



St. Johns Principal Shopping District
109 E. State, PO Box 477 – St. Johns, MI – 48879 (989) 224-8944ext. 233

**BOARD OF DIRECTORS
2025 - 2026**

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Monica Ladiski
Lotus Health

Vice-Chairman
Jason Butler
Butler Financial

Secretary-Treasurer
Tyler Barlage
Community Christian Church

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Emily Baudoux
Rise Up Co.

Ed Brandon
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Clinton County

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City of St. Johns,

Erika Hayes
Jackson,
Hayes, PC

Brent Hurst
OhMi Organics

Tracy Kossaras
Kurt's Appliance

Monica Ladiski
Lotus Health

Nancy McKinley
Castle Resident

Corinne Trimbach
Building Owner

Marketing
Emily Baudoux-Chair
Tyler Barlage
Erica Hayes
Vickie Schafer
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Design
Tyler Barlage-Chair
Lori Wurm
Lara Boettger
Brandi Martinez

Events
Corrine Trimbach-Chair
Tracy Kossaras-Chair
Brent Hurst
Nancy McKinley
Jason Butler
Liz Janetske

**Executive, Finance,
Strategic Planning**
Tyler Barlage
Jason Butler
Chad Gamble
Tracy Kossaras
Monica Ladiski
Corinne Trimbach
Emily Baudoux

CONTACT INFO
Executive Director
Heather Hanover
989-224-8944 Ext233:
psdcityofsj@gmail.com

AGENDA
Principal Shopping District Meeting
Nov 5, 2025
11: 30 am, Fire Hall

* Indicates an attachment

- 1. Call to Order 11:30am**
- 2. Additions to the Agenda 11:30am**
- 3. Public Comment 11:31am (5 minutes)**
- 4. Approval of the Consent Agenda: 11:36 am**
 - A. *Minutes of meeting dated Oct 1,2025
 - B. *Minutes from Executive, Marketing and Event Meetings
 - C. *City of St Johns monthly financial report through Oct 29,2025
 - D. *Director's Report
- 4. Communications**
 - A. Events Committee 11:37 am (3 minutes)
 - B. Marketing Committee: 11:40am (3 minutes)
 - C. Executive Committee 11:43 am (3 minutes)
 - D. City Updates 11:46 am (5minutes)
- 5. Old Business**
 - A. *Vision and Values Statement 11:51am(3 minutes)
 - B. *Criteria for Categorizing Downtown Events 11:54 am(10 minutes)
- 6. New Business**
 - A. Combining Events and Marketing Meetings 12:04pm(2 Minutes)

Next Regular PSD Board Meeting Dec 3rd



St. Johns Downtown Development Authority
109 E. State, PO Box 477 – St. Johns, MI – 48879 (989) 224-8944ext. 233

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AGENDA
Downtown Development Authority Meeting
Nov 5, 2025
Immediately After 11:30 Fire Hall

* Indicates an attachment

- 1. Call to Order 12:04 pm**
 - 2. Additions to the Agenda 12:05 pm**
 - 3. Approval of the Consent Agenda: 12:06 pm**
 - A. *Minutes of meeting dated Oct 1, 2025
 - B. *Minutes from the Design Committee Meeting
 - C. *City of St Johns monthly financial report through Oct 29,2025
 - 4. Communications**
 - A. Design Committee 12:07 (6 minutes)
 - a. *Outdoor Furniture Guidelines
 - 5. Old Business**
 - A. Commercial Space Retail Incubator 12:13 (5 minutes)
No façade grants this year.
 - 6. New Business**
 - A. None
 - 7. Public Comment (please keep to under 3 minutes) 12:18pm (5 minutes)**
- Adjournment 12:23pm**

Next Regular DDA Board Meeting Dec 3rd.



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Jackson,
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Oh, Mi
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COMMITTEES

Design
Tyler Barlage-Chair
Lori Wurm
Lara Boettiger
Brandi Martinez

Events
Tracy Kossaras-Chair
Corinne Trimbach-Chair
Nancy McKinley
Jason Butler
Nick Boyer
Liz Janetske
Brent Hurst

Executive, Finance, Strategic Planning
Monica Ladiski-Chair
Tyler Barlage
Jason Butler
Chad Gamble
Tracy Kossaras
Corinne Trimbach

Marketing
Emily Baudoux-Chair
Erika Hayes
Vicki Schaffer

CONTACT INFO
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Heather Hanover
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**Meeting Minutes
Principal Shopping District
Oct 1, 2025**

11:30 am, At Fire Hall

Members Present: Brent Hurst, Nancy McKinley, Tracy Kossaras, Corinne Trimbach, Emily Baudoux, Monica Ladiski, Jason Butler and Chad Gamble.

Others Present: Dave Kirk, Jason Denovich, Daniele Schrader and Heather Hanover

1. **Meeting was called to Order by Chair Ladiski at 11:30 am**
2. **Additions to the Agenda:** None, motion to approve the agenda as presented by Bruce Delong/seconded by Jason Butler, motion carried.
3. **Public Comment:** None.
4. **Motion to Approve the Consent Agenda made by Brent Hurst, seconded by Bruce Delong motion carried.**
 - A. Minutes of meeting dated Sept 3, 2025
 - B. Minutes of the Executive, Marketing and Events Committee Meetings
 - C. City of St Johns monthly financial report through Sept 25,2025
 - D. Director's Report

5. Communications

A. Events Committee: Chair Kossaras stated that the committee did a recap of the Mint Fest and Car show. The US 27 car show was very successful we sold a lot of t shirts and there was a large turnout. We are going to try the Thursday Markets again next year. The Harvest Festival was successful and we are having an Oktoberfest this weekend. .

B. Marketing Committee: Chair Baudoux said that we will be doing the Holiday Commercial Co-Op with WLNS again this year. We are also working on a Marketing protocol for events and we continue to work with Web Local on our new website.

C. Executive Committee : The main discussion on the executive meeting was the combining of the Mint Fest activities with the Chamber and this will be discussed later in the agenda.

D. City Update: Chad reported that Fantasy Forest grand opening is today at 3pm. He also talked some with LEAP about the incubator idea and feels they would be a good resource for investigating this idea. The city will be working on parking lot #4 which is behind Gilroys, so the lot will be out of commission for a few days.

6. Old Business

A. Working with the Chamber to bring the Mint Fest Downtown: Chair Ladiski asked Chamber Director Schrader if she would like to present her proposal. Danielle discussed the responsibilities of both groups and the 5% profit share for the downtown, along with proceeds for liquor sales and the car show. The preferred area for most of the events would be down by the Depot, some in the road and some on the grass. There was talk of working together instead of against each other for sponsors and volunteers. There were questions about losing control of what happens in the downtown. There was discussion on the effect on city staff and the police. There was discussion on the placement of the stage and use of the social district and the boundaries of the social district. There was discussion on the lack of ample parking. Motion by Bruce Delong, seconded by Chad Gamble that we move forward with working with the Chamber on a new combined Mint Fest in the downtown on the second full weekend of August(7, 8 and 9, 2026) Motion carried 7 votes to 2.

B. Criteria for Deciding on Event Categories will be discussed at the next meeting.



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7.New Business:

A. Next Wednesday we will be having a required health inspection of our Hot Dog Cart. We will also be having a Free Wienie Wednesday day.

Motion to adjourned made by Bruce Delong at 12:29 pm, seconded by Chad Gamble, motion carried.



