

Regular Meeting Agenda
Wednesday, August 18, 2021, 7:00 pm
Rochester Municipal Building, 400 Sixth Street

1. Call to Order
2. Roll Call
3. Approval of Meeting Minutes – June 16, 2021
4. Audience Comments
5. Liaison Reports
 - A. City Council – Ann Peterson
 - B. Chamber of Commerce – Marilyn Trent
 - C. Historical Commission – Don Sienkiewicz
 - D. Principal Shopping District – Paul Haig
6. General Business Agenda Items
 - A. Election of DDA Officers – Ben Giovanelli/Kristi Trevarrow
 - B. Master Plan Update Presentation – Michelle Bennett
 - C. Downtown Visioning Session – Kristi Trevarrow
 - D. DIA Mural Project Update – Nik Banda/Kristi Trevarrow
 - E. Downtown Capital Projects Update – Nik Banda
 - F. Butterfly Garden Expansion Ribbon Cutting – Ben Giovanelli
7. Receipt of Regular Reports
 - A. Executive Director Update
 - B. Events & Marketing Update
 - C. Financial Report for DDA
 - D. Business Development Committee
 - E. Site Development Committee

8. Miscellaneous
9. Adjournment

**The next regular meeting of the Rochester DDA is
Wednesday, September 15, 2021**

Downtown Development Authority
Regular Meeting Minutes

Wednesday, June 16, 2021
Rochester Municipal Building, 400 Sixth Street
7:00 p.m.

1) Call to Order

The regular meeting of the Downtown Development Authority Board of Directors was called to order by Chairman Ben Giovanelli at 7:00 p.m.

2) Roll Call

Board Members Present:	Chairman Ben Giovanelli, Mayor Stuart Bikson, Tony Lipuma, Erik Diana, Tonia Carsten, Paul Haig, Lisa Germani Williams
Board Members Absent:	Bob Bloomingdale, Marilyn Trent, Chris Johnson
Council Liaison Absent:	Ann Peterson
Chamber Liaison Present:	Marilyn Trent
Historical Commission Liaison Present:	Don Sienkiewicz
PSD Liaison Present:	Paul Haig
DDA Executive Director Present:	Kristi Trevarrow

3) Approval of Meeting Minutes

Regular Meeting Minutes – April 21, 2021

Motion By:	Stuart Bikson to approve the April 21, 2021 Regular Meeting Minutes as presented.
Second By:	Tony Lipuma
In Favor:	Chairman Ben Giovanelli, Mayor Stuart Bikson, Erik Diana, Paul Haig, Lisa Germani Williams, Tony Lipuma, Tonia Carsten
Opposed:	None
Motion Passed	

4) Audience Comments

There were no audience comments.

5) Liaison Reports

A. City Council

Mayor Bikson highlighted the following from the June 14, 2021 City Council meeting:

- Introduction and First Reading of an amendment to Chapter 54, Utilities, to add a new Division 12, Water Restrictions.
- Consideration of a request to waive tree removal fees.
- Residential lighting discussion.

B. Chamber of Commerce

C. Historical Commission

Don Sienkiewicz shared that the Historical Commission has begun making plans to return to normal activities. He will provide a report at the July 21, 2021 DDA meeting of all the upcoming activities of the Historical Commission.

D. Principal Shopping District

Paul Haig stated that the PSD did not meet this month.

6) General Business Agenda Items

A. Main Street Oakland County Update – John Bry

John Bry shared the following:

- Rochester is one of three communities in Oakland County that is being used as a national pilot project. Revisions to the program will be forthcoming from the National Main Street Center because of the changes required due to Covid-19.
- The Rochester DDA was selected to receive a Genisys Credit Union Spirit of Main Street Microgrant to fund a new Downtown Texting Marketing Service.
- The \$10,000 in funding from Main Street Oakland County for technical assistance will continue to be available in 2021.
- MSOC will continue to advocate for ARP funds.
- MSOC congratulates the Rochester DDA for placing 1st in the AMEX Shop Small challenge.
- The Rochester DDA has been accredited for 2020 for the 16th consecutive year.
- John Bry is now the Supervisor of Local Business Development, but will continue in his role as the Main Street Coordinator.

B. Economic Development Update

Nik Banda provided an update on developments in and around downtown.

- Condominium project between Ferndale and Glendale
- Pine Street condominiums/research and office
- 134 University – 26 units
- Silver Spoon
- BP Gas Station landscaping completion
- Romeo & Main – 2 units remain available
- Mike Blake realty
- 407 N. Main – will be considered by the Planning Commission
- Chapman House project
- Village Shoe Inn
- Saint 1881
- Numerous façade projects
- Renovations to property surrounding the city offices

- Sidewalk projects
- Infrastructure projects
- Le Macaron
- Final Touch Design expansion
- Tide Cleaners
- Lettuce
- Chief Financial
- Scarborough Square
- Letica building developments

C. Master Plan Update

The City Master Plan Update is in progress. A Zoom meeting including various community leaders was held on June 3, 2021. The main topic of discussion was the development of a non-motorized network to move people from the surrounding trails into the downtown.

Leah DuMouchel from Beckett & Raeder, will attend the July 21, 2021 to present information relative to the Master Plan update.

Nik Banda stated that there will be a few community meetings held over the summer to share various facets of the Master Plan and allow community response.

D. Outdoor Seating Grant Program Discussion

Motion By:	Paul Haig to continue the Outdoor Seating Grant Program, removing item #4 under the Procedure Guidelines, which states “Once approved, all projects must be completed prior to the State of Michigan moving into Phase 5 of the MI Safe Start Program.
Second By:	Eric Diana
In Favor:	Chairman Ben Giovanelli, Mayor Stuart Bikson, Erik Diana, Tony Lipuma, Tonia Carsten, Paul Haig, Lisa Germani Williams
Opposed:	None
Motion Passed	

E. Donor Wall Update

Tony Lipuma stated that two more plaques have been ordered for the wall. All proceeds support the continuation of capital projects in the downtown district.

