

# DOWNTOWNMANISTEE

*michigan*

## Annual Meeting Board Meeting Minutes July 8, 2015

### Call to Order

The Executive Director called the meeting to order at 11:48 am.

### Members Present

Brandon Ball, Valarie Bergstrom, Rachel Brooks, Colleen Kenny, Todd Mohr, Jeff Reau, Sara Spore

### Members Absent

Barry Lind

### Also Present

Patrick Kay (Executive Director), Dianna Wall (Manistee Area Chamber of Commerce)

### Approval of Agenda

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

### Public Comment

None

### Election of Officers Fiscal Year 2015-2016

There was a NOMINATION by Mr. Mohr that Mr. Ball serves as Chairman of Manistee Main Street/DDA Board of Directors for Fiscal Year 2015-2016. Mr. Ball accepted the nomination.

There was a NOMINATION by Ms. Brooks that Mr. Reau serves as Chairman of Manistee Main Street/DDA Board of Directors for Fiscal Year 2015-2016. Mr. Reau declined the nomination.

There was a MOTION by Mr. Mohr, supported by Ms. Kenny that Mr. Ball serves as Chairman of Manistee Main Street/DDA Board of Directors for Fiscal Year 2015-2016. Roll Call Vote: Aye: Ball, Kenny, Mohr, Reau; Nay: Bergstrom, Brooks, Spore

There was a MOTION by Ms. Brooks, supported by Ms. Spore that Mr. Reau serves as Vice Chairman of Manistee Main Street/DDA Board of Directors for Fiscal Year 2015-2016. Roll Call Vote: Aye: Ball, Bergstrom, Brooks, Kenny, Mohr, Reau, Spore; Nay: 0

There was a NOIMINATION by Ms. Brooks that Ms. Bergstrom serves as Treasurer of Manistee Main Street/DDA Board of Directors for Fiscal Year 2015-2016. Ms. Bergstrom accepted the nomination.

There was a NOMINATION by Mr. Ball that Ms. Brooks serves as Treasurer of Manistee Main Street/DDA Board of Directors for Fiscal Year 2015-2016. Ms. Brooks declined.

There was a MOTION by Mr. Ball, supported by Ms. Brooks that Ms. Bergstrom serves as Treasurer of Manistee Main Street/DDA Board of Directors for Fiscal Year 2015-2016. Roll Call Vote: Aye: Ball, Bergstrom, Brooks, Kenny, Mohr, Reau, Spore; Nay: 0

Meeting of Manistee Main Street/DDA  
Annual Meeting Board Meeting Minutes  
July 8, 2015  
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There was a NOMINATION by Mr. Ball that Mr. Lind serves as Secretary of Manistee Main Street/DDA Board of Directors for Fiscal Year 2015-2016. There was a MOTION by Mr. Mohr, supported by Ms. Bergstrom that this item be tabled until the August Meeting. MOTION CARRIED

Public Comment  
None

Adjournment

There being no further business to be brought before the Board, the Annual Meeting was adjourned at the call of the Executive Director at 12:00 pm.

Respectfully submitted on August 12, 2015

Brandon Ball, Chairman

7 08 15 Annual Meeting Board Minutes approved at the MSDDA meeting on: \_\_\_\_\_

# DOWNTOWNMANISTEE

*michigan*

## Board Meeting Minutes July 8, 2015

### Call to Order

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

### Members Present

Brandon Ball, Valarie Bergstrom, Rachel Brooks, Colleen Kenny, Todd Mohr, Jeff Reau, Sara Spore

### Members Absent

Barry Lind

### Also Present

Patrick Kay (Executive Director), Dianna Wall (Manistee Area Chamber of Commerce)

### Approval of Agenda

There was a MOTION by Mr. Reau, supported by Mr. Mohr that the Agenda be accepted with one addition, under Other add E. Special Announcement. MOTION CARRIED

### Public Comment

None

### Approval of Minutes

There was a MOTION by Mr. Reau, supported by Ms. Kenny, that the minutes from the regular meeting on June 10/13, 2015 be accepted as presented. MOTION CARRIED

### Treasurers Report

It was noted that the June Check Register, the Balance Sheets and Profit and Loss Report had been previously distributed. It was noted the budget listed on the Profit and Loss Report was not correct.

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

There was a MOTION by Mr. Reau, supported by Ms. Kenny to authorize moving \$25,000 from the Fund Balance to the General Fund to balance the Fiscal Year 2014-2015 Budget. MOTION CARRIED

### Marketing & Promotions Committee

It was noted that there were no minutes from the Marketing & Promotions Committee. That committee is having attendance issues which are being addressed.

### Organization Committee

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

Discussion was held on Membership with Manistee Main Street/DDA. It was decided to offer Friends of Manistee Main Street/DDA and use those funds for specific projects.