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Downtown Development Authority

Oct 1 ,2025

Immediately following the PSD Meeting

**BOARD OF DIRECTORS
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Lotus Health

Vice-Chairman
Jason Butler
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Tyler Barlage
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Erika Hayes
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Nick Boyer
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Corinne Trimbach

Marketing
Emily Baudoux-Chair
Erika Hayes
Vicki Schaffer

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989-224-8944 Ext 233

Members Present: Brent Hurst, Nancy McKinley, Tracy Kossaras, Corinne Trimbach, Emily Baudoux, Monica Ladiski, Jason Butler and Chad Gamble.

Others Present: Dave Kirk, Jason Denovich, Daniele Schrader and Heather Hanover

1. **Meeting was called to Order by Chair Ladiski at 12:29 pm.**
2. **Additions to the Agenda:** None, motion to approve the agenda as presented made by Bruce Delong, seconded by Jason Butler, motion carried.
3. **Motion to Approve the Consent Agenda** as presented, made by Bruce Delong, seconded by Jason Butler, motion carried.
 - A. Minutes of meeting Sept 3,2025
 - B. Minutes of the Design Committee Meeting
 - C. City of St Johns monthly financial report through Sept 25, 2025
4. **Communications**
 - A. Design Committee Heather presented that the design committee worked on the outdoor furniture guidelines, decided on holiday pole banners and talked about what to put in the pots for the holiday. The committee is working with a metal artist to make snowflakes and trees for the pots and working with Woodburys for the greens.

Old Business

- A. None.

6.New Business

A. Commercial Incubator: Emily Baudoux's building is open and she is looking to rent. We get complaints that there is not enough retail in the downtown and this is our chance to be proactive and control what type of business goes into the building. The group would like all the information to make an informed decision. Emily needs to know asap as she has businesses interested in space. Heather, Monica and Emily will work on the concept and present it again at the Executive meeting on the 21st. All board members are welcome to attend and we will have a vote on the issue at that time.

7. Public Comment

None.

Motion by Chad Gamble to adjourn at 1:02, seconded by Brent Hurst, motion carried.



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Executive Director Activity for October 2025

- A. Added Agenda to City Website
- B. Posted events and happenings on Downtown and Community Facebook pages
- C. Board Meeting, agenda and minutes
- D. Events Committee meeting, agenda and minutes
- E. Executive Committee meeting, agenda and minutes
- F. Marketing Committee meeting, agenda and minutes
- G. Chamber Monthly Meeting
- H. Set up for Chamber Luncheon at the Depot
- I. Chamber Luncheon at the Depot
- J. City Council Meeting
- K. Senior Center Meeting
- L. Reconciled credit card
- M. Ordered bathrooms for Harvest Fest and Oktoberfest
- N. Worked with Chamber on the Harvest Fest
- O. Set up music system for Harvest Fest and take down
- P. Ordered Tent for Oktoberfest
- Q. Ordered Banner for Oktoberfest
- R. Set our cones and met with tent supplier for Oktoberfest
- S. Took down cones and trash containers after Oktoberfest
- T. Filled our SEPA for Halloween Candy Crawl
- U. Talked with Blue Bus about Haunted Blue Bus
- V. Talked with outside businesses about setting up in Pavilion for Candy Crawl
- W. Met the LEAP rep Devon Pingle
- X. Toured Allen Neighborhood center and went to LEAP
- Y. Gave Devon a tour of protentional incubator spots in St Johns
- Z. Working with Rise UP on incubator lease
- AA. Working with potential incubator space inhabitants
- BB. Free Wiennie Wednesday
- CC. Set up Health Department Inspection of Hot Dog Cart
- DD. Winterized Hot Dog Cart
- EE. Donated left over Car Show and Mint Fest t shirts to Basic Needs Center
- FF. Changed Downtown Music
- GG. Made and set up Halloween playlist for Candy Crawl
- HH. Collected year end funds from Farmers Market
- II. Collecting Mondy for TV Holiday campaign
- JJ. Worked on Small Business Saturday Campaign
- KK. Worked on Holiday Decorating Façade Competition
- LL. Ordered new Holiday Pole Banners, picked them up and delivered to DPW
- MM. Ordered and received 4 new lights up snowflakes



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- NN. Working on Match on Main paper work
- OO. Worked on new requests for façade paper work
- PP. Meet with Historic Society again at the depot
- QQ. Completed outdoor furniture guidelines and sent them to the city for the new ordinance,



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**Design Committee Meeting Minutes
Oct 16, 8:00 am
DDA Office**

Members Attending: Tyler Barlage and Brandy Martinez

Others: Heather Hanover

1. The group looked over the changes that were discussed for the Outdoor furniture guidelines from our last meeting and decided to give final approval to the guideline and have them approved at the next board meeting.
2. Holiday Décor the group is still hoping to have some new holiday décor produced by a local metal worker but we have not been given a bid yet.
3. The benches, we are still waiting on a bench from Ivan. He was given a deposit and a dead line. Heather will talk to him again.
4. Façade grants: we may not be doing façade grants this year if we decide to go with the retail incubator. The group was good with this idea.



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Events Committee Meeting

Oct 2, 2025

11:30am the Heist

Members Attending: Tracy Kossaras, Corinne Trimbach, Nancy McKinley, Aimee Court, Liz Janetski, Kathy and Scott Berman and Monica Ladiski.

Others: Heather Hanover

- 1) The group discussed the upcoming Oktoberfest. Nick told Monica that he will have a DJ from 5 to 6 and then the Louderthans. The Heist will be doing some food and so will Sirens, there will be no other food trucks. Heather has bathrooms, a tent, trash cans, chairs and tables coming. Also, a sign to put on 21. Nick says he has a few vendors coming also.
- 2) The Halloween Candy Crawl is coming up. We have the blue bus coming and a few businesses from outside downtown will be at the depot.
- 3) Thanksgiving shop: it was decided that no one likes to come out the night before thanksgiving but that we should do something for small business Saturday Nov 29th after thanksgiving 11-3. There was talk about having popcorn from the Heist and maybe other vendors. It would be nice to have a list of everything going on to hand out and publicize. Monica said she will start talking to businesses. Maybe have a prize.
- 4) Saint of the Year: a number of candidates were discussed and the group decided to go with Kathy Smith for the baby pantry. Liz will get her contact information.
- 5) Snow Moon Stroll: the snow money is on Feb 1st which is a Sunday, not a good day for an event. Ground hogs' day is on the 2nd but our social districts not open on Mondays. We still need to discuss and think of an event for the winter. There was discuss of the cold and no one liking to come out in the cold.



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Marketing Committee Minutes October 9, 2025

Committee Members Present: Monica Ladiski, Erika Hayes.

Others Present: Heather Hanover

- 1, Advertising for the incubator was discussed, Emily and Heather had both done initial attempts at a post. The group discussed them and decided to a combination of the 2 and get it out on Facebook ASAP so that we can see if there is any interest from the community.
2. MTYD ad for the St Nick parade and Small Business Saturday was discussed and we will go forward with an ad for both events in the St Johns and Dewitt MTYD.
3. Jenina Halisky brought up the idea of a Holiday decorating contest. The group thought it was a good idea. We could have the public vote at the St Nick parade.
4. Protocol for advertising: We need a standard marketing plan for events. Which ads and how much to spend. Emily developed a plan but was unable to attend. The committee looked over the report and we will discuss it more in future meetings.
5. Combining the Events and Marketing: It was felt that these 2 groups should work hand in hand. One meeting where we can work on Events and other activities together could prove beneficial.