F. Site Development Update

1. Downtown Sidewalk Repairs

Tony Lipuma and Nike Banda provided an update on sidewalk repairs in the district. The site walk will be held on June 23, 2021 at 8:30 a.m. and will begin at the Collaboration Studio.

2. Light pole Replacement Program
Tony Lipuma informed the Board that the hook and bell lights on W. University have all been replaced. A total of forty-four acorn lights will be replaced this year.

G. Upcoming DDA Meeting Items

1. Election of DDA Officers
The annual election will be held at the July 21, 2021 meeting. If any member is interested in serving as an officer, please contact Kristi Trevarrow.
2. Bill Lipuma Community Hero Award
Nik Banda, Kristi Trevarrow and Tony Lipuma will be meeting to discuss a proposal for this annual award. A draft will be prepared for the Board's discussion at the July 21, 2021 meeting.
3. Business Development Annual Meeting
The annual meeting will be held on September 20, 2021. Paul Haig requested that suggestions for the agenda be presented at the July 21, 2021 meeting. Tom Dluzen, President and CEO of Chief Financial Credit Union will be the guest speaker.

7) Receipt of Regular Reports

A. Executive Director Update

Main Street Oakland County Genisys Credit Union Microgrant

The DDA was selected to receive a Genisys Credit Union Spirit of Main Street Microgrant for \$2,500. Our application was to fund a new Downtown Texting Marketing Service. This program will allow the DDA to connect with visitors through text to share downtown information, events and reminders. This program will be rolled out during Sidewalk Sales in July.

Love Local Rochester Month

June is Love Local Month and will be celebrated with the following activities:

- Thursday Night Market
- Rochester: No Filter Photo Exhibition
- Drink Local Promotion
- Love Local Loyalty Card
- New Love Local Merchandise

AMEX Shop Small – Order In, Help Out Innovation Challenge

The Detroit Free Press covered Rochester's 1st place win in the AMEX Shop Small challenge. The article can be found at

<https://www.freep.com/story/news/local/michigan/oakland/2021/05/08/allen-park-royal-oak-rochester-downtowns-awarded-thriving-through-covid-19-pandemic/4967270001/>

Front Porch Stories

Front Porch Stories will return on June 22, 2021 at 7:00 p.m. at the Royal Park Hotel and will feature three generations of the Rewold family.

B. Events & Marketing Update

EVENTS

Junk in the Trunk – June 19

This community-wide resale event will take place 9:00 a.m. -1:00 p.m. in the Farmers' Market upper lot. Spaces have been filled with crafters, area residents and Rochester businesses. There will be over 50 vendors!

Sidewalk Sales – July 15-17

Chief Financial Credit Union is the presenting sponsor this year for Sidewalk Sales. There will be a daily kid's craft from 12:00 p.m. – 3:00 p.m. Explorer's Club registration will also take place at the Collaboration Studio during event hours.

Dancin' in the Street – July 16

The Stewart Team is the presenting sponsor this year for Dancin' in the Street. Lia Catallo will be performing from 6:00 p.m. – 7:00 p.m. The SquarePegz will be the main act from 7:00 p.m. – 10:00 p.m. There will also be a TasteFest from local businesses from 6:00 p.m. – 10:00 p.m.

Movies in the Moonlight – July 17, 24, 31 and August 7

The 2021 schedule is as follows:

July 17: Aladdin (2019) – presented by The Delia Group with Keller Williams

July 24: Grease – presented by The Linda Rea Team

July 31: Jumanji: The Next Level – presented by Lake Michigan Credit Union

August 7: Frozen II – presented by Genisys Credit Union

Pre-show activities include a presentation from Bring Your Own Magic Carpet on July 17th, Grease dance performance on July 24th, The Striped Circus on July 31st, and Frozen singalong on August 7th.

PROMOTIONS

Farmers' Market

As of June 1, 2021 State restrictions have been lifted allowing for the market to operate a full capacity and less health and safety guidelines. Now that there has been some alleviation of restrictions, staff is currently brainstorming some additional programming for the months of August, September, and October. Since opening, the market has averaged over 2,000 shoppers per market date. The Rochester Pollinators will be providing milkweed plants this month, as well as sales of other native plants.

Thursday Night Market

The Thursday Night Market began June 3rd at its new location on West Fourth Street. The response has been extremely positive from the community and vendors. Each Thursday will feature a mixture of farmers' market vendors, downtown retailers and artisans. There will also be live entertainment and corn hole competitions. The market has been a great way to celebrate all things local!

Business Directory

New 2021 business directories will be produced and printed in July.

C. Financial Report for DDA
The Revenue and Expenditure Report for period ending 05/31/2021 for Fund 494,
Downtown Development Authority was included in the packet.

D. Business Development Committee

E. Site Development Committee

8) Miscellaneous

Chairman Giovanelli thanked everyone for attending the first in-person meeting in over a year.
The next meeting will be held on July 21, 2021 at the Rochester Municipal Building.

9) Adjournment

Seeing no further business, Chairman Giovanelli adjourned the meeting at 8:19 p.m.

Date Approved

Susan McCullough

July 2021 Update

Partnership with the Rochester Hills Museum

The Rochester Hills Museum at Van Hoosen Farm was excited to receive the first accrual of the Rochester Historical Commission Collection in January 2021! Museum Archivist Samantha Lawrence worked to create a project plan for the three-year partnership and develop next steps. Taking on the role of Museum Archivist Intern, Annika Peterson assisted with the processing, cataloging, rehousing, and digitization of the first accrual of historical material.

In May, the Museum said goodbye to Annika Peterson as she left to pursue a full-time position at Northern Michigan University. Around the same time, a second accrual of material from the RHC Collection arrived at the Museum and Rebecca Wagener, a soon-to-be graduate student at New York University, took over the intern position for the summer. Rebecca and Samantha are currently working on processing and rehousing the second accrual.

