



## City of Rochester

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400 Sixth Street  
Rochester, MI 48307  
P: (248) 651-9061  
F: (248) 651-2624  
[www.rochestermi.org](http://www.rochestermi.org)

### PRINCIPAL SHOPPING DISTRICT BOARD MEETING AGENDA

*Members: Patti Eisenbraun, Paul Haig, Amanda Harrison,  
Suzette Louise, Patrick Mulrenin & Kevin Stewart*

Zoom Meeting	April 13, 2021	5:30 pm
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1. Call to Order
2. Roll Call
3. Audience Comments
4. Approval Meeting Minutes – March 9, 2021
5. Regular Business
  - a. Request for Recommendation – Junk in the Trunk
  - b. Request for Recommendation – Thursday Night Market
  - c. Update – Downtown Rochester Farmers’ Market
6. Reports
  - a. PSD Financial Report
  - b. Events & Marketing Update
  - c. Executive Director Report
7. Miscellaneous
8. Adjourn

**CITY OF ROCHESTER**  
**PRINCIPAL SHOPPING DISTRICT**  
**REGULAR MEETING MINUTES**

*Principal Shopping District Members: Patti Eisenbraun, Paul Haig,  
Amanda Harrison, Suzette Louise, Patrick Mulrenin & Kevin Stewart*

<b>Zoom Meeting</b>	<b>March 9, 2021</b>	<b>5:30 pm</b>
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**CALL TO ORDER**

Vice Chairman Mulrenin called the meeting to order at 5:30 pm.

**ROLL CALL**

Members Present: Eisenbraun, Harrison, Louise, Mulrenin

Members Absent: Stewart

DDA Liaison Present: Paul Haig

Staff Present: DDA Executive Director Kristi Trevarrow, Deputy City Manager Nik Banda,  
Events Coordinator Jenna O'Dell, Marketing Coordinator Taylor Clayton

**AUDIENCE COMMENTS**

There were no audience comments.

**4. Regular Business**

A. Welcome New DDA Liaison – Paul Haig

Vice Chairman Mulrenin welcomed Paul Haig to the PSD Board. Paul shared his background and interests in serving on the PSD Board.

B. Recap – Foodie February Promotion

Jenna recapped the Foodie February Promotion. The promotion was very well received and received almost 600 entries, with an average receipt amount of \$60.

C. Update – Makeover March Promotion

Jenna recapped the promotion concept, including the dedicated web page. Taylor explained the social media strategy in support of the promotion.

#### D. Proposed FYE 2022 PSD Budget

Kristi reviewed the proposed budget from staff based on input from the Board at the Goals & Objectives Meeting. The proposed 2021 Event Schedule was also included. The budget presented included all events from the 2020 Budget, with the addition of (3) events/promotions from last year – Foodie February, Magical Mural Tour and Taste of Fall. The budget also included the two new events discussed at Goals & Objectives – Love Local Month and the Frosty Frolic.

#### **MOTION**

Motion by Louise, seconded by Eisenbraun to submit the proposed FYE 2022 PSD Budget as presented to City Council.

Yes: Eisenbraun, Harrison, Louise, Mulrenin. No: None.

### 5. Reports

#### A. PSD Financial Report

The current financial report was included in the packet. There were no questions.

#### B. Events & Marketing

Jenna reported that Deck Art Registration had opened and was receiving a good response. Taylor shared that the In Town Magazine was in process, with the photo shoot taking place the previous week. The goal is to have the magazine in homes by mid-April.

#### C. Executive Director Report

Kristi reported that the DDA has received over \$68,000 in cash and physical outdoor dining equipment through Oakland County's Restaurant Relief Grant Program.

Kristi shared that she submitted the Foodie February Promotion to the American Express Shop Small "Order In, Help Out" Contest.

### **ADJOURN**

Seeing no further business, the meeting adjourned at 6:30 pm

Respectfully submitted,

Kristi Trevarrow, Executive Director

## MEMORANDUM

DATE: March 24, 2021  
TO: PSD Board  
FROM: Promotions Committee  
SUBJECT: Request for Recommendation – Junk in the Trunk

We respectfully request your recommendation to City Council for approval of both of the 2021 Junk in the Trunk events scheduled for Saturday, June 19 and Saturday, August 14.

Junk in the Trunk is a community resale event that will take place from 9:00am-1:00pm in the Farmers' Market Upper Lot. Downtown businesses, Rochester area residents and those that sell hand-made crafts are welcome to sign up for Junk in the Trunk. What can they sell? Popular items for resale are furniture, antiques, collectibles, dishes and glassware, and accessories, and hand-made crafts.

There are roughly 75 parking spaces in the Farmers' Market Upper Lot. Vendors will be able to purchase parking spaces to sell from for \$35 each or two for \$50.

Due to the nature of this event, we don't anticipate a need for additional support from police and fire. We will need assistance from DPW for trash pick-ups and some setup. Separate communication will be made with DPW and the Police Department to coordinate all details prior to the events.

Thank you for your consideration.

## MEMORANDUM

DATE: April 9, 2021  
TO: PSD Board  
FROM: Taylor Clayton, DDA Marketing Coordinator  
SUBJECT: Request for Recommendation – Thursday Night Markets

We respectfully request your recommendation to City Council for approval of Thursday Night Markets. Based on our research, we feel confident that we have enough interest to assemble a sizable market once again. At this time we would like to discuss with the board - dates, location, and frequency of the market.

Last year, Thursday Night Markets stemmed from COVID response as a way for our community and merchants to have a safe space to shop and enjoy the outdoors. It was hosted on the top level of the East Parking Platform and ran from the end of July through August. This year, in order to attract more customers and attendance we thought to consider utilizing W. Fourth Street from Main to Walnut Blvd. Vendors would utilize individual 10 x 10 tents to sell their products and wares. We would plan to invite musicians for entertainment and potentially inviting other downtown businesses or elements.

Thank you for your consideration in this matter.