REVENUE AND EXPENDITURE REPORT FOR CITY OF ST. JOHNS
 PERIOD ENDING 10/31/2025

GL NUMBER	DESCRIPTION	END BALANCE 06/30/2025	2025-26 AMENDED BUDGET	YTD BALANCE 10/31/2025	ACTIVITY FOR MONTH 10/31/25	AVAILABLE BALANCE	% BDGT USED
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY							
Revenues							
Dept 000 - REVENUE							
248-000-404.000	CURRENT PROPERTY TAX	42,579.31	54,877.44	0.00	0.00	54,877.44	0.00
248-000-582.000	GRANTS	0.00	0.00	0.00	0.00	0.00	0.00
248-000-665.000	INTEREST EARNED/INVESTMENTS	73.63	250.00	0.00	0.00	250.00	0.00
Total Dept 000 - REVENUE		42,652.94	55,127.44	0.00	0.00	55,127.44	0.00
TOTAL REVENUES		42,652.94	55,127.44	0.00	0.00	55,127.44	0.00
Expenditures							
Dept 451 - NEW CONSTRUCTION							
248-451-713.001	EMPLOYER SOCIAL SECURITY	803.96	556.00	215.98	71.99	340.02	38.85
248-451-713.002	MEDICARE/EMPLOYER PORTION	188.04	129.97	50.52	16.84	79.45	38.87
248-451-804.000	ADMINISTRATION CHARGES	7,310.00	8,000.00	0.00	0.00	8,000.00	0.00
248-451-818.000	CONTRACTUAL SERVICES	17,289.39	13,934.04	3,483.51	1,161.17	10,450.53	25.00
248-451-818.040	DOWNTOWN IMPROVEMENT	26,704.75	23,500.00	4,769.65	0.00	18,730.35	20.30
248-451-880.007	FACADE GRANTS	37,800.00	10,000.00	0.00	0.00	10,000.00	0.00
Total Dept 451 - NEW CONSTRUCTION		90,096.14	56,120.01	8,519.66	1,250.00	47,600.35	15.18
TOTAL EXPENDITURES		90,096.14	56,120.01	8,519.66	1,250.00	47,600.35	15.18
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:							
TOTAL REVENUES		42,652.94	55,127.44	0.00	0.00	55,127.44	0.00
TOTAL EXPENDITURES		90,096.14	56,120.01	8,519.66	1,250.00	47,600.35	15.18
NET OF REVENUES & EXPENDITURES		(47,443.20)	(992.57)	(8,519.66)	(1,250.00)	7,527.09	858.34

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
Fund 248 DOWNTOWN DEVELOPMENT AUTHORITY							
07/31/2025			248-000-001.000 POOLED CASH		BEG. BALANCE		(47,501.94)
08/13/2025	PR	CHK	SUMMARY PR 08/13/2025			1,250.00	(48,751.94)
08/26/2025	CD	CHK	Check: PC 201181	201181	2,523.00		(51,274.94)
09/10/2025	PR	CHK	SUMMARY PR 09/10/2025			1,250.01	(52,524.95)
09/26/2025	CD	CHK	Check: PC 8818	8818(A)	2,246.65		(54,771.60)
10/08/2025	PR	CHK	SUMMARY PR 10/08/2025			1,250.00	(56,021.60)
10/31/2025			248-000-001.000	END BALANCE	0.00	8,519.66	(56,021.60)
07/31/2025			248-000-002.000 CASH - IMM/PRI ACCT 1289		BEG. BALANCE		88,502.68
10/31/2025			248-000-002.000	END BALANCE	0.00	0.00	88,502.68
07/31/2025			248-000-202.000 ACCOUNTS PAYABLE		BEG. BALANCE		(2,523.00)
08/26/2025	CD	CHK	Check: PC 201181	201181	2,523.00		0.00
09/04/2025	AP	INV	TREE REMOVAL & REPLACEMENT	119959		2,246.65	(2,246.65)
09/26/2025	CD	CHK	Check: PC 8818	8818(A)	2,246.65		0.00
10/31/2025			248-000-202.000	END BALANCE	4,769.65	2,246.65	0.00
07/31/2025			248-000-390.000 Fund Balance		BEG. BALANCE		(88,443.94)
10/31/2025			248-000-390.000	END BALANCE	0.00	0.00	(88,443.94)
07/31/2025			248-451-713.001 EMPLOYER SOCIAL SECURITY		BEG. BALANCE		0.00
08/13/2025	PR	CHK	SUMMARY PR 08/13/2025		71.99		71.99
09/10/2025	PR	CHK	SUMMARY PR 09/10/2025		72.00		143.99
10/08/2025	PR	CHK	SUMMARY PR 10/08/2025		71.99		215.98
10/31/2025			248-451-713.001	END BALANCE	215.98	0.00	215.98
07/31/2025			248-451-713.002 MEDICARE/EMPLOYER PORTION		BEG. BALANCE		0.00
08/13/2025	PR	CHK	SUMMARY PR 08/13/2025		16.84		16.84
09/10/2025	PR	CHK	SUMMARY PR 09/10/2025		16.84		33.68
10/08/2025	PR	CHK	SUMMARY PR 10/08/2025		16.84		50.52
10/31/2025			248-451-713.002	END BALANCE	50.52	0.00	50.52
07/31/2025			248-451-818.000 CONTRACTUAL SERVICES		BEG. BALANCE		0.00
08/13/2025	PR	CHK	SUMMARY PR 08/13/2025		1,161.17		1,161.17
09/10/2025	PR	CHK	SUMMARY PR 09/10/2025		1,161.17		2,322.34
10/08/2025	PR	CHK	SUMMARY PR 10/08/2025		1,161.17		3,483.51
10/31/2025			248-451-818.000	END BALANCE	3,483.51	0.00	3,483.51
07/31/2025			248-451-818.040 DOWNTOWN IMPROVEMENT		BEG. BALANCE		2,523.00
09/04/2025	AP	INV	TREE REMOVAL & REPLACEMENT	119959	2,246.65		4,769.65
10/31/2025			248-451-818.040	END BALANCE	2,246.65	0.00	4,769.65
TOTAL FOR FUND 248 DOWNTOWN DEVELOPMENT AUTHORITY					10,766.31	10,766.31	(47,443.20)