Progress so far includes:

- ◆ 1233 items cataloged
- ◆ Over 1,029 items digitized
- ◆ Over 200 items photographed
- ◆ 81 textiles rehousing & refolded



History of the Rochester Historical Commission - FINAL

The City of Rochester has a rich historical heritage and in an effort to preserve that history, the city created the Rochester Historical Commission (RHC) in December, 1976 appointing nine members to the commission. The first meeting was held on February 3, 1977 and by-laws were created and approved a year later.

The group set several goals for the first year including the creation of a Historic District. They began work on a home and commercial building survey at that time to identify potential buildings that might be included in the district. By the end of the 1977 City Council approved the establishment of a Historic District with 15 properties, most on Main Street. However, a historic district ordinance failed to get approval from City Council early in 1978.

During that first year the RHC also became involved in several preservation efforts working closely with the City Planning Commission including a project called, "The Old Towne Mall." This was an effort to encourage preservation of the Western Knitting Mills building which resulted in the preservation now known as Rochester Mills. RHC members also developed relationships with the Downtown Merchants (later known as the Downtown Development Authority), City Beautiful Commission, Rochester Community Schools and local newspapers.

Lauren-Brook Sickels was appointed chair of the RHC. Other members included Donald Parker, Dorothy Bigham, Kathleen Kelley, Ray Russell, Thomas and Shirley Easterday, Margaret Norton and Michael Paradise.

In 1978, the RHC dedicated markers on the site of the first house (1817), birth place of the first settler's child (1818) and the first school in Oakland County (1823).

During 1980 the RHC sought approval for the Mount Avon Cemetery to be recognized as a state historical site and recruited volunteers from Oakland University and local boy scouts to restore tombstones in the cemetery in an area known as Historic Acre. In 1984 the RHC approved payment to create a mold of the Billy Yank statue in the cemetery. The statue has been vandalized several times and it was decided that in order to assure preservation of the statue a casting would be made.

Another project that the RHC oversaw over many years was the care of the Samuel Harris Fountain. Given by Lt. Harrison of Company A Fifth Michigan Cavalry during the Civil War, it was originally installed at Main near what is now East Second St and then was placed on Walnut and Fourth. It was placed in storage for many years, until the RHC paid have it installed in the Rochester Municipal Park in the 1990's.

During the 1980's much work was done in the publication of leaflets and books about the city of Rochester including five publications about *Mount Avon Cemetery*, *a booklet on the Ill-fated Clinton-Kalamazoo Canal*, *A History of Avon Township 1820-1940*, *Then and Now*, photographs and text of what is on a site at some time in the past and then at time of publication, and *Rochester Headlines*. The RHC also reprinted *A Lively Town*, and *Mills and Ponds of Rochester* for sale to resident.

Founders Day events began on March 17, 1985. The event recognizes the day founder James Graham first came to the Rochester area in 1817. The event has continued with the exception of 2020 and 2021 during the Covid 19 pandemic.

RHC worked closely with a number of local organizations including the Dinosaur Hill Nature Preserve, Rochester Lions Club, Rochester/Avon Historical Society and Rochester Police Department to grow Heritages Days, into a weekend festival normally in May to celebrate community history. Originally, created by Dinosaur Hill, the event was created in conjunction with the city celebration of the U.S. Bicentennial. In recent years, the event has included a variety of entertainers, reenactments and community groups providing displays to draw the community now held each year in the Rochester Municipal Park. Funding for the event comes from the City of Rochester and local sponsorships.

During 1986 and 1987, the commission led the Michigan's 150th birthday celebration efforts for Rochester. Displays, lectures, a parade and other special events were held to celebrate the Sesquicentennial.

During the 1990's the RHC continued its publication work with *Dateline Rochester* and *Clinton-Kalamazoo Tour*, as well as the reprinting of several other publications including *Beautiful Rochester (1887)*, the *Samuel Harris* book, *Mills and Ponds*, *Rochester Remembered*, *Mount Avon Cemetery*, *Rochester, MI: a Walking Tour*, and *Rochester: A Sketch of One of the Best Towns on the Map*.

One of the earliest programs that has remained a part of the RHC annual projects is the Coloring Book Project with public and private schools in Rochester for second graders. Each spring teachers utilize the coloring books donated by the commission to engage these 7 and 8 year olds in local history.

In 1998 the RHC Historical Plaque program was created to recognize homes at least 70 years and older. Businesses and homeowners apply for inclusion into the program and receive a bronze plaque with the date the home or commercial building was constructed that is placed on the building. Currently there are 134 homes and businesses that display the plaques. The RHC recently made homes 50 years or older eligible for the program in order to involve homeowners of mid-century homes to recognize their historically significant properties. The program has been an excellent way to get businesses and homeowners involved in learning about local history.

The RHC has also remained involved in installing other plaques on historically significant buildings throughout the community including Home Bakery, Lytle's Pharmacy, The Rochester Elevator and several others in the cemetery and city park.

As the RHC moved into the 21st century, the group was actively involved in the archiving and preservation of many items including clothing, locally produced items, books and photos donated by local families. In 2020, the RHC partnered with the Rochester Hills VanHoosen Museum to catalog, digitize and preserved these items.

Historic District study committees were established again in 2000 and also n2012 with work continuing until 2018 on a study and a proposed city ordinance. Charter members of 2012 HDC were Gail Bothwell, John Dziurman, David Gassen, Gail Kemler and Rod Wilson. John Dziurman chaired the committee. Properties were submitted to the State of Michigan that they felt met National Register of Historic Places criteria. It took until November 2014 for Rochester City Council to adopt Ordinance, Chapter 27, Historic Preservation. In 2018 Rochester City Council approved four properties 1) Rochester Opera

House/Lytles Pharmacy, 2) Roland Sprague/Home Bakery, 3) William Clark Chapman House and 4) Milo Prentice Newberry House/Penny Reddish. Owners of a fifth property (the Michigan Central Train Depot) did not accept the invitation for inclusion.

