.00</b>	<b>-13,396.63</b>	<b>78.52%</b>
<b>Personnel Related Expense - Other</b>	<b>409.00</b>			
<b>Total Personnel Related Expense</b>	<b>61,253.90</b>	<b>62,380.00</b>	<b>-1,126.10</b>	<b>98.2%</b>
<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	140,500.00	139,750.00	750.00	100.54%
248-902 · Legal Fees	2,462.25	0.00	2,462.25	100.0%
<b>Total Fee Related Expenses</b>	<b>144,473.29</b>	<b>141,400.00</b>	<b>3,073.29</b>	<b>102.17%</b>
<b>Design Committee RelatedExpense</b>				
<b>Riverwalk</b>				
Additional Projects	603.34			
248-659 · Riverwalk Landscaping	15,013.34	22,500.00	-7,486.66	66.73%
<b>Total Riverwalk</b>	<b>15,616.68</b>	<b>22,500.00</b>	<b>-6,883.32</b>	<b>69.41%</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	11,325.00	8,000.00	3,325.00	141.56%
248-652 · Facade Grant Program	10,000.00	10,000.00	0.00	100.0%
248-651 · City Maintenance in DDA	0.00	7,200.00	-7,200.00	0.0%
<b>Total Design Committee RelatedExpense</b>	<b>40,783.66</b>	<b>57,300.00</b>	<b>-16,516.34</b>	<b>71.18%</b>
<b>Economic RestructuringCommittee</b>				
Biz 101 Educational Series	0.00	500.00	-500.00	0.0%
<b>248-625 · Business Assistance</b>				
248-627 · Business Recruitment	1,022.69	1,000.00	22.69	102.27%
248-625 · Business Assistance - Other	0.00	0.00	0.00	0.0%
<b>Total 248-625 · Business Assistance</b>	<b>1,022.69</b>	<b>1,000.00</b>	<b>22.69</b>	<b>102.27%</b>
<b>Loan Expenses</b>				
248-631 · Revolving Loan	0.00	250.00	-250.00	0.0%

**MANISTEE DOWNTOWN DEVELOPMENT AUTHORITY**  
**Profit & Loss Budget vs. Actual**  
July 2015 through March 2016

	<b>Jul '15 - Mar 16</b>	<b>Budget</b>	<b>\$ Over Budget</b>	<b>% of Budget</b>
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>
Economic Restructuring Committee - Other	2,111.00			
<b>Total Economic Restructuring Committee</b>	<b>3,133.69</b>	<b>2,000.00</b>	<b>1,133.69</b>	<b>156.69%</b>
<b>Organization Committee</b>				
Red, White and Blues	0.00	4,900.00	-4,900.00	0.0%
248-604 · MSDDA Website (hosting)	77.83	100.00	-22.17	77.83%
248-603 · Annual Dinner Event				
Annual Report	180.00			
248-603 · Annual Dinner Event - Other	0.00	1,500.00	-1,500.00	0.0%
<b>Total 248-603 · Annual Dinner Event</b>	<b>180.00</b>	<b>1,500.00</b>	<b>-1,320.00</b>	<b>12.0%</b>
248-602 · Downtown Dollars Program	390.41	900.00	-509.59	43.38%
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>1,057.22</b>	<b>7,848.00</b>	<b>-6,790.78</b>	<b>13.47%</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	2,320.00	2,500.00	-180.00	92.8%
248-782 · Women's Wine & Chocolate Walk	600.00	6,000.00	-5,400.00	10.0%
248-776 · Co-op Advertising	225.00			
248-775 · Boos, Brews & Brats	6,860.83	6,550.00	310.83	104.75%
248-764 · Sleighbell Weekend	26,615.18	20,000.00	6,615.18	133.08%
248-763 · Sidewalk Sales	721.00	500.00	221.00	144.2%
248-759 · Mens & Ladies Nights	1,456.25	1,700.00	-243.75	85.66%
248-774 · Frostbite Saturday	1,564.63	950.00	614.63	164.7%
248-752 · Downtown Brochure	874.50	1,000.00	-125.50	87.45%
248-761 · Hops & Props on the River	23,309.06	24,815.00	-1,505.94	93.93%
248-751 · Promotions Committee Expense - Oth	30.50			
<b>Total 248-751 · Promotions Committee Expense</b>	<b>69,643.55</b>	<b>68,015.00</b>	<b>1,628.55</b>	<b>102.39%</b>
Promotions Committee Expenses - Other	50.00			
<b>Total Promotions Committee Expenses</b>	<b>69,693.55</b>	<b>68,015.00</b>	<b>1,678.55</b>	<b>102.47%</b>
<b>Total Expense</b>	<b>341,061.24</b>	<b>357,291.00</b>	<b>-16,229.76</b>	<b>95.46%</b>
<b>Net Ordinary Income</b>	<b>34,785.53</b>	<b>-61.00</b>	<b>34,846.53</b>	<b>-57,025.46%</b>
	<b>34,785.53</b>	<b>-61.00</b>	<b>34,846.53</b>	<b>-57,025.46%</b>