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GL NUMBER	DESCRIPTION	END BALANCE 06/30/2025	2025-26 AMENDED BUDGET	YTD BALANCE 10/31/2025	ACTIVITY FOR MONTH 10/31/25	AVAILABLE BALANCE	% BDGT USED
Fund 251 - PRINCIPAL SHOPPING DISTRICT							
Revenues							
Dept 000 - REVENUE							
251-000-452.006	DOWNTOWN BUSINESS DISTRICT	41,743.51	42,825.00	35,660.00	0.00	7,165.00	83.27
251-000-541.000	GRANTS	0.00	0.00	0.00	0.00	0.00	0.00
251-000-653.001	FARMERS' MARKET	1,724.84	1,500.00	1,275.25	540.00	224.75	85.02
251-000-653.003	CAR SHOWS	3,624.59	3,000.00	2,528.00	0.00	472.00	84.27
251-000-653.005	MINT FESTIVAL	43,477.38	35,000.00	28,582.15	1,000.00	6,417.85	81.66
251-000-653.010	SPRING FESTIVAL	(8.89)	0.00	0.00	0.00	0.00	0.00
251-000-653.013	WINTER FESTIVAL	380.00	500.00	0.00	0.00	500.00	0.00
251-000-665.000	INTEREST EARNED/INVESTMENTS	107.59	0.00	4.39	0.00	(4.39)	100.00
251-000-674.005	CORPORATE SPONSORS	1,000.00	1,000.00	0.00	0.00	1,000.00	0.00
251-000-675.008	MURALS & SCULPTURES	0.00	0.00	0.00	0.00	0.00	0.00
251-000-677.000	MISCELLANEOUS REVENUE	220.00	0.00	0.00	0.00	0.00	0.00
251-000-679.000	MARKETING CO-OP	2,750.00	3,000.00	0.00	0.00	3,000.00	0.00
Total Dept 000 - REVENUE		95,019.02	86,825.00	68,049.79	1,540.00	18,775.21	78.38
TOTAL REVENUES		95,019.02	86,825.00	68,049.79	1,540.00	18,775.21	78.38
Expenditures							
Dept 172 - ADMINISTRATION DEPARTMENT							
251-172-713.001	EMPLOYER SOCIAL SECURITY	803.88	863.91	215.97	71.99	647.94	25.00
251-172-713.002	MEDICARE/EMPLOYER PORTION	187.99	202.04	50.50	16.83	151.54	25.00
251-172-730.000	OFFICE SUPPLIES/ADM	0.00	100.00	0.00	0.00	100.00	0.00
251-172-751.000	EVENT COLLABORATION	2,950.45	6,100.00	1,450.00	1,450.00	4,650.00	23.77
251-172-751.001	FARMERS' MARKET	1,313.78	1,000.00	1,505.00	149.96	(505.00)	150.50
251-172-751.002	CAR SHOWS	0.00	1,000.00	906.25	0.00	93.75	90.63
251-172-751.003	MINT FESTIVAL	31,011.96	28,000.00	28,358.93	0.00	(358.93)	101.28
251-172-751.007	WINTER FESTIVAL	1,956.03	2,000.00	0.00	0.00	2,000.00	0.00
251-172-751.010	FALL FESTIVAL	988.20	1,000.00	0.00	0.00	1,000.00	0.00
251-172-804.000	ADMINISTRATION CHARGES	6,600.00	8,000.00	0.00	0.00	8,000.00	0.00
251-172-814.002	WEBSITE	830.00	810.00	2,350.00	0.00	(1,540.00)	290.12
251-172-818.000	CONTRACTUAL SERVICES	12,966.39	13,934.04	3,483.51	1,161.17	10,450.53	25.00
251-172-818.040	DOWNTOWN IMPROVEMENT	9,555.13	5,000.00	3,264.70	3,264.70	1,735.30	65.29
251-172-826.086	AUDIT FEES	0.00	500.00	0.00	0.00	500.00	0.00
251-172-853.004	MONTHLY & LONG DISTANCE SERV	561.05	500.00	100.00	0.00	400.00	20.00
251-172-880.008	MARKETING	7,481.44	11,000.00	1,662.90	550.00	9,337.10	15.12
251-172-882.000	MARKETING CO-OP	8,000.00	6,000.00	0.00	0.00	6,000.00	0.00
251-172-956.000	MISCELLANEOUS	430.62	0.00	400.00	0.00	(400.00)	100.00
251-172-960.000	EDUCATION AND TRAINING	294.37	500.00	59.54	0.00	440.46	11.91
251-172-961.000	PROFESSIONAL DUES	350.00	350.00	350.00	0.00	0.00	100.00
251-172-969.000	GRANTS	435.00	0.00	0.00	0.00	0.00	0.00
251-172-969.001	MUSIC	2,344.85	1,000.00	217.89	217.89	782.11	21.79
251-172-985.000	CAPITAL OUTLAY	0.00	0.00	0.00	0.00	0.00	0.00
Total Dept 172 - ADMINISTRATION DEPARTMENT		89,061.14	87,859.99	44,375.19	6,882.54	43,484.80	50.51
TOTAL EXPENDITURES		89,061.14	87,859.99	44,375.19	6,882.54	43,484.80	50.51
Fund 251 - PRINCIPAL SHOPPING DISTRICT:							
TOTAL REVENUES		95,019.02	86,825.00	68,049.79	1,540.00	18,775.21	78.38
TOTAL EXPENDITURES		89,061.14	87,859.99	44,375.19	6,882.54	43,484.80	50.51
NET OF REVENUES & EXPENDITURES		5,957.88	(1,034.99)	23,674.60	(5,342.54)	(24,709.59)	2,287.42

REVENUE AND EXPENDITURE REPORT FOR CITY OF ST. JOHNS
 PERIOD ENDING 10/31/2025

GL NUMBER	DESCRIPTION	END BALANCE 06/30/2025	2025-26 AMENDED BUDGET	YTD BALANCE 10/31/2025	ACTIVITY FOR MONTH 10/31/25	AVAILABLE BALANCE	% BDGT USED
TOTAL REVENUES - ALL FUNDS		137,671.96	141,952.44	68,049.79	1,540.00	73,902.65	47.94
TOTAL EXPENDITURES - ALL FUNDS		179,157.28	143,980.00	52,894.85	8,132.54	91,085.15	36.74
NET OF REVENUES & EXPENDITURES		(41,485.32)	(2,027.56)	15,154.94	(6,592.54)	(17,182.50)	747.45

