

City of Rochester

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

PRINCIPAL SHOPPING DISTRICT BOARD MEETING AGENDA

Members: Donna Bourgoin, Patti Eisenbraun, Doug Gould, Jill Lutz, Karen Malsbury & Kevin Stewart

Downtown Collaboration	December 7, 2022	5:30 pm
Studio, 431 S. Main		

- 1. Call to Order
- 2. Roll Call
- 3. General Business Agenda Items
 - a. Request for Recommendation Fire & Ice Festival
 - b. Festival of Trees Event Recap
 - c. Snowman Stroll Update
 - d. Set Date for Goals & Objectives Meeting
- 4. Reports
 - a. PSD Financial Report
 - b. Events & Marketing Update
 - c. Executive Director Report
- 5. Miscellaneous
- 6. Adjourn



MEMORANDUM

DATE: November 11, 2022

TO: PSD Board

FROM: Promotions, Fire & Ice Committees

SUBJECT: Request for Recommendation – 2023 Fire & Ice Festival

We respectfully request your recommendation to City Council for approval of the 2023 Fire & Ice Festival on the following dates:

Friday, January 20, 5:00 – 9:00pm Saturday, January 21, 10:00 am – 9:00 pm

We are partnering with Oakland County again this year and will maintain the same basic activities as the 2020 event; this encompasses Frank Rewold's property at East Third and Water – in between Rochester Mills & the Fire Department.

Ice sculptures will be placed outside of sponsoring businesses throughout Downtown Rochester, as in previous years. The Lions' warming station will be located on E. Third between Main and the East Alley, which includes hot beverages and marshmallow roasting. Restaurants will have the opportunity to participate in the Taste Fest Tent which will also be located on Frank Rewold's lot