In 2012, RHC members took an active role in the Main Street Construction Project. Hundreds of photographs taken by RHC Committee member Eric Bothwell documented the massive construction project as well as retrieving and displaying significant items found while removing the original brick and railroad ties from the roadway. Bothwell's photos remain part of the City's Historical Archives and have been displayed at City Hall. The exposed cistern display on Main Street next to Gus O'Connor's Tavern remains another example of that project.

Influencing preservation also remains an important mission of the commission. RHC has consulted on many downtown building renovations. The group was instrumental in saving the Lysander Woodward home on Main Street and maintaining the historical character of the home at 306 Walnut that was slated for demolition in 2012. Currently Rochester Community Schools is determining future use of its Administration Building, located at 501 West University. The city and RHC will be providing input and comments regarding the historical significance of the building as planning moves forward.

RHC member Robert Michalka recently completed *Rochester and the Detroit Urban Railway*, a 224-page history of railroad history in Rochester. The book was funded by the RHC and is one of the most significant publication projects in the last 20 years for the RHC. To obtain a copy of the book visit www.rochestermi.org/book

6A. Election of DDA Officers – Ben Giovanelli/Kristi Trevarrow

The DDA annually holds elections for the (3) DDA Officer positions – Chairman, Vice Chairman and Secretary. The term is for one year.

Current DDA Officers:

Chairman	Ben Giovanelli
Vice Chairman	Tony Lipuma
Secretary	Marilyn Trent

6B. Master Plan Update Presentation

The City is currently updating their Master Plan. Michelle Bennett of Beckett & Raeder will be in attendance to provide a presentation of the Master Plan Update, specifically items related to downtown.

Attached is a copy of the presentation.



Master Plan DDA Presentation

August 18, 2021

ROCHESTER MASTER PLAN



Welcome

Introductions

- Beckett & Reader, Inc.
- DDA Board Members
- Staff

Agenda

- Master Plan Introduction
- Master Plan Findings applicable to the DDA

Master Plan: What is it?

- Long-term planning horizon: 20-25 years
- Community driven policy document with a **vision statement**
- Guiding plan for **zoning**
- Examines natural features, housing, commercial and industrial land uses, transportation, **downtown**, etc.
- Last one adopted in **2014**; reviewed every 5 years per state statute



ROCHESTER MASTER PLAN



Demographics

- Aging baby boom generation
- Explosion in the number of young households
- Changing household composition
- Continuing high levels of immigration
- Growing ethnic diversity

Year	Rochester
1960	5,431
1970	7,054
1980	7,203
1990	7,130
2000	10,467
2010	12,711

Source: US Census 2010

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2021 Rochester Community Survey

- 1,231 respondents
- 72.8% of respondents rated the “diversity of businesses downtown” as good or excellent
- 95.2% rated the “appearance of downtown” as good or excellent
- Comment: “Historic preservation of the downtown is paramount to the vibe of the City.”

Economy Word Cloud



ROCHESTER MASTER PLAN

DDA Visioning Session

- Big draws to downtown are entertainment options (live music, theatres, movies)
- Improvements include more green space, river access, entertainment options



ROCHESTER MASTER PLAN



Downtown Vision

2014 Vision

The City features vibrant neighborhoods and a historic and traditional downtown.

Proposed 2021 Vision

Downtown Rochester is a historic and regional downtown designed to satisfy diverse shopping, entertaining, and service needs, with strong links to nature through our parks, waterways and trails.

Mill Street Site: Housing Workshop



	Townhomes	Apartments	Total
Dwelling Units	35	113	148
Population Added	81	260	341
Trips per Day (All modes)	147	471	618
Commuting Trips (All modes)	70	226	296
Commuting Trips (Car)	58	186	244

ROCHESTER MASTER PLAN

Community Character

- Maintain the architectural features of downtown
- Infill and redevelopment should prioritize historic preservation
- New development should continue to follow the Non-Residential Standards for the CBD, specified in the Zoning Ordinance



Existing building with desirable architectural features.

ROCHESTER MASTER PLAN

Complete Streets

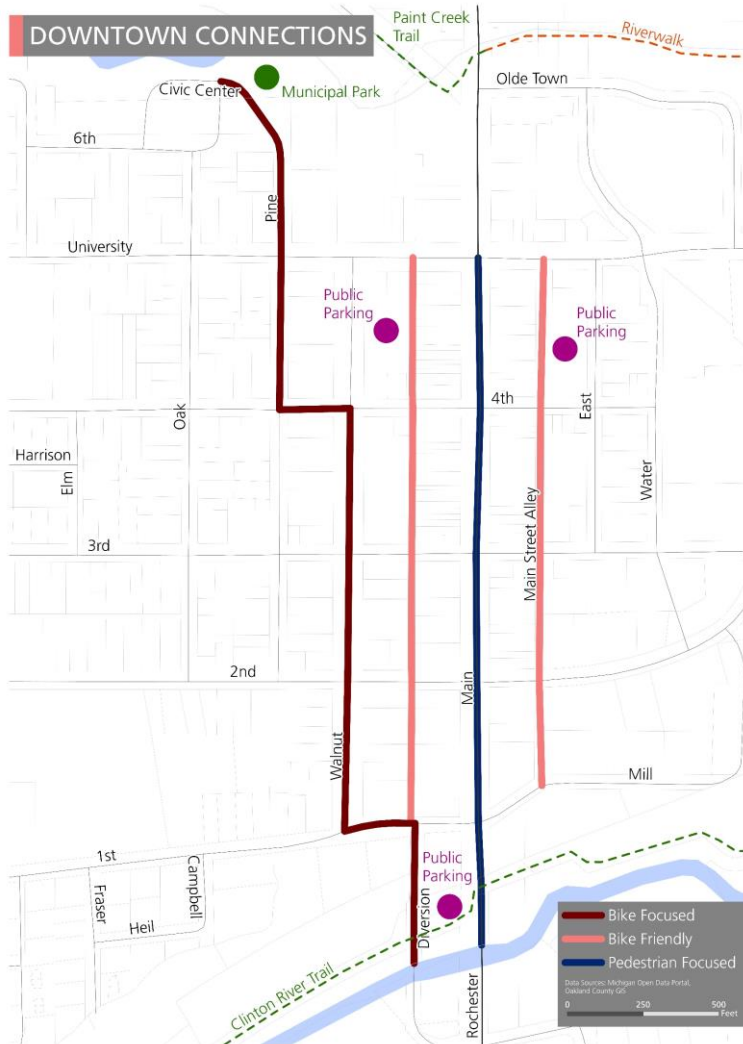
- Downtown Thoroughfares
 - Run through center commercial areas; high concentrations of commercial activity and require a mix of parking, pedestrian access, and cycling space while maintaining traffic flow
- Potential Improvements
 - Evaluate left turn lane volumes, removed where not needed
 - Vegetative median (remove a traffic lane or parallel parking)