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
Fund 251 PRINCIPAL SHOPPING DISTRICT							
07/31/2025			251-000-001.000 POOLED CASH				
					BEG. BALANCE		53,933.67
07/31/2025	CD	CHK	Check: PC 8662	8662 (A)		150.00	53,783.67
07/31/2025	CD	CHK	Check: PC 201105	201105		700.00	53,083.67
07/31/2025	CD	CHK	Check: PC 201106	201106		1,000.00	52,083.67
07/31/2025	CD	CHK	Check: PC 201107	201107		2,000.00	50,083.67
07/31/2025	CD	CHK	Check: PC 201108	201108		100.00	49,983.67
07/31/2025	CD	CHK	Check: PC 201110	201110		3,912.50	46,071.17
07/31/2025	CD	CHK	Check: PC 201111	201111		800.00	45,271.17
07/31/2025	GJ	JE	RECORD CASH TRANSFERS	15545	7,210.00		52,481.17
07/31/2025	CD	CHK	Check: PC 529	529 (E)		201.93	52,279.24
08/05/2025	CD	CHK	Check: PC 201113	201113		1,312.00	50,967.24
08/05/2025	CD	CHK	Check: PC 201114	201114		400.00	50,567.24
08/05/2025	CD	CHK	Check: PC 201115	201115		100.00	50,467.24
08/05/2025	CD	CHK	Check: PC 201122	201122		7,874.75	42,592.49
08/13/2025	PR	CHK	SUMMARY PR 08/13/2025			1,249.99	41,342.50
08/13/2025	CR	RCPT	GENERAL RECEIPT 08/13/2025		1,000.00		42,342.50
08/15/2025	GJ	JE	RECORD CASH TRANSFERS	15549	21,940.00		64,282.50
08/19/2025	CR	RCPT	GENERAL RECEIPT 08/19/2025		24,527.25		88,809.75
08/21/2025	CD	CHK	Check: PC 201123	201123		100.00	88,709.75
08/21/2025	CD	CHK	Check: PC 100885	100885 (E)		675.00	88,034.75
08/26/2025	CD	CHK	Check: PC 201146	201146		100.00	87,934.75
08/26/2025	CD	CHK	Check: PC 201159	201159		375.00	87,559.75
08/26/2025	CD	CHK	Check: PC 201169	201169		100.00	87,459.75
08/26/2025	CD	CHK	Check: PC 201171	201171		1,245.00	86,214.75
08/26/2025	CD	CHK	Check: PC 201175	201175		859.30	85,355.45
08/27/2025	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 08/27/2025		1,315.00		86,670.45
08/28/2025	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 08/28/2025		2,553.15		89,223.60
08/29/2025	CD	CHK	Check: PC 8725	8725 (A)		417.06	88,806.54
08/29/2025	CD	CHK	Check: PC 8746	8746 (A)		2,510.72	86,295.82
08/29/2025	CD	CHK	Check: PC 8755	8755 (A)		570.00	85,725.82
08/31/2025	CD	CHK	Check: PC 530	530 (E)		853.95	84,871.87
08/31/2025	GJ	JE	RECORD CASH TRANSFERS	15575	439.39		85,311.26
09/02/2025	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 09/02/2025		250.00		85,561.26
09/05/2025	CD	CHK	Check: PC 100897	100897 (E)		650.04	84,911.22
09/10/2025	PR	CHK	SUMMARY PR 09/10/2025			1,250.00	83,661.22
09/23/2025	CD	CHK	Check: PC 201216	201216		350.00	83,311.22
09/23/2025	CD	CHK	Check: PC 201224	201224		963.00	82,348.22
09/24/2025	CR	RCPT	GENERAL RECEIPT 09/24/2025		69.99		82,418.21
10/03/2025	CD	CHK	Check: PC 201253	201253		450.00	81,968.21
10/06/2025	CD	CHK	Check: PC 201257	201257		2,350.00	79,618.21
10/08/2025	CD	CHK	Check: PC 8841	8841 (A)		365.00	79,253.21
10/08/2025	PR	CHK	SUMMARY PR 10/08/2025			1,249.99	78,003.22
10/20/2025	CD	CHK	Check: PC 100908	100908 (E)		149.96	77,853.26
10/21/2025	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 10/21/2025		1,000.00		78,853.26
10/28/2025	CD	CHK	Check: PC 201300	201300		1,000.00	77,853.26
10/28/2025	CD	CHK	Check: PC 201312	201312		550.00	77,303.26
10/28/2025	CD	CHK	Check: PC 201320	201320		217.89	77,085.37
10/28/2025	CD	CHK	Check: PC 201325	201325		2,899.70	74,185.67
10/28/2025	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 10/28/2025		540.00		74,725.67
10/31/2025	CD	CHK	Check: PC 8905	8905 (A)		960.00	73,765.67
10/31/2025	CD	VOID	Check: PC 8905	8905 (A)	960.00		74,725.67
10/31/2025	CD	CHK	Check: PC 8908	8908 (A)		480.00	74,245.67
10/31/2025			251-000-001.000	END BALANCE	61,804.78	41,492.78	74,245.67
07/31/2025			251-000-002.000 CASH - IMM/PRI ACCT 1289				
					BEG. BALANCE		8,036.26
10/31/2025			251-000-002.000	END BALANCE	0.00	0.00	8,036.26
07/31/2025			251-000-002.007 DEBIT CARD-CASH				
					BEG. BALANCE		(149.90)
10/31/2025			251-000-002.007	END BALANCE	0.00	0.00	(149.90)
07/31/2025			251-000-084.703 DUE FROM CURRENT TAX COLLECT				
					BEG. BALANCE		0.00
07/31/2025	GJ	JE	RECORD CASH TRANSFERS	15545		7,210.00	(7,210.00)
07/31/2025	GJ	JE	RECORD TAX REVENUES	15546	7,210.00		0.00
08/15/2025	GJ	JE	RECORD CASH TRANSFERS	15549		21,940.00	(21,940.00)
08/15/2025	GJ	JE	RECORD TAX REVENUES	15550	21,940.00		0.00
08/31/2025	GJ	JE	RECORD CASH TRANSFERS	15575		439.39	(439.39)
09/30/2025	GJ	JE	RECORD TAX REVENUES	15576	439.39		0.00
10/31/2025			251-000-084.703	END BALANCE	29,589.39	29,589.39	0.00
07/31/2025			251-000-202.000 ACCOUNTS PAYABLE				
					BEG. BALANCE		(9,187.60)
07/31/2025	CD	CHK	Check: PC 8662	8662 (A)	150.00		(9,037.60)
07/31/2025	CD	CHK	Check: PC 201105	201105	700.00		(8,337.60)
07/31/2025	CD	CHK	Check: PC 201106	201106	1,000.00		(7,337.60)
07/31/2025	CD	CHK	Check: PC 201107	201107	2,000.00		(5,337.60)
07/31/2025	CD	CHK	Check: PC 201108	201108	100.00		(5,237.60)
07/31/2025	CD	CHK	Check: PC 201110	201110	3,912.50		(1,325.10)
07/31/2025	CD	CHK	Check: PC 201111	201111	800.00		(525.10)
07/31/2025	AP	INV	CREDIT CARD SUMMARY; 07/2025	JUL2025-HANOVER		151.93	(677.03)
07/31/2025	AP	INV	CREDIT CARD SUMMARY; 07/2025	JUL2025-WBI		50.00	(727.03)
07/31/2025	CD	CHK	Check: PC 529	529 (E)	201.93		(525.10)
08/04/2025	AP	INV	MUSIC FOR CAR SHOW	08/04/2025		400.00	(925.10)
08/05/2025	AP	INV	POLICY #NEW BUSINESS 08/08-08/09 2025	08/01/2025		1,312.00	(2,237.10)
08/05/2025	CD	CHK	Check: PC 201113	201113	1,312.00		(925.10)
08/05/2025	CD	CHK	Check: PC 201114	201114	400.00		(525.10)
08/05/2025	CD	CHK	Check: PC 201115	201115	100.00		(425.10)