### Design Committee

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

#### Economic Restructuring Committee

It was noted the minutes from the Economic Restructuring Committee had been previously distributed. The minutes were reviewed.

#### Other Business

##### Redevelopment Liquor License

Mr. Kay gave an update on the status of the Redevelopment Liquor License.

##### Proposed Bylaws Changes

It was noted the Proposed Bylaw changes had been previously distributed. There was a MOTION by Mr. Reau, supported by Ms. Kenny, to send the Proposed Bylaw Changes to City Council for approval. MOTION CARRIED with Ms. Brooks voting Nay.

##### Manistee Main Street/DDA Office Relocation

It was noted that Manistee Main Street/DDA Office Options had been previously distributed. Mr. Kay recommends moving to 294 River Street which has a great set up, plenty of parking and backs up to riverwalk. The cost is \$500 a month and includes utilities except phone and internet.

There was a MOTION by Mr. Reau, supported by Mr. Mohr to move forward with relocating to 294 River Street, Suite 2 with a 2 year lease agreement pending review by the attorney of the lease and if the lease is for 3 years. MOTION CARRIED

##### Administrative Staff Needs

It was noted the Draft job description with wage had been previously distributed for Manistee Main Street/DDA Administrative Staff. Discussion followed. It was decided the new administrative staff would be on a six month probationary period, start at the low end of the wage scale proposed and work 40 hours a week. The title would be changed to reflect the position, i.e. administrative assistant. The job description will be revised reflecting the changes discussed and advertised in the Manistee News Advocate, with Michigan Works, etc. The deadline to submit resumes will be 5 pm on July 24 with interviews to be scheduled the following week which will also include background checks and credit history on the candidates. Mr. Kay, Mr. Ball and Ms. Bergstrom will serve on the hiring committee. Ms. Brooks will create goals and benchmarks and send to the Board.

There was a MOTION by Mr. Reau, supported by Ms. Spore to revise the Draft Job Description to reflect the following: Job Position: Executive Assistant; Salary \$10-\$12 per hour, 40 hours a week and the candidate must have a four year or minimum two year degree plus other qualifications noted in the job description. MOTION CARRIED

##### Board Meeting Agenda

Consensus of the Board is to create a Consent Agenda which would include all the reports at one time on the Board Meeting Agendas beginning with the August Board Meeting.

##### Merchant Meeting

It was noted the minutes from the Merchant Meeting had been previously distributed. The minutes were reviewed.

##### Special Announcement

Mr. Kay reported Margaret Pellagreno has been paddling the Great Lake.

Meeting of Manistee Main Street/DDA

July 8, 2015

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Consideration of Executive Session

There was a MOTION by Mr. Reau, supported by Ms. Bergstrom, to adjourn to Executive Session to discuss the DDA Directors Evaluation and Contract Negotiations permitted by the Open Meetings Act Section 8 (a). MOTION CARRIED

Public Comment

None

Adjournment

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

Respectfully submitted on August 12, 2015

Brandon Ball, Chairman

7 08 15 minutes approved at the MSDDA meeting on: \_\_\_\_\_

**Manistee Main Street/DDA**  
**August 12<sup>th</sup>, 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 July 8<sup>th</sup>, 2015
5. Treasurer’s Report.
  - a. Acceptance of Checks Register & Financial Reports
6. Committee Reports
  - a. Marketing & Promotions Committee
  - b. Organization Committee
  - c. Design Committee
  - d. Economic Restructuring Committee
7. Directors Report
8. Other Business
  - a. Election of Board Secretary
  - b. Status Update of Redevelopment Liquor License
  - c. Holiday Decorations
  - d. Hops and Props 2015
  - e. Office Relocation Information
  - f. Administrative Staff Recommendations
9. Public comment. (Limit 5 minutes per person.)
10. Adjournment.

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

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

- Continue to meet with Brandon Jensen to update our website
  - Updated Businesses List
  - Top 10 Things to do in Downtown Manistee
  - Hotel Packages
  - Updated Available Properties List
- Executive Assistant: Posting, fielding questions, interviews, etc.
- New Office—Painting; cleaning; decorated; new furniture; moved most of office to new location; phone and internet set up; many changes and updates; lots of work to get this office up; new computer, printer, software, etc.; set up and organization; still much to do (move everything in basement to new location)
- The Downtown Map/Brochure: just printed 2000 copies (distributing this week)
- Creation of Rain Garden with Street Trees Fund (waiting on plan from volunteer)
- RFP for Holiday Decorations had error and hasn't been updated (on hold temporarily)
- Riverwalk repairs and updates—regularly meet with Ryan on Riverwalk maintenance and landscaping
- New ground cover and donor to cover the cost
- Sent out email to address weeds and overgrown plants along the Riverwalk (House of Flavors hiring new landscaper)
- Working on Downtown Loop to get tourists/customers back into the downtown (looking for funding)
- Creation of Brewery Recruitment Packet (done)
- Business driven parking ticket system (implemented)
- Riverwalk Railing painting will be complete later in August
- Final step on Liquor License Redevelopment Area (waiting for City Assessor Approval)
- Working on policy/ordinance for trash pickup on River Street (on hold)
- Attending Design, Marketing & Promotions Committee Meetings
- Attending meeting at AES for new plan of Ramsdell; attended a meeting with Venture North for new available capital of projects for the Downtown and area; Met with Superintendent of the MAPS;
- Hops and Props Meetings and event planning
- New Business Meetings: New Restaurant; Brewery Group