NACTO

ROCHESTER MASTER PLAN

Downtown Connections



- Paint Creek to Clinton River Trail (Bike Focused)
 - Grade change favorable to bicyclists
 - Connects the two trails and downtown
- Downtown Alleys (Bike Friendly)
 - Slow auto traffic and speeds
 - Design interventions around driveways and intersections
- Main St (Pedestrian Focused)
 - Limited bicycle traffic
 - Pedestrian scale design (brick crosswalks and human scale building massing)
 - Continue design elements south to the Clinton River





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Parking

- Increase parking rates and fines
- Transition to cellular based parking payment
- Design and build a mobility hub
- Add EV charging stations
- Enhance the city's webpage on parking requirements

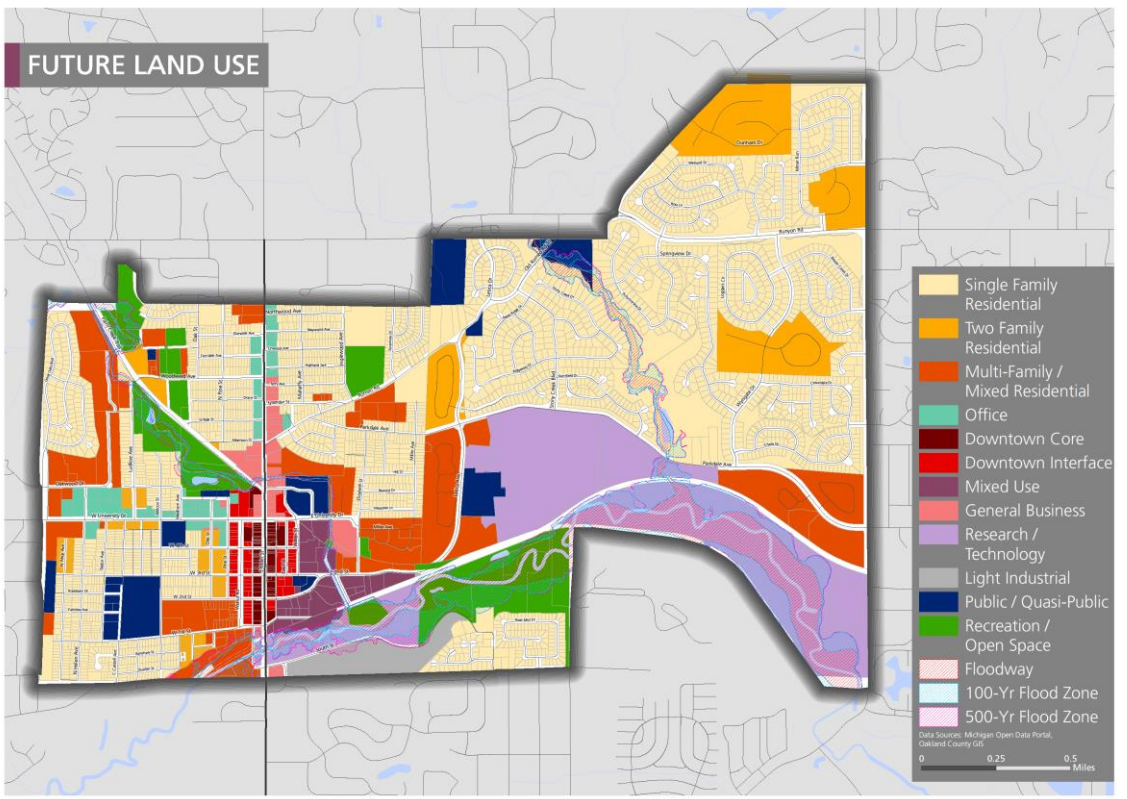


Sustainability Indicators: Downtown Viability

DEVELOPMENT COMPONENT	INDICATOR	BASELINE	TARGET/ FUTURE TREND
17 <i>Workforce Development</i>	 17.1 Regional Number of Jobs	7,028 jobs	Grow Page 15
	17.2 Local Mixed Use Percentage	72% commercial use	5% increase within DDA district Page 84
18 <i>Historic Preservation</i>	 18.1 Regional Percentage of Housing Structures Over 50 Years Old	33.1% of housing structures over 50 years old	Grow Page 22
	18.2 Local Compliance with Sight Lines	Existing skyline	0% change Page 83
19 <i>Business Attraction</i>	 19.1 Regional Number of New Businesses within DDA District	432 businesses within DDA	Grow Page 87
	19.2 Local Proportion of Businesses in DDA District	57% of businesses within the DDA	5% increase within DDA district Page 87
20 <i>Parking Efficiency</i>	 20.1 Regional Number of Event Days	56 event days	Maintain baseline Page 86
	20.2 Local Public Parking Provided	1,314 paid parking spots 367 free parking spots	10% increase Page 87

- Sustainability indicators are pulled from “Sustainable Rochester”
- Indicators for downtown viability are integrated throughout the plan

Downtown Core and Interface





Future Land Use

Downtown Core

- Same as the CBD zoning district
- New buildings in the downtown area should be built along traditional design guidelines without altering the historic character of the surrounding area.
- Appropriate infill development is encouraged and considered a priority (i.e. no drive-thrus).
- No major changes are proposed to the land or district
- Noted during review that there are several nonconforming medical establishments which are functioning as intended and should be made conforming through a text amendment.