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
251-000-202.000 ACCOUNTS PAYABLE				(Continued)			
08/05/2025	AP	INV	MINT FEST 2025; BEER TENT	08/05/2025		7,874.75	(8,299.85)
08/05/2025	CD	CHK	Check: PC 201122	201122	7,874.75		(425.10)
08/05/2025	AP	INV	APPAREL - DK GRAPHITE HEATER TEE	203904		1,125.72	(1,550.82)
08/05/2025	AP	INV	APPAREL - LIME TEE W/ONE COLOR	203862		463.75	(2,014.57)
08/18/2025	AP	INV	REIMBURSE; POP, ICE, OVERNIGHT SECUR:	08/12/2025		417.06	(2,431.63)
08/18/2025	AP	INV	ADVERTISING; MINT FESTIVAL	ORDER #23339		570.00	(3,001.63)
08/18/2025	AP	INV	REIMBURSE; CHAIRS FOR MINT FEST	08/12/2025		60.00	(3,061.63)
08/19/2025	AP	INV	3X5 BANNERS; PSD/DDA MINT FEST 2025	203911		55.00	(3,116.63)
08/19/2025	AP	INV	APPAREL; SPORT GREY TEE	204181		866.25	(3,982.88)
08/19/2025	AP	INV	REG PORTOPOTTY	02591		1,245.00	(5,227.88)
08/19/2025	AP	INV	SALES TAX RETURN; SPECIAL EVENT 2025	08/18/2025		859.30	(6,087.18)
08/21/2025	CD	CHK	Check: PC 201123	201123	100.00		(5,987.18)
08/21/2025	AP	INV	ADVERTISING; FARMER'S MARKET	4893777-2		225.00	(6,212.18)
08/21/2025	AP	INV	ADVERTISING; FARMER'S MARKET	4899251-2		150.00	(6,362.18)
08/21/2025	AP	INV	ADVERTISING; FARMER'S MARKET	4969027-1		300.00	(6,662.18)
08/21/2025	AP	INV	20LB ICE	08/08/2025		40.00	(6,702.18)
08/21/2025	CD	CHK	Check: PC 100885	100885(E)	675.00		(6,027.18)
08/26/2025	CD	CHK	Check: PC 201146	201146	100.00		(5,927.18)
08/26/2025	CD	CHK	Check: PC 201159	201159	375.00		(5,552.18)
08/26/2025	CD	CHK	Check: PC 201169	201169	100.00		(5,452.18)
08/26/2025	CD	CHK	Check: PC 201171	201171	1,245.00		(4,207.18)
08/26/2025	CD	CHK	Check: PC 201175	201175	859.30		(3,347.88)
08/29/2025	CD	CHK	Check: PC 8725	8725(A)	417.06		(2,930.82)
08/29/2025	CD	CHK	Check: PC 8746	8746(A)	2,510.72		(420.10)
08/29/2025	CD	CHK	Check: PC 8755	8755(A)	570.00		149.90
08/29/2025	AP	INV	MEMBERSHIP; PSD/DDA 10/01/25-10/01/24	3875		350.00	(200.10)
08/31/2025	AP	INV	CREDIT CARD SUMMARY; 08/2025	AUG2025-HANOVER		803.95	(1,004.05)
08/31/2025	AP	INV	CREDIT CARD SUMMARY; 08/2025	AUG2025-WBI		50.00	(1,054.05)
08/31/2025	CD	CHK	Check: PC 530	530(E)	853.95		(200.10)
09/05/2025	AP	INV	ADVERTISING; MINT FEST BLOCK PARTY	4968963-1		450.00	(650.10)
09/05/2025	AP	INV	ADVERTISING; 2025 FARMERS MARKET	4899251-3		149.72	(799.82)
09/05/2025	AP	INV	ADVERTISING; 2025 FARMERS MARKET	4893777-3		50.32	(850.14)
09/05/2025	CD	CHK	Check: PC 100897	100897(E)	650.04		(200.10)
09/11/2025	AP	INV	ADVERTISING; 08/2025	002318		513.00	(713.10)
09/11/2025	AP	INV	ADVERTISING; 09/2025	002336		450.00	(1,163.10)
09/23/2025	CD	CHK	Check: PC 201216	201216	350.00		(813.10)
09/23/2025	CD	CHK	Check: PC 201224	201224	963.00		149.90
09/24/2025	AP	INV	ADVERTISING - FARMERS MARKET; DDA/PSI	23339		480.00	(330.10)
09/26/2025	AP	INV	BRANDING & MAINTENANCE; FACEBOOK ADS	1293		2,350.00	(2,680.10)
09/30/2025	AP	INV	SOFTWARE	04575-42959018		149.90	(2,830.00)
10/01/2025	AP	INV	TENT FOR OKTOBERFEST	09/30/2025		450.00	(3,280.00)
10/01/2025	AP	INV	REIMBURSE; PUMPKINS FOR DWNTWN	09/23/2025		365.00	(3,645.00)
10/01/2025	AP	INV	HANGING BASKETS, PLANTERS, MIRACLE GI	10/01/2025		2,899.70	(6,544.70)
10/03/2025	CD	CHK	Check: PC 201253	201253	450.00		(6,094.70)
10/06/2025	CD	CHK	Check: PC 201257	201257	2,350.00		(3,744.70)
10/08/2025	CD	CHK	Check: PC 8841	8841(A)	365.00		(3,379.70)
10/09/2025	AP	INV	3X20' 2 SIDED BANNER (MINT FEST)	21652		1,000.00	(4,379.70)
10/20/2025	CD	CHK	Check: PC 100908	100908(E)	149.96		(4,229.74)
10/20/2025	AP	INV	ADVERTISING; PSD/DDA	09/01-09/30 2025		480.00	(4,709.74)
10/20/2025	AP	VOID	Void Invoice 09/01-09/30 2025 02-23-1	09/01-09/30 2025	480.00		(4,229.74)
10/21/2025	AP	INV	ADVERTISING - FARMERS MARKET; PSD/DDA	4899251-4		149.96	(4,379.70)
10/21/2025	AP	INV	ADVERTISING; 11/2025 - DEWITT & ST. J	0023312		550.00	(4,929.70)
10/23/2025	AP	INV	DOWNTOWN RADIO RENEWAL	X8-1561794918		217.89	(5,147.59)
10/28/2025	CD	CHK	Check: PC 201300	201300	1,000.00		(4,147.59)
10/28/2025	CD	CHK	Check: PC 201312	201312	550.00		(3,597.59)
10/28/2025	CD	CHK	Check: PC 201320	201320	217.89		(3,379.70)
10/28/2025	CD	CHK	Check: PC 201325	201325	2,899.70		(480.00)
10/31/2025	CD	CHK	Check: PC 8905	8905(A)	960.00		480.00
10/31/2025	CD	VOID	Check: PC 8905	8905(A)		960.00	(480.00)
10/31/2025	CD	CHK	Check: PC 8908	8908(A)	480.00		0.00
10/31/2025			251-000-202.000	END BALANCE	38,222.80	29,035.20	0.00
07/31/2025			251-000-390.000 Fund Balance	BEG. BALANCE			(52,499.55)
10/31/2025			251-000-390.000	END BALANCE	0.00	0.00	(52,499.55)
07/31/2025			251-000-452.006 DOWNTOWN BUSINESS DISTRICT	BEG. BALANCE			(6,075.00)
07/31/2025	GJ	JE	RECORD TAX REVENUES	15546		7,210.00	(13,285.00)
08/15/2025	GJ	JE	RECORD TAX REVENUES	15550		21,940.00	(35,225.00)
09/30/2025	GJ	JE	RECORD TAX REVENUES	15576		435.00	(35,660.00)
10/31/2025			251-000-452.006	END BALANCE	0.00	29,585.00	(35,660.00)
07/31/2025			251-000-653.001 FARMERS' MARKET	BEG. BALANCE			0.00
08/19/2025	CR	RCPT	GENERAL RECEIPT 08/19/2025			735.25	(735.25)
10/28/2025	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 10/28/2025			540.00	(1,275.25)
10/31/2025			251-000-653.001	END BALANCE	0.00	1,275.25	(1,275.25)
07/31/2025			251-000-653.003 CAR SHOWS	BEG. BALANCE			0.00
08/19/2025	CR	RCPT	GENERAL RECEIPT 08/19/2025			1,213.00	(1,213.00)
08/27/2025	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 08/27/2025			1,315.00	(2,528.00)
10/31/2025			251-000-653.003	END BALANCE	0.00	2,528.00	(2,528.00)
07/31/2025			251-000-653.005 MINT FESTIVAL	BEG. BALANCE			(1,200.00)
08/13/2025	CR	RCPT	GENERAL RECEIPT 08/13/2025			1,000.00	(2,200.00)
08/19/2025	CR	RCPT	GENERAL RECEIPT 08/19/2025			22,579.00	(24,779.00)
08/28/2025	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 08/28/2025			2,553.15	(27,332.15)