**Manistee MSDDA FY 2015/2016 Work Plan**

**Committee: Promotions**

Objective # : To raise money and bring in new business to the downtown

Project Title : Hops and Props

Project Manager and Committee: Todd Mohr

Project Tasks	Person Responsible	Start Date	End Date	Hours	Budget	Actual Cost	Comments
Establish Date	Chair	November					3rd weekend in Sept.
Update Logo		November					consistency
Define the Budget, Event		December					
Advertising-MI Beer Guild		December			-\$1,000	-\$1,148	yearly advertisement
Create Letter to sponsor/vendor/brewery, Registration Form, Basic Layout, etc.		January					20-30 brewers
Save the Date for Brewers, Century Boats, New Boats, Crafters, etc.		January	March				20-30 brewers
Create Sponsor Package		January	February				
Create Advertising Plan		January	February				Newspaper (online and Print); Facebook; Billboard; postcards; etc.
Research Musical Groups		January	March				Give local bands a chance
Ask Restaurants for Kick-Off Party and Boater's Brunch		January	March				Bluefish; Boathouse; TJ's; River Street Station; HOF; Elks; Eagles; etc.
Send Letters to Sponsors		February	June				



Hops and Props (2)

Find Sponsors		February	March		\$10,000	\$9,500	
Define Map of the event		April	May				
Formal Request to Brewers		April	July				20-30 Breweries
Formal Request to Boaters		April	July				
Formal Request to Vendors		April	August				Beer only
Advertising-Design Complete		May	May				
Arts and Crafts Request		May	July				World Of Arts or MAI?
Contact Other Groups (United Way, etc.)		May	June				
Advertising-Print, Online, Other		May	May		-\$3,000		July/August/September
Book Bands		May	June		-\$1,500	-\$1,572	includes hotel (\$171.70)
File for Liquor License		June	July		-\$100	-\$100	never too early to file
Formal Request to City		June	July				
Create Line up of Brewers and		June	July				
Order Tent/Table/Chairs/etc.		June	July		-\$2,300	-\$2,234	
Secure Stage/Sound		June	August		-\$300	-\$500	
Define Kickoff and Brunch		June	July				
Order wristbands; tickets		July	July		-\$250	-\$117	left over tickets and wristbands
Order Glasses		July	July		\$0		use last year's
Order Porta-potties		July	August		-\$540		and wash stations; 8-units, 3-sinks
Complete Poster Design		June	June		-\$350		
Print Posters & Postcards		July	July		-\$1,000	-\$589	100 posters;7000 postcards
Design for Shirts							
Volunteer Schedule		July	September				using Volunteer Spot
Posters & Postcards Out		July	August				
Amor put insert on US-31 Sign		July	August		-\$75	-\$125	signage on US-31
Sell Tickets		August	September		\$15,000		\$25/ticket; 600 tickets remember to have tickets at places that are open late

Hops and Props (2)

Signs and Banners		August	September		-\$250	none	Check basement
Complete Design of Event Brochure/Map		August	August				
Printing of Brochure		Late August	September		-\$1,000		Jackpine
Order Beer		August	Septeber		-\$8,000		All require CHECK on delivery
Order Ice		August	September		-\$450	in-kind	rent Ice storage
Order Shirts		August	September		-\$500		
Remind Public Works		September	September				just to be safe
Block Off Street		September					Chief Bachman
Event Date		September					
Clean-Up		September					Need lots of volunteers

**Totals:**

**0                    \$4,385**

Measurement of Success:

**MANISTEE DOWNTOWN DEVELOPMENT AUTHORITY**

**Balance Sheet**

As of July 31, 2015

	<u>Jul 31, 15</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
248-008 · Money Market Account - WSB	98,742.55
248-000 · Checking - West Shore Bank	-2,727.92
<b>Total Checking/Savings</b>	<u>96,014.63</u>
<b>Accounts Receivable</b>	
248-028 · Accounts Receivable	15,091.28
<b>Total Accounts Receivable</b>	<u>15,091.28</u>
<b>Other Current Assets</b>	
248-033 · Vogue Loan Receivable	200,000.00
248-031 · Nextworks Loan Receivable	2,499.94
<b>Total Other Current Assets</b>	<u>202,499.94</u>
<b>Total Current Assets</b>	<u>313,605.85</u>
<b>TOTAL ASSETS</b>	<u><u>313,605.85</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
248-202 · Accounts Payable	3,305.30
<b>Total Accounts Payable</b>	<u>3,305.30</u>
<b>Other Current Liabilities</b>	
248-210 · Payroll Liability	
248-213 · Michigan Unemployment	203.30
248-212 · Michigan Withholding	478.14
248-211 · 941 Liability	2,533.50
<b>Total 248-210 · Payroll Liability</b>	<u>3,214.94</u>
248-203 · Accounts Payable - Other	1,730.00
<b>Total Other Current Liabilities</b>	<u>4,944.94</u>
<b>Total Current Liabilities</b>	<u>8,250.24</u>
<b>Total Liabilities</b>	8,250.24
<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	8,359.97
<b>Total Equity</b>	<u>305,355.61</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>313,605.85</u></u>

# Tips for updating QuickBooks reports

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

QuickBooks will update and keep these changes:

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

**QuickBooks will NOT support these changes:**

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

# Reports in Excel

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

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

our formula

by entering

on-header cells\*  
e left empty

- Renamed date columns
- Deleted columns
- Sorted columns

- Inserted columns in between QuickBooks row headers

- User-defined supported in updated to t

a.

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

7

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

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

	<u>Jul 31, 15</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
Downtown Dollars Checking - WSB	3,062.63
<b>Total Checking/Savings</b>	<u>3,062.63</u>
<b>Other Current Assets</b>	
Downtown Dollars in Transit	17,610.00
<b>Total Other Current Assets</b>	<u>17,610.00</u>
<b>Total Current Assets</b>	<u>20,672.63</u>
<b>TOTAL ASSETS</b>	<u><u>20,672.63</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	4,100.00
<b>Total Other Current Liabilities</b>	<u>26,845.00</u>
<b>Total Current Liabilities</b>	<u>26,845.00</u>
<b>Total Liabilities</b>	26,845.00
<b>Equity</b>	
Unrestricted Net Assets	-6,172.53
Net Income	0.16
<b>Total Equity</b>	<u>-6,172.37</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>20,672.63</u></u>

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

<u>DATE</u>	<u>CHECK #</u>	<u>PAID TO</u>	<u>DESCRIPTION</u>	<u>AMOUNT</u>
<b>PAYROLL:</b>				
16.07.2015	DIR DEP	PATRICK KAY	GROSS PAYROLL FOR July 1 - July 15	\$ 2,375.00
31.07.2015	DIR DEP	PATRICK KAY	GROSS PAYROLL FOR July 16 - July 31	\$ 2,375.00
14.07.2015	DIR DEP	Michigan Unemployment	Michigan Unemployment Insurance	\$ 768.88
<b>CHECK REGISTER:</b>				
14.07.2015	3204	Amor Signs Studios	US-31 Sign Insert for Hops and Props	\$ 124.89
14.07.2015	3205	Cardmember Services	MSFT OFFICE	\$ 10.59
		(TOTAL CHECK \$595.53)	Comstock Inn (quarterly conference hotel)	\$ 105.95
			Constant Contact (Newsletter)	\$ 329.00
			Volunteer Spot (Volunteer Management Software)	\$ 9.99
			Facebook Advertising	\$ 140.00
14.07.2015	3206	Manistee Area Chamber of Commerce	July Rent	\$ 889.00
16.07.2015	3207	City of Manistee	Banner Permit (Sidwalk Sales)	\$ 50.00
16.07.2015	3208	CNA Insurance	Liability Insurance	\$ 207.00
16.07.2015	3209	Jackpine Business Center	Office Supplies	\$ 8.00
16.07.2015	3210	Manistee Area Chamber of Commerce	Annual Membership	\$ 150.00
16.07.2015	3211	Owens Builders, LLC	Watering Contract	\$ 1,000.00
16.07.2015	3212	Rightside Design	Website Design and Update	\$ 315.00
		(TOTAL CHECK \$770.00)	Sleighbell Billboard Design	\$ 175.00
			Brochure/Map Update	\$ 70.00
			Brewery Recruitment Packet	\$ 210.00
31.07.2015	3213	Jackpine Business Center	Office Supplies	\$ 55.99
31.07.2015	3214	Mika Meyers Beckett and Jones	Redevelopment Liquor License; Vacant Property Reg.	\$ 1,540.00
31.07.2015	3215	Weesies Brothers Farms, Inc.	Flowers for Hanging Baskets	\$ 3,436.60
31.07.2015			<b>TOTAL EXPENSES</b>	<b>\$ 14,345.89</b>