Downtown Interface

- Contains three districts, downtown edge 1, downtown edge 2, transition district.
- Given their specificity, a review was conducted to consider whether they could be consolidated, but it was determined that they are functioning as intended.
- This land use category manages the interface between the intense uses of the downtown and less-intense environments hosting residential, office, and general business uses.



Other Ways to Get Involved

- Project website: <https://rochestermasterplan.org/>
- 63-day review period (state required)
 - Email: Michelle Bennett, BRI mbennett@bria2.com
 - Ciona Hall, Planning Coordinator chall@rochestermi.org
- Public hearing
 - Planning Commission, TBD in November



THANK YOU!

rochestermasterplan.org

ROCHESTER MASTER PLAN

6C. Downtown Visioning Session

The Community Development Committee is hosting the Downtown Visioning Session on Wednesday, September 29, 6-9 pm at the Royal Park Hotel. Kristi will provide a report on the event.

6D. DIA Mural Project

Nik and Kristi have been working with the Detroit Institute of Arts and Paint Creek Center for the Arts to bring public art to downtown. This project first began in early 2020 and was put on hold due to COVID until this spring. Attached is the artist that was selected by the DIA and the rendering of the mural. Nik and Kristi will provide a report on the project, the process and where we go from here.



Artist Statement
Jacob Dwyer
Rochester PiPA Mural

This design features four native species of animals and plants which can be observed in Rochester, MI. The monarch butterfly and common milkweed reflect the city's direct efforts to increase the presence of pollinators. In the center of the composition are three rainbow trout, which are unique to the Rochester area of the Clinton River Watershed. They connect the natural ecosystem to the human recreation in the area. The right side of the composition features a great blue heron, which can be found East of Rochester Rd, on the North side of the Clinton River in a heron rookery. These representations cover a broad spectrum of natural history that is specific to the city of Rochester and how the people there interact with their environment. Formally, the design is held together using dynamic symmetry, flowing abstraction, and a triad color scheme.

Jacob Dwyer
Artist Bio

Jacob Dwyer is a Detroit based painter working mostly in murals, traditional signs, and architectural ornament. He is from the Twin Cities of Minnesota, and received a BFA in painting, drawing and sculpture from the Minneapolis College of Art and Design. He relocated to Detroit, MI in 2016 to pursue opportunities in public art. His recent work has focused on natural history and community representation.

6E. Downtown Capital Projects Update

Nik will provide an update on the current Sidewalk Replacement Project and a potential new mill & fill project on Second Street.

6F. Butterfly Garden Expansion Ribbon Cutting

Marilyn Trent asked us to share the following invitation with the DDA Board:

You are invited to the ribbon cutting Monday, August 23, 4:00pm to celebrate the expansion of The Municipal Park Butterfly Garden Expansion.

I would like to personally thank the DDA for its support when I first introduced the idea at the Goals & Objectives Meeting in January 2019.

7A. Executive Director Update

Main Street Oakland County In Your Town Training Grant

We are once again receiving \$1,500 to go towards a Merchant Training Workshop. We are working with Mary Liz Curtin, owner of Leon & Lulu in Clawson to come in to do a training this fall.

Magical Mural Tour

The 2nd annual Magical Mural Tour will feature (20) 4' x 8' murals popping up around downtown and the Municipal Park. Murals will be on display September 6 through September 30.

Snowman Stroll

We are accepting artists and sponsors for the first-ever Snowman Stroll - a public art event that will bring 5' fiberglass snowman, designed by local artists and sponsored by local businesses to Main Street during the holiday season.



Rochester DDA Board Meeting

August 12, 2021

Events Coordinator Report

Past Events

- **Sidewalk Sales - July 15 - 17** – Overall the downtown businesses were pleased with the turnout of Sidewalk Sales. We had one rainy day but overall, nice traffic in town. The kids' craft was a big hit and over 700 kids registered for Explorers' Club this year.
- **Dancin' in the Street - July 16** – W. Fourth Street was filled with people dancing and having fun! Many people commented on how much they enjoyed our main act, The SquarePegz. Overall, we had a lot of great feedback from community members about the Friday night entertainment even with the uncertain weather we had earlier that day.
- **Movies in the Moonlight** – We made it through another very successful season of Movies in the Moonlight. Unfortunately, we had one movie cancellation on July 24th but luckily, we were able to reschedule Grease for August 14th. We had great attendance for each movie. People really enjoyed the variety of pre-show games and entertainment. All who sponsored were very happy with the turnout and gained advertising.