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
251-000-653.005 MINT FESTIVAL							
				(Continued)			
09/02/2025	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 09/02/2025			250.00	(27,582.15)
10/21/2025	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 10/21/2025			1,000.00	(28,582.15)
10/31/2025			251-000-653.005	END BALANCE	0.00	27,382.15	(28,582.15)
251-000-665.000 INTEREST EARNED/INVESTMENTS							
07/31/2025				BEG. BALANCE			0.00
09/30/2025	GJ	JE	RECORD TAX REVENUES	15576		4.39	(4.39)
10/31/2025			251-000-665.000	END BALANCE	0.00	4.39	(4.39)
251-172-713.001 EMPLOYER SOCIAL SECURITY							
07/31/2025				BEG. BALANCE			0.00
08/13/2025	PR	CHK	SUMMARY PR 08/13/2025		71.99		71.99
09/10/2025	PR	CHK	SUMMARY PR 09/10/2025		71.99		143.98
10/08/2025	PR	CHK	SUMMARY PR 10/08/2025		71.99		215.97
10/31/2025			251-172-713.001	END BALANCE	215.97	0.00	215.97
251-172-713.002 MEDICARE/EMPLOYER PORTION							
07/31/2025				BEG. BALANCE			0.00
08/13/2025	PR	CHK	SUMMARY PR 08/13/2025		16.83		16.83
09/10/2025	PR	CHK	SUMMARY PR 09/10/2025		16.84		33.67
10/08/2025	PR	CHK	SUMMARY PR 10/08/2025		16.83		50.50
10/31/2025			251-172-713.002	END BALANCE	50.50	0.00	50.50
251-172-751.000 EVENT COLLABORATION							
07/31/2025				BEG. BALANCE			0.00
10/01/2025	AP	INV	TENT FOR OKTOBERFEST	09/30/2025	450.00		450.00
10/09/2025	AP	INV	3X20' 2 SIDED BANNER (MINT FEST)	21652	1,000.00		1,450.00
10/31/2025			251-172-751.000	END BALANCE	1,450.00	0.00	1,450.00
251-172-751.001 FARMERS' MARKET							
07/31/2025				BEG. BALANCE			0.00
08/21/2025	AP	INV	ADVERTISING; FARMER'S MARKET	4893777-2	225.00		225.00
08/21/2025	AP	INV	ADVERTISING; FARMER'S MARKET	4899251-2	150.00		375.00
08/21/2025	AP	INV	ADVERTISING; FARMER'S MARKET	4969027-1	300.00		675.00
09/05/2025	AP	INV	ADVERTISING; 2025 FARMERS MARKET	4899251-3	149.72		824.72
09/05/2025	AP	INV	ADVERTISING; 2025 FARMERS MARKET	4893777-3	50.32		875.04
09/24/2025	AP	INV	ADVERTISING - FARMERS MARKET; DDA/PSI	23339	480.00		1,355.04
10/21/2025	AP	INV	ADVERTISING - FARMERS MARKET; PSD/DDA	4899251-4	149.96		1,505.00
10/31/2025			251-172-751.001	END BALANCE	1,505.00	0.00	1,505.00
251-172-751.002 CAR SHOWS							
07/31/2025				BEG. BALANCE			0.00
08/19/2025	AP	INV	APPAREL; SPORT GREY TEE	204181	866.25		866.25
08/21/2025	AP	INV	20LB ICE	08/08/2025	40.00		906.25
10/31/2025			251-172-751.002	END BALANCE	906.25	0.00	906.25
251-172-751.003 MINT FESTIVAL							
07/31/2025				BEG. BALANCE			12,700.00
07/31/2025	AP	INV	CREDIT CARD SUMMARY; 07/2025	JUL2025-HANOVER	16.10		12,716.10
07/31/2025	AP	INV	CREDIT CARD SUMMARY; 07/2025	JUL2025-HANOVER	76.29		12,792.39
08/04/2025	AP	INV	MUSIC FOR CAR SHOW	08/04/2025	400.00		13,192.39
08/05/2025	AP	INV	POLICY #NEW BUSINESS 08/08-08/09 2025	08/01/2025	1,312.00		14,504.39
08/05/2025	AP	INV	MINT FEST 2025; BEER TENT	08/05/2025	7,874.75		22,379.14
08/05/2025	AP	INV	APPAREL - DK GRAPHITE HEATER TEE	203904	1,125.72		23,504.86
08/05/2025	AP	INV	APPAREL - LIME TEE W/ONE COLOR	203862	463.75		23,968.61
08/18/2025	AP	INV	REIMBURSE; POP, ICE, OVERNIGHT SECURITY	08/12/2025	417.06		24,385.67
08/18/2025	AP	INV	ADVERTISING; MINT FESTIVAL	ORDER #23339	570.00		24,955.67
08/18/2025	AP	INV	REIMBURSE; CHAIRS FOR MINT FEST	08/12/2025	60.00		25,015.67
08/19/2025	AP	INV	3X5 BANNERS; PSD/DDA MINT FEST 2025	203911	55.00		25,070.67
08/19/2025	AP	INV	REG PORTOPOTTY	02591	1,245.00		26,315.67
08/19/2025	AP	INV	SALES TAX RETURN; SPECIAL EVENT 2025	08/18/2025	859.30		27,174.97
08/31/2025	AP	INV	CREDIT CARD SUMMARY; 08/2025	AUG2025-HANOVER	103.86		27,278.83
08/31/2025	AP	INV	CREDIT CARD SUMMARY; 08/2025	AUG2025-HANOVER	63.32		27,342.15
08/31/2025	AP	INV	CREDIT CARD SUMMARY; 08/2025	AUG2025-HANOVER	254.38		27,596.53
08/31/2025	AP	INV	CREDIT CARD SUMMARY; 08/2025	AUG2025-HANOVER	15.77		27,612.30
08/31/2025	AP	INV	CREDIT CARD SUMMARY; 08/2025	AUG2025-HANOVER	25.43		27,637.73
08/31/2025	AP	INV	CREDIT CARD SUMMARY; 08/2025	AUG2025-HANOVER	34.95		27,672.68
08/31/2025	AP	INV	CREDIT CARD SUMMARY; 08/2025	AUG2025-HANOVER	52.45		27,725.13
08/31/2025	AP	INV	CREDIT CARD SUMMARY; 08/2025	AUG2025-HANOVER	32.94		27,758.07
08/31/2025	AP	INV	CREDIT CARD SUMMARY; 08/2025	AUG2025-HANOVER	16.47		27,774.54
08/31/2025	AP	INV	CREDIT CARD SUMMARY; 08/2025	AUG2025-HANOVER	48.14		27,822.68
08/31/2025	AP	INV	CREDIT CARD SUMMARY; 08/2025	AUG2025-HANOVER	55.90		27,878.58
08/31/2025	AP	INV	CREDIT CARD SUMMARY; 08/2025	AUG2025-HANOVER	25.99		27,904.57
08/31/2025	AP	INV	CREDIT CARD SUMMARY; 08/2025	AUG2025-HANOVER	69.99		27,974.56
08/31/2025	AP	INV	CREDIT CARD SUMMARY; 08/2025	AUG2025-HANOVER	4.36		27,978.92
09/11/2025	AP	INV	ADVERTISING; 09/2025	002336	450.00		28,428.92
09/24/2025	CR	RCPT	GENERAL RECEIPT 09/24/2025			69.99	28,358.93
10/20/2025	AP	INV	ADVERTISING; PSD/DDA	09/01-09/30 2025	480.00		28,838.93
10/20/2025	AP	VOID	Void Invoice 09/01-09/30 2025 02-23-	09/01-09/30 2025		480.00	28,358.93
10/31/2025			251-172-751.003	END BALANCE	16,208.92	549.99	28,358.93
251-172-814.002 WEBSITE							
07/31/2025				BEG. BALANCE			0.00
09/26/2025	AP	INV	BRANDING & MAINTENANCE; FACEBOOK ADS	1293	2,350.00		2,350.00
10/31/2025			251-172-814.002	END BALANCE	2,350.00	0.00	2,350.00
251-172-818.000 CONTRACTUAL SERVICES							
07/31/2025				BEG. BALANCE			0.00
08/13/2025	PR	CHK	SUMMARY PR 08/13/2025		1,161.17		1,161.17
09/10/2025	PR	CHK	SUMMARY PR 09/10/2025		1,161.17		2,322.34
10/08/2025	PR	CHK	SUMMARY PR 10/08/2025		1,161.17		3,483.51
10/31/2025			251-172-818.000	END BALANCE	3,483.51	0.00	3,483.51