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

	<u>Jul 15</u>	<u>Budget</u>	<u>\$ Over Budget</u>
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
<b>TIF Revenues</b>			
248-404 · Delinquent Personal PropertyTax	554.69		
248-401 · TIF Revenue	0.00	277,380.00	-277,380.00
248-403 · Delinquent Taxes	0.00	0.00	0.00
<b>Total TIF Revenues</b>	<u>554.69</u>	<u>277,380.00</u>	<u>-276,825.31</u>
<b>Committee Revenues</b>			
248-270 · Committee Revenue			
Friends of the Downtown	0.00	3,000.00	-3,000.00
248-273 · Econ Restructure-Developer Day	0.00	300.00	-300.00
248-269 · Design Comm Rev-Hanging Baskets	0.00	1,500.00	-1,500.00
<b>Total 248-270 · Committee Revenue</b>	<u>0.00</u>	<u>4,800.00</u>	<u>-4,800.00</u>
<b>Total Committee Revenues</b>	0.00	4,800.00	-4,800.00
<b>Event Revenue</b>			
248-280 · Event Revenues			
Red, White and Blues	0.00	7,300.00	-7,300.00
248-780 · Women's Wine & Chocolate Walk	0.00	8,500.00	-8,500.00
248-295 · Frostbite Saturday Sponsorships	0.00	1,500.00	-1,500.00
248-290 · Boos, Brews & Brats			
Boos, Brews and Brats Admission	0.00	1,250.00	-1,250.00
248-293 · Boos, Brews & Brats 5K	0.00	1,000.00	-1,000.00
248-292 · Boos, Brews & Brats Sponsorship	1,000.00	2,000.00	-1,000.00
248-291 · Boos,Brews&Brats Alcohol Sales	0.00	3,500.00	-3,500.00
<b>Total 248-290 · Boos, Brews &amp; Brats</b>	<u>1,000.00</u>	<u>7,750.00</u>	<u>-6,750.00</u>
248-283 · Sleighbell			
248-289 · Sleighbell Miscellaneous Income	0.00	0.00	0.00
248-286 · Sleighbell Sponsorships	17,850.00	20,000.00	-2,150.00
<b>Total 248-283 · Sleighbell</b>	<u>17,850.00</u>	<u>20,000.00</u>	<u>-2,150.00</u>
248-282 · Sidewalk Sales	0.00	0.00	0.00
248-281 · Hops & Props			
248-288 · Hops & Props Admissions	0.00	18,000.00	-18,000.00
248-285 · Hops & Props Miscellaneous	0.00	0.00	0.00
248-284 · Hops & Props Sponsors	4,000.00	10,000.00	-6,000.00
<b>Total 248-281 · Hops &amp; Props</b>	<u>4,000.00</u>	<u>28,000.00</u>	<u>-24,000.00</u>
<b>Total 248-280 · Event Revenues</b>	<u>22,850.00</u>	<u>73,050.00</u>	<u>-50,200.00</u>
<b>Total Event Revenue</b>	22,850.00	73,050.00	-50,200.00
248-664 · Interest Income	8.58	0.00	8.58
<b>Total Income</b>	<u>23,413.27</u>	<u>355,230.00</u>	<u>-331,816.73</u>
<b>Gross Profit</b>	23,413.27	355,230.00	-331,816.73
<b>Expense</b>			
<b>Office Related Expenses</b>			
Phone/Internet	198.97		
248-847 · Advertising	219.60	300.00	-80.40