Upcoming events

- **Junk in the Trunk – August 14** - Rochester's very own community-wide resale event, Junk in the Trunk will take place 9:00am-1:00pm in the Farmers' Market Upper Lot. We have 56 vendors signed up to participate to sell their treasures. It is up to they vendors what they do with that space- they can bring in tables, pop-up tents or simply open their trunk.
- **Movies in the Moonlight August 14 (Rescheduled)** - Grease was canceled on July 24th due to the severe weather. We were able to reschedule the movie to August 14th. The Linda Rea Team will be sponsoring Grease on the 14th.
- **Taste of Fall Promotion** - This week we shot photos Taste of Fall brochure. Taste of Fall is a promotion this September for our restaurants, bars, and bakeries. The purpose of the promotion is to showcase Michigan's fall flavors through new, innovative food and beverage offerings downtown. Taste of Fall will kick off September 6 and run through October 18 In support of the promotion, we will be producing a brochure (both printed and online), table tents and a social media campaign.
- **Rochester Posed – October 7** –The theme this year for Rochester Posed is 'Famous Duos'. Plans are moving forward with this even. Most businesses have chosen their Famous Duo selection already and I will be working to try and recruit a few more businesses to join Rochester Posed. The public will be able to participate in text-to-vote for their favorite windows. Posters and flyers to be distributed to the businesses in the next couple of weeks.
- **Trick-or-Treat Downtown – October 16** – Trick-or-treating will be from 3:30-5pm and the costume parade will begin at 5:15pm. The parade will be on Water St., beginning at University and ending at the Fire Station where RAYA will host a spaghetti dinner. After the costume parade, we will be hosting a Halloween Fest at the Farmers' Market lot. Our Halloween Fest includes a variety of different games and prizes for the kids. The Little Donut Factory will be onsite selling hot fresh donuts, The Detroit Ghostbusters will be in attendance once again this year with ecto-1 for photos and The Linda Rea Team will be onsite passing out pumpkins! The Halloween Fest takes place from 5:30 – 7:00 pm.

DOWNTOWN DEVELOPMENT AUTHORITY BOARD MEETING
August 2021
Marketing Coordinator Update

PROMOTION

Farmers' Market: August marks the mid-way point of the season, making the market is robust with produce and vendors. Last month we partnered with Taste the Local Difference and Parker Grant Hospitality to put on three cooking demos at the market, each were successful and engaging for shoppers. Summer Dreams is back now through beginning of October with all your Dahlia needs. We are currently working on a fall promotion to host in the month of September.

Kris Kringle Market: Kris Kringle applications have been sent out to all previous participating vendors. We are looking to host Kris Kringle back in it's original location of West Fourth Street. With about 40 vendors, visits with Santa, a warming tent with Rochester Mills beer and hot spiced wine by Fieldstone Winery and much more. Lincoln of Troy is returning as our presenting sponsor.

In Town Magazine: Participation and advertising opportunities will be sent out at the end of August with for this year's Holiday In Town Magazine. The end of September we will be working with businesses on collecting items to feature as well as the photoshoot. In Town Magazines will hit homes the second week of November.

Business Development: Business Directories have gone to print and will be available at the end of the month

User: mmoriwaki

PERIOD ENDING 07/31/2021

DB: Rochester

*NOTE: Available Balance / Pct Budget Used does not reflect amounts encumbered.

GL NUMBER	DESCRIPTION	2021-22 AMENDED BUDGET	YTD BALANCE 07/31/2021	ACTIVITY FOR MONTH 07/31/2021	AVAILABLE BALANCE	% BGD USED
Fund Group <None>						
Fund 494 - DOWNTOWN DEVELOPMENT AUTHORITY						
Revenues						
Dept 000.000 - GENERAL LEDGER						
494-000.000-402.000	CURRENT PROPERTY TAXES	1,650,000.00	0.00	0.00	1,650,000.00	0.00
494-000.000-573.000	LOCAL COMMUNITY STABILIZATION	40,000.00	0.00	0.00	40,000.00	0.00
494-000.000-626.000	DDA BUSINESS DEVELOPMENT	20,000.00	6,703.00	6,703.00	13,297.00	33.52
494-000.000-676.000	ADMINISTRATIVE CROSS CHARGE	43,238.00	0.00	0.00	43,238.00	0.00
494-000.000-692.000	MISCELLANEOUS INCOME	1,040.00	0.00	0.00	1,040.00	0.00
Total Dept 000.000 - GENERAL LEDGER		1,754,278.00	6,703.00	6,703.00	1,747,575.00	0.38
TOTAL REVENUES		1,754,278.00	6,703.00	6,703.00	1,747,575.00	0.38
Expenditures						
Dept 752.000 - BIG BRIGHT LIGHTSHOW						
494-752.000-805.000	CONTRACTUAL SERVICES	150,000.00	0.00	0.00	150,000.00	0.00
Total Dept 752.000 - BIG BRIGHT LIGHTSHOW		150,000.00	0.00	0.00	150,000.00	0.00
Dept 896.000 - DOWNTOWN DEVELOPMENT AUTHORITY						
494-896.000-701.000	SUPERVISOR SALARIES	79,000.00	6,017.94	6,017.94	72,982.06	7.62
494-896.000-701.002	PART-TIME WAGES	0.00	397.80	397.80	(397.80)	100.00
494-896.000-710.101	LONGEVITY	2,100.00	0.00	0.00	2,100.00	0.00
494-896.000-715.000	FICA	6,444.00	491.53	491.53	5,952.47	7.63
494-896.000-716.000	HOSPITALIZATION	22,206.00	1,284.26	1,284.26	20,921.74	5.78
494-896.000-716.004	HOSPITALIZATION -HSA FUNDING	4,200.00	0.00	0.00	4,200.00	0.00
494-896.000-718.000	RETIREMENT CONTRIBUTION	10,997.00	0.00	0.00	10,997.00	0.00
494-896.000-718.002	EMPLOYER RETIREMENT CONTRIBUT	0.00	92.32	92.32	(92.32)	100.00
494-896.000-719.000	DENTAL/OPTICAL	950.00	126.48	126.48	823.52	13.31
494-896.000-721.000	UNEMPLOYMENT COMP. INSURANCE	16.00	3.35	3.35	12.65	20.94
494-896.000-728.000	POSTAGE	3,168.00	0.00	0.00	3,168.00	0.00
494-896.000-729.000	PRINTING & OFFICE SUPPLIES	21,000.00	39.85	39.85	20,960.15	0.19
494-896.000-757.000	OPERATING SUPPLIES	2,600.00	36.00	36.00	2,564.00	1.38
494-896.000-801.000	ADMINISTRATIVE CROSS CHARGE	78,200.00	0.00	0.00	78,200.00	0.00
494-896.000-803.000	LEGAL SERVICES	2,112.00	0.00	0.00	2,112.00	0.00
494-896.000-804.000	AUDITING	3,118.00	0.00	0.00	3,118.00	0.00
494-896.000-805.009	CONTRACT SVCS - BUS. DEV COMM	10,445.00	0.00	0.00	10,445.00	0.00
494-896.000-805.010	CONTRACT SVCS - D.P.W.	10,000.00	0.00	0.00	10,000.00	0.00
494-896.000-805.011	CONTRACT SVCS - MAINTENANCE	23,439.00	630.00	630.00	22,809.00	2.69
494-896.000-805.027	CABLE CASTING	4,224.00	325.00	325.00	3,899.00	7.69
494-896.000-805.030	CONTRACT SVCS - DUMPSTERS	122,764.00	0.00	0.00	122,764.00	0.00
494-896.000-805.703	CONTRACT SVCS - EMPLOYMENT	1,795.00	140.00	140.00	1,655.00	7.80
494-896.000-850.000	TELECOMMUNICATIONS	5,189.00	228.81	228.81	4,960.19	4.41
494-896.000-860.000	COMPUTER RENTAL	2,072.00	0.00	0.00	2,072.00	0.00
494-896.000-861.002	EQUIPMENT LEASE - COPY MACHIN	15,000.00	0.00	0.00	15,000.00	0.00
494-896.000-863.001	PROFESSIONAL DEVELOPMENT	9,000.00	0.00	0.00	9,000.00	0.00
494-896.000-863.002	TRAVEL	1,584.00	0.00	0.00	1,584.00	0.00
494-896.000-864.000	LOCAL MILEAGE ALLOWANCE	1,097.00	0.00	0.00	1,097.00	0.00
494-896.000-883.000	COMMUNITY AFFAIRS- EXTERNAL	5,000.00	0.00	0.00	5,000.00	0.00
494-896.000-912.000	GENERAL INSURANCE	15,573.00	849.00	849.00	14,724.00	5.45
494-896.000-921.000	LIGHT & POWER	36,960.00	4,314.36	4,314.36	32,645.64	11.67
494-896.000-922.000	HEAT-BUILDING	603.00	0.00	0.00	603.00	0.00