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
07/31/2025			251-172-818.040 DOWNTOWN IMPROVEMENT		BEG. BALANCE		0.00
10/01/2025	AP	INV	REIMBURSE; PUMPKINS FOR DWNTWN	09/23/2025	365.00		365.00
10/01/2025	AP	INV	HANGING BASKETS, PLANTERS, MIRACLE GI	10/01/2025	2,899.70		3,264.70
10/31/2025			251-172-818.040	END BALANCE	3,264.70	0.00	3,264.70
07/31/2025			251-172-853.004 MONTHLY & LONG DISTANCE SERV		BEG. BALANCE		0.00
07/31/2025	AP	INV	CREDIT CARD SUMMARY; 07/2025	JUL2025-WBI	50.00		50.00
08/31/2025	AP	INV	CREDIT CARD SUMMARY; 08/2025	AUG2025-WBI	50.00		100.00
10/31/2025			251-172-853.004	END BALANCE	100.00	0.00	100.00
07/31/2025			251-172-880.008 MARKETING		BEG. BALANCE		0.00
09/05/2025	AP	INV	ADVERTISING; MINT FEST BLOCK PARTY	4968963-1	450.00		450.00
09/11/2025	AP	INV	ADVERTISING; 08/2025	002318	513.00		963.00
09/30/2025	AP	INV	SOFTWARE	04575-42959018	149.90		1,112.90
10/21/2025	AP	INV	ADVERTISING; 11/2025 - DEWITT & ST. C	0023312	550.00		1,662.90
10/31/2025			251-172-880.008	END BALANCE	1,662.90	0.00	1,662.90
07/31/2025			251-172-956.000 MISCELLANEOUS		BEG. BALANCE		400.00
10/31/2025			251-172-956.000	END BALANCE	0.00	0.00	400.00
07/31/2025			251-172-960.000 EDUCATION AND TRAINING		BEG. BALANCE		0.00
07/31/2025	AP	INV	CREDIT CARD SUMMARY; 07/2025	JUL2025-HANOVER	10.60		10.60
07/31/2025	AP	INV	CREDIT CARD SUMMARY; 07/2025	JUL2025-HANOVER	42.94		53.54
07/31/2025	AP	INV	CREDIT CARD SUMMARY; 07/2025	JUL2025-HANOVER	6.00		59.54
10/31/2025			251-172-960.000	END BALANCE	59.54	0.00	59.54
07/31/2025			251-172-961.000 PROFESSIONAL DUES		BEG. BALANCE		0.00
08/29/2025	AP	INV	MEMBERSHIP; PSD/DDA 10/01/25-10/01/26	3875	350.00		350.00
10/31/2025			251-172-961.000	END BALANCE	350.00	0.00	350.00
07/31/2025			251-172-969.001 MUSIC		BEG. BALANCE		0.00
10/23/2025	AP	INV	DOWNTOWN RADIO RENEWAL	X8-1561794918	217.89		217.89
10/31/2025			251-172-969.001	END BALANCE	217.89	0.00	217.89
TOTAL FOR FUND 251 PRINCIPAL SHOPPING DISTRICT					161,442.15	161,442.15	5,957.88

PSD (DDA is not events) Event definition

1. PSD SJ Chamber Event- Cohosted events

- a. An event that is planned and orchestrated equally by both parties.
- b. Downtown and surrounding businesses will be encouraged to participate, engage in, volunteer/support and sponsor events.
- c. Participants of the event will be directed, delegated to, and overseen by the collaborative group (PSD/DDA/SJ Chamber

2. PSD Event

- a. An Event/activity that is organized and orchestrated by the PSD Events committee.
- b. SEPA to be completed by the events committee, reviewed, and signed by the PSD Executive Director.
- c. Events committee will present each year's event plan to the board for vote each December.
- d. New events, within the year, will require approval of the board.
- e. Marketing committee will provide marketing dollars as determined by event.
- f. Downtown and surrounding businesses will be encouraged to participate, engage in, volunteer/support and sponsor events.
- g. Participants of the event will be directed, delegated to, and overseen by the collaborative of the events committee, PSD, DDA.

3. Private Business Event

- a. An event initiated by a private party to occur downtown.
- b. An event hosted by a Downtown business for private gain.
 - i PSD will provide an outline of rule, forms, requirements, charges, etc. (as supplied by the City of St Johns)
PSD will not sign or submit any forms).
 - ii PSD will provide contacts for resources and access to PSD owned resources.
- c. PSD will provide basic free marketing (i.e., Facebook).

Event Collaboration: Budget \$6000, criteria? First Come First Serve? Amount provided depends on physical size of event, length of event, secular or nonsecular, ticketed

Questions for the City:

Define an event versus activity.

City rules, forms, requirements, charges outlined for all 3 defined events.

Are there exempt events? (Veterans Parade)

When is an event required to get insurance

Is there a limit to how many PSD Events we can have

Vision:

The vision of the Principal Shopping District & Downtown Development Authority is to create a future state in which Downtown St Johns is a thriving, vibrant community; a destination stop for shopping, dining ,entertainment, relaxation, activities and community gatherings. Thus, promoting economic growth and development.

Achieving these goals through

- A. Actively engage with Community/City bodies and members of the community through meeting and forums to drive shared initiatives.
- B. Renovating and enhancing our beauty and accessibility while preserving our history
- C. Increasing downtown recreations, attractions, relaxation and entrainment events and offerings

Values: Downtown can be the hub of the wheel or the whole of the doughnut. The Principal Shopping District & Downtown Development Authority of St Johns value commerce and community and hinge on the belief that a community that work and plays together, fosters economic growth and strengthens the sense of belonging for everyone who calls St Johns home. The celebration and enhance these values with festivals, promotions and beautification projects.



DDA Furniture Aesthetic Guideline

- 1. General Guidelines**
 - Furniture should be attractive and well maintained, no plastic lawn furniture or broken pieces.
 - Items must be stable and umbrellas and barriers secured.
- 2. Timeless & Classic**
 - Use designs that feel permanent and not trendy, so they age gracefully.
 - Think cast iron, powder-coated steel, or hardwoods with clean lines.
- 3. Cohesive Look**
 - Furniture should complement each other (benches, chairs, planters, trash bins, bike racks).
 - Stick with 2–3 main colors for consistency with surrounding businesses.
- 4. Durable & Low-Maintenance**
 - Materials should withstand weather, heavy use, and require little upkeep (metal, recycled plastic lumber, treated wood).
- 5. Inviting & Comfortable**
 - Curved backs, armrests, and smooth edges feel more welcoming.
 - Mix fixed benches with moveable café-style tables and chairs to encourage social interaction.
- 6. Color Palette**
 - Earth tones, black, or deep bronze for structure.
 - Pops of color (like bright umbrellas, cushions, or painted accents) to bring life without clashing.
- 7. Functional Beauty**
 - Benches should look good but also be comfortable for real use.
 - Planters should double as décor and space dividers.
 - Furniture can also highlight local identity with small branded details or motifs but free-standing advertising is not allowed and branded umbrellas and other pieces should be kept to a minimum.
- 8. Integrated Lighting & Details**
 - Where possible, incorporate lighting into furniture or use coordinated lampposts.
 - Decorative cutouts or engravings can reflect local culture or history.