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

	<u>Jul 15</u>	<u>Budget</u>	<u>\$ Over Budget</u>
248-869 · Business Expo	0.00	300.00	-300.00
248-868 · Insurance	207.00	1,800.00	-1,593.00
248-867 · Mobile Phone Stipend	0.00	480.00	-480.00
248-866 · Meeting Hosting-Refreshments	0.00	600.00	-600.00
248-861 · Credit Card Expense	14.62	200.00	-185.38
248-865 · Training-Education-Conferences	0.00	500.00	-500.00
248-858 · Miscellaneous-Office Related	0.00	300.00	-300.00
248-857 · Membership Dues	150.00	750.00	-600.00
248-854 · Postage	0.00	350.00	-350.00
248-853 · Office Equipment and Supplies	1,780.32	1,200.00	580.32
248-863 · Travel	105.95	900.00	-794.05
<b>Total Office Related Expenses</b>	<u>2,676.46</u>	<u>7,680.00</u>	<u>-5,003.54</u>
<b>Personnel Related Expense</b>			
248-700 · Administrative Services	889.00	10,668.00	-9,779.00
<b>Gross Salary - Director</b>			
248-718 · Gross Salary - Director			
248-705 · Federal 941 Company Expense	363.38	4,500.00	-4,136.62
248-711 · Unemployment	768.88	455.00	313.88
248-712 · Workmen's Compensation	0.00	425.00	-425.00
248-718 · Gross Salary - Director - Other	4,750.00	57,000.00	-52,250.00
<b>Total 248-718 · Gross Salary - Director</b>	<u>5,882.26</u>	<u>62,380.00</u>	<u>-56,497.74</u>
<b>Total Gross Salary - Director</b>	<u>5,882.26</u>	<u>62,380.00</u>	<u>-56,497.74</u>
<b>Total Personnel Related Expense</b>	<u>6,771.26</u>	<u>73,048.00</u>	<u>-66,276.74</u>
<b>Fee Related Expenses</b>			
248-731 · Bank Service Charges	3.20	150.00	-146.80
248-906 · TIF Plan Redevelopment	0.00	0.00	0.00
248-904 · Annual Audit	0.00	1,500.00	-1,500.00
248-903 · 1999 Bond Payment-Streetscape	0.00	139,750.00	-139,750.00
248-902 · Legal Fees	50.00	0.00	50.00
<b>Total Fee Related Expenses</b>	<u>53.20</u>	<u>141,400.00</u>	<u>-141,346.80</u>
<b>Design Committee RelatedExpense</b>			
<b>Riverwalk</b>			
248-659 · Riverwalk Landscaping	0.00	22,500.00	-22,500.00
<b>Total Riverwalk</b>	<u>0.00</u>	<u>22,500.00</u>	<u>-22,500.00</u>
<b>Signage</b>			
248-663 · Traffic/Wayfinding Signs	0.00	700.00	-700.00
<b>Total Signage</b>	<u>0.00</u>	<u>700.00</u>	<u>-700.00</u>
<b>Hanging Baskets</b>			
248-649 · Flowers	0.00	3,900.00	-3,900.00
248-665 · Watering Contract	2,125.00	5,000.00	-2,875.00
<b>Total Hanging Baskets</b>	<u>2,125.00</u>	<u>8,900.00</u>	<u>-6,775.00</u>
248-653 · Holiday Decorations	0.00	6,000.00	-6,000.00
248-652 · Facade Grant Program	0.00	10,000.00	-10,000.00
248-651 · Trash Removal/City Contract	0.00	7,200.00	-7,200.00

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

	<b>Jul 15</b>	<b>Budget</b>	<b>\$ Over Budget</b>
<b>Total Design Committee RelatedExpense</b>	2,125.00	55,300.00	-53,175.00
<b>Economic RestructuringCommittee</b>			
<b>Biz 101 Educational Series</b>	0.00	500.00	-500.00
<b>248-625 · Business Assistance</b>			
248-627 · Business Recruitment	0.00	1,000.00	-1,000.00
248-625 · Business Assistance - Other	0.00	0.00	0.00
<b>Total 248-625 · Business Assistance</b>	0.00	1,000.00	-1,000.00
<b>Loan Expenses</b>			
248-631 · Revolving Loan	0.00	250.00	-250.00
248-633 · Local Banks (\$25,000 Loan)	0.00	250.00	-250.00
<b>Total Loan Expenses</b>	0.00	500.00	-500.00
<b>Total Economic RestructuringCommittee</b>	0.00	2,000.00	-2,000.00
<b>Organization Committee</b>			
Red, White and Blues	0.00	4,900.00	-4,900.00
248-604 · MSDDA Website (hosting)	0.00	100.00	-100.00
248-603 · Annual Dinner Event	0.00	1,500.00	-1,500.00
248-602 · Downtown Dollars Program	0.00	900.00	-900.00
248-601 · Volunteer Recruitment	9.99		
248-600 · Main Street Program Newsletter	329.00	448.00	-119.00
<b>Total Organization Committee</b>	338.99	7,848.00	-7,509.01
<b>Promotions Committee Expenses</b>			
<b>248-751 · Promotions Committee Expense</b>			
248-855 · Advertising	140.00	4,000.00	-3,860.00
248-607 · Website Redevelopment	0.00	2,500.00	-2,500.00
248-782 · Women's Wine & Chocolate Walk	0.00	6,000.00	-6,000.00
248-775 · Boos, Brews & Brats	0.00	6,550.00	-6,550.00
248-764 · Sleighbell Weekend	1,626.00	20,000.00	-18,374.00
248-763 · Sidewalk Sales	50.00	500.00	-450.00
248-759 · Mens & Ladies Nights	0.00	1,700.00	-1,700.00
248-774 · Frostbite Saturday	0.00	950.00	-950.00
248-752 · Downtown Brochure	0.00	1,000.00	-1,000.00
248-761 · Hops & Props on the River	1,272.39	24,815.00	-23,542.61
<b>Total 248-751 · Promotions Committee Expense</b>	3,088.39	68,015.00	-64,926.61
<b>Total Promotions Committee Expenses</b>	3,088.39	68,015.00	-64,926.61
<b>Total Expense</b>	15,053.30	355,291.00	-340,237.70
<b>Net Ordinary Income</b>	8,359.97	-61.00	8,420.97
<b>Net Income</b>	<u>8,359.97</u>	<u>-61.00</u>	<u>8,420.97</u>

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

	<u><b>% of Budget</b></u>
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
<b>TIF Revenues</b>	
248-404 · Delinquent Personal PropertyTax	
248-401 · TIF Revenue	0.0%
248-403 · Delinquent Taxes	0.0%
<b>Total TIF Revenues</b>	<u>0.2%</u>
<b>Committee Revenues</b>	
248-270 · Committee Revenue	
Friends of the Downtown	0.0%
248-273 · Econ Restructure-Developer Day	0.0%
248-269 · Design Comm Rev-Hanging Baskets	0.0%
<b>Total 248-270 · Committee Revenue</b>	<u>0.0%</u>
<b>Total Committee Revenues</b>	0.0%
<b>Event Revenue</b>	
248-280 · Event Revenues	
Red, White and Blues	0.0%
248-780 · Women's Wine & Chocolate Walk	0.0%
248-295 · Frostbite Saturday Sponsorships	0.0%
248-290 · Boos, Brews & Brats	
Boos, Brews and Brats Admission	0.0%
248-293 · Boos, Brews & Brats 5K	0.0%
248-292 · Boos, Brews & Brats Sponsorship	50.0%
248-291 · Boos,Brews&Brats Alcohol Sales	0.0%
<b>Total 248-290 · Boos, Brews &amp; Brats</b>	<u>12.9%</u>
248-283 · Sleighbell	
248-289 · Sleighbell Miscellaneous Income	0.0%
248-286 · Sleighbell Sponsorships	89.25%
<b>Total 248-283 · Sleighbell</b>	<u>89.25%</u>
248-282 · Sidewalk Sales	0.0%
248-281 · Hops & Props	
248-288 · Hops & Props Admissions	0.0%
248-285 · Hops & Props Miscellaneous	0.0%
248-284 · Hops & Props Sponsors	40.0%
<b>Total 248-281 · Hops &amp; Props</b>	<u>14.29%</u>
<b>Total 248-280 · Event Revenues</b>	<u>31.28%</u>
<b>Total Event Revenue</b>	31.28%
248-664 · Interest Income	100.0%
<b>Total Income</b>	<u>6.59%</u>
<b>Gross Profit</b>	6.59%
<b>Expense</b>	
<b>Office Related Expenses</b>	
Phone/Internet	
248-847 · Advertising	73.2%

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

	<u><b>% of Budget</b></u>
248-869 · Business Expo	0.0%
248-868 · Insurance	11.5%
248-867 · Mobile Phone Stipend	0.0%
248-866 · Meeting Hosting-Refreshments	0.0%
248-861 · Credit Card Expense	7.31%
248-865 · Training-Education-Conferences	0.0%
248-858 · Miscellaneous-Office Related	0.0%
248-857 · Membership Dues	20.0%
248-854 · Postage	0.0%
248-853 · Office Equipment and Supplies	148.36%
248-863 · Travel	11.77%
<b>Total Office Related Expenses</b>	<u>34.85%</u>
<b>Personnel Related Expense</b>	
248-700 · Administrative Services	8.33%
<b>Gross Salary - Director</b>	
248-718 · Gross Salary - Director	
248-705 · Federal 941 Company Expense	8.08%
248-711 · Unemployment	168.99%
248-712 · Workmen's Compensation	0.0%
248-718 · Gross Salary - Director - Other	8.33%
<b>Total 248-718 · Gross Salary - Director</b>	<u>9.43%</u>
<b>Total Gross Salary - Director</b>	<u>9.43%</u>
<b>Total Personnel Related Expense</b>	9.27%
<b>Fee Related Expenses</b>	
248-731 · Bank Service Charges	2.13%
248-906 · TIF Plan Redevelopment	0.0%
248-904 · Annual Audit	0.0%
248-903 · 1999 Bond Payment-Streetscape	0.0%
248-902 · Legal Fees	100.0%
<b>Total Fee Related Expenses</b>	<u>0.04%</u>
<b>Design Committee RelatedExpense</b>	
<b>Riverwalk</b>	
248-659 · Riverwalk Landscaping	0.0%
<b>Total Riverwalk</b>	0.0%
<b>Signage</b>	
248-663 · Traffic/Wayfinding Signs	0.0%
<b>Total Signage</b>	0.0%
<b>Hanging Baskets</b>	
248-649 · Flowers	0.0%
248-665 · Watering Contract	42.5%
<b>Total Hanging Baskets</b>	<u>23.88%</u>
248-653 · Holiday Decorations	0.0%
248-652 · Facade Grant Program	0.0%
248-651 · Trash Removal/City Contract	0.0%

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

	<u><b>% of Budget</b></u>
<b>Total Design Committee RelatedExpense</b>	3.84%
<b>Economic RestructuringCommittee</b>	
<b>Biz 101 Educational Series</b>	0.0%
<b>248-625 · Business Assistance</b>	
248-627 · Business Recruitment	0.0%
248-625 · Business Assistance - Other	0.0%
<b>Total 248-625 · Business Assistance</b>	<u>0.0%</u>
<b>Loan Expenses</b>	
248-631 · Revolving Loan	0.0%
248-633 · Local Banks (\$25,000 Loan)	0.0%
<b>Total Loan Expenses</b>	<u>0.0%</u>
<b>Total Economic RestructuringCommittee</b>	0.0%
<b>Organization Committee</b>	
Red, White and Blues	0.0%
248-604 · MSDDA Website (hosting)	0.0%
248-603 · Annual Dinner Event	0.0%
248-602 · Downtown Dollars Program	0.0%
248-601 · Volunteer Recruitment	
248-600 · Main Street Program Newsletter	73.44%
<b>Total Organization Committee</b>	<u>4.32%</u>
<b>Promotions Committee Expenses</b>	
<b>248-751 · Promotions Committee Expense</b>	
248-855 · Advertising	3.5%
248-607 · Website Redevelopment	0.0%
248-782 · Women's Wine & Chocolate Walk	0.0%
248-775 · Boos, Brews & Brats	0.0%
248-764 · Sleighbell Weekend	8.13%
248-763 · Sidewalk Sales	10.0%
248-759 · Mens & Ladies Nights	0.0%
248-774 · Frostbite Saturday	0.0%
248-752 · Downtown Brochure	0.0%
248-761 · Hops & Props on the River	5.13%
<b>Total 248-751 · Promotions Committee Expense</b>	<u>4.54%</u>
<b>Total Promotions Committee Expenses</b>	<u>4.54%</u>
<b>Total Expense</b>	<u>4.24%</u>
<b>Net Ordinary Income</b>	<u>-13,704.87%</u>
<b>Net Income</b>	<u><u>-13,704.87%</u></u>

# Tips for updating QuickBooks reports

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

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QuickBooks will update and keep these changes:

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

**QuickBooks will NOT support these changes:**

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

# Reports in Excel

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

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

our formula

by entering

on-header cells\*  
e left empty

- Renamed date columns
- Deleted columns
- Sorted columns

- Inserted columns in between QuickBooks row headers

- User-defined supported in updated to t



a.

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

7

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

CITY OF MANISTEE DOWNTOWN DEVELOPMENT AUTHORITY  
**Balance Sheet**  
As of July 31, 2015

	<u>Jul 31, 15</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
Checking - West Shore Bank	20,298.73
<b>Total Checking/Savings</b>	20,298.73
<b>Accounts Receivable</b>	
Accounts Receivable	828.94
<b>Total Accounts Receivable</b>	828.94
<b>Total Current Assets</b>	21,127.67
<b>Other Assets</b>	
Revolving Note Receivable	8,877.88
<b>Total Other Assets</b>	8,877.88
<b>TOTAL ASSETS</b>	<u><u>30,005.55</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Equity</b>	
Opening Bal Equity	29,000.00
Retained Earnings	1,004.69
Net Income	0.86
<b>Total Equity</b>	30,005.55
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>30,005.55</u></u>

## Marketing and Promotions Committee

July 15, 2015

Nine present

Kay gave report re improvement grants ie; old H & K building Famous Flynn's old book store starting clean out

Painting on riverwalk continuous

Discussion of holiday decorations to continue

There will be a quarterly news letter

DDA will be moving to 294 River st hiring a full time staff person

Hops & Props has \$9500.00 sponsorships now

September 18-20 Friday is kick off Sat event is 2-8

Sunday brunch at Blue Fish

A hand out will be handed out for stores

Carrie discussed Sidewalk sales August 8-9 streets will be open

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Boos Brews and Brats needs chair it will be a fundraiser

Men's and Ladies night will Carrie Jackie and Shelly

Lee has a compiled e-mail list that can be used

Downtown brochure in print now to be delivered in next 2 weeks

A new printing of Parking Friendly reminder was handed to merchants

We need to remind others re early putting their trash out should be the am

Working on "one way" signs out soon

Some discussion of speed bumps

DDA needs a board member meet 2<sup>nd</sup> Wed of the month

Next meeting is August 19<sup>th</sup> at newspaper