PERIOD ENDING 07/31/2021

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GL NUMBER	DESCRIPTION	2021-22 AMENDED BUDGET	YTD BALANCE 07/31/2021	ACTIVITY FOR MONTH 07/31/2021	AVAILABLE BALANCE	% BDGT USED
Fund Group <None>						
Fund 494 - DOWNTOWN DEVELOPMENT AUTHORITY						
Expenditures						
494-896.000-931.000	MAINTENANCE & REPAIRS - EQUIP	528.00	0.00	0.00	528.00	0.00
494-896.000-940.000	RENTAL OF LAND	32,761.00	3,592.40	3,592.40	29,168.60	10.97
494-896.000-957.000	DUES & SUBSCRIPTIONS	1,689.00	0.00	0.00	1,689.00	0.00
Total Dept 896.000 - DOWNTOWN DEVELOPMENT AUTHORIT		535,834.00	18,569.10	18,569.10	517,264.90	3.47
Dept 900.000 - CAPITAL CONTROL						
494-900.000-974.019	CAPITAL ASSETS - MAINT & MINO	151,000.00	30,887.00	30,887.00	120,113.00	20.45
494-900.000-974.121	SIDEWALK RECONSTRUCTION	31,680.00	0.00	0.00	31,680.00	0.00
494-900.000-974.210	STREET LIGHTING REPLACEMENT	250,000.00	86,900.00	86,900.00	163,100.00	34.76
494-900.000-989.000	COVID-19 RESPONSE	100,444.00	0.00	0.00	100,444.00	0.00
Total Dept 900.000 - CAPITAL CONTROL		533,124.00	117,787.00	117,787.00	415,337.00	22.09
Dept 965.000 - APPROPRIATIONS TO OTHER FUNDS						
494-965.000-999.203	TRANS TO MVH LOCAL STREET FUN	373,156.00	0.00	0.00	373,156.00	0.00
494-965.000-999.516	TRANS TO AUTO PARKING FUND	162,164.00	0.00	0.00	162,164.00	0.00
Total Dept 965.000 - APPROPRIATIONS TO OTHER FUNDS		535,320.00	0.00	0.00	535,320.00	0.00
TOTAL EXPENDITURES		1,754,278.00	136,356.10	136,356.10	1,617,921.90	7.77
Fund 494 - DOWNTOWN DEVELOPMENT AUTHORITY:						
TOTAL REVENUES		1,754,278.00	6,703.00	6,703.00	1,747,575.00	0.38
TOTAL EXPENDITURES		1,754,278.00	136,356.10	136,356.10	1,617,921.90	7.77
NET OF REVENUES & EXPENDITURES		0.00	(129,653.10)	(129,653.10)	129,653.10	100.00
Fund Group <None>:						
TOTAL REVENUES		2,485,564.00	237,089.78	237,089.78	2,248,474.22	9.54
TOTAL EXPENDITURES		2,490,404.00	164,443.32	164,443.32	2,325,960.68	6.60
NET OF REVENUES & EXPENDITURES		(4,840.00)	72,646.46	72,646.46	(77,486.46)	1,500.96
TOTAL REVENUES - ALL FUNDS						
TOTAL REVENUES - ALL FUNDS		2,485,564.00	237,089.78	237,089.78	2,248,474.22	9.54
TOTAL EXPENDITURES - ALL FUNDS		2,490,404.00	164,443.32	164,443.32	2,325,960.68	6.60
NET OF REVENUES & EXPENDITURES		(4,840.00)	72,646.46	72,646.46	(77,486.46)	1,500.96