**Manistee Main Street  
Marketing and Promotions Committee Minutes  
March 16, 2016 @ Ramsdell Inn Lobby**

**Attendance:** Vicki Cooper, Dianna Wall, Matt Knizacky, Jackie Gielczyk, Carrie Mosher, Cherri Koblinski, Chelsea Harvey, Mary Nezki, Lindsey Swidorksi

**DDA Staff:** Chelle Hrachovina

**1. Meeting was called to order @ 8:08am by Jackie**

**2. Approval of agenda.** There was a MOTION by Mary, supported by Cherri, to accepted the agenda with following changes: remove public comment from the bottom and add Orchard Beach Pamphlet under Other Business. MOTION CARRIED

**3. Approval of meeting minutes from February 17, 2016.** There was a MOTION by Dianna, supported by Chelsea, to approve the minutes from February 17, 2016. MOTION CARRIED

**4. Marketing & Promotions Committee Board Formation.** Jackie explained to the committee what the meetings would be like going forward

**5. Committee Chair & Event Chair Contracts.** There was a MOTION by Dianna, supported by Chelsea, to accept the contracts as presented, with it being noted that the members would like a little more info on how the DDA, TIF and Main Street programs work. MOTION CARRIED

**6. Work Plans & Budgets.** The committee has requested to see a full budget to use for figuring out the work plans for each event for FY 16-17.

**-Frostbite,** Chelle will provide an updated work plan at the next meeting to show what expenses were incurred during the event and how the event did overall. The Frostbite chair and co-chair are considering modifying the scorecards for next year to ensure all the locations are visited (i.e. maybe they get a stamp at each location). It was also suggested that they change the serving time of the chili so it's not so long. The committee decided to remove Buskers as a paid line item on the work plan and instead leave it up to each location to decide how they'd like to compensate them. For a list of Buskers, they will contact Brian. The chair and/or co-chair will also look into FREE advertising on the community calendar on 9&10 News. WORK PLAN TABLED UNTIL NEXT MEETING

**-Women's Wine & Chocolate Walk.** Outpost will switch from being a wine location to being a chocolate location to cut down on the number of liquor licenses that are needed. For the next year the committee feels that there should be an added sponsorship amount of \$100, and it was decided that if we can get the charms for the wine glasses donated, go forward with them, but otherwise we cut them from the budget. As of the meeting time there is only \$1500 in sponsorship for the event but we need to move forward with all the necessary items to ensure the event will take place. TABLED UNTIL NEXT MEETING.

There will be a special committee meeting to continue work on the work plans and budget on April 6, at 8:00am at the Ramsdell Inn Lobby.

**Adjourned at 9:26am**

**Manistee Main Street DDA  
Design Committee Meeting  
March 22, 2016 @ Chamber Building**

Present: Jeff Reau, Denise Blakeslee, Janet Duchon  
Staff: Chelle Hrachovina  
Guest: Ryan Pratte Pratte's Pro Lawn

**1. Call to order at 8:35am**

**Review of Landscape Contract with Ryan Pratte**

Ryan was informed that due to budgetary concerns, the DDA Board has requested that various contracts be looked at to see if quotes could be adjusted. Ryan previously told the DDA that his quote/contract from last year could be used for this year. There was discussion on what services were included in his contract and if there were areas that could be cut out, or at least cut back in terms of required time, in order to lower his quote. Ryan was not comfortable lowering his quote to the amount the Board was asking, \$15,000 - \$17,000 and would prefer to keep his quote no less than \$20,000. The committee agreed to do a walk-through of the DDA area with Ryan in order to get a better scope of what needs to be done and what could possibly be put on hold. The walk-through has been scheduled for April 4, 2016 at 4:00pm (meet at the Chamber)

**Review of flower quotes**

The Board had asked that the committee to get a second quote from Weesies for half the amount of flowers they were originally planning on. The quote for half the amount would equal out to two baskets on every pole from the beginning of River Street with nothing on the north end or on Washington.

**Window Wraps**

Denise informed the committee that the Historic commission told Jim Mattheson that he could put a window wrap on his building in place of their required window box

**Garden Areas on Riverwalk**

Janet has been in contact with the garden club to help with the Garden Areas on the Riverwalk.

**Meeting adjourned at 10:00am**

The next Design committee meeting will be April 26, 2016 @ 8:30am at the Chamber

Manistee Main Street DDA  
Organization Committee Meeting  
March 23, 2016  
12:00pm @ Famous Flynn's

Present: Lee Trucks, Colleen Kenny, Gini Pelton, Todd Mohr, Cindy Kaminski, Valarie Bergstrom  
Staff: Chelle Hrachovina

1. Meeting was called to order by Valarie at 12:03pm

**Updates** – Chelle gave a brief update on what the other committee have been working on

**Volunteer Appreciation Dinner** – the event has been set for April 12, 2016 at the Elks Lodge. The invitation was sent out to the google group but constant contact needs to be looked into being utilized and it was suggested that business owners and property owners need to have invites mailed to them. RSVP's are due by April 5. Chelle and Lee will look into constant contact and Chelle will also get the information on Facebook and send another google group message. Todd said he will advertise on the radio if we get him the information – Chelle will email him the invitation. There is not going to be a band this year, but there will be 6 barrels of beer and if anyone wants cocktails they will need to pay for them. The committee feels that Jeff should give an update on what has been happening with the DDA. Colleen presented a spreadsheet for everyone of what should be included and it was decided to have each committee fill in their designated area and then that information can be compiled for Jeff to use. Colleen will email the spreadsheet to Chelle and then Chelle will email it to all the committee chairs. It was decided on by the committee that this year's winner will be Jackie Gielczyk.

Todd is working on putting together a plan for promoting events and the DDA on the radio

Next meeting will be April 27, 2016 @ Noon @ Famous Flynn's

**MEETING WAS ADJOURNED AT 12:57PM**

**Manistee Main Street/DDA  
Organization Structure Meeting Minutes  
March 9, 2016 at 1:30pm  
Manistee City Hall-Council Chambers**

**Present:** Todd Mohr, Sara Spore, Valarie Bergstrom, Barry Lind, Jeff Reau, Chelle Hrachovina  
(Executive Assistant)

The committee met and there was general discussion about what the objective of the committee is and how to best meet that objective. It was agreed that the objective is to determine how the DDA can deliver/provide better service to the downtown.

It was decided by the committee to set up individual meetings with the different entities to discuss other models of staffing. There was also discussion about talking to other towns such as Ludington to see how their model of staffing works.

The next meeting will be March 15, 2016 at 2:45pm at the Manistee Area Chamber office, followed by a meeting on March 24, 2016 at 10:00am at City Hall with the City. They will also try to set up a meeting on March 18, 2016 with AES at 1:30pm

Adjourned at 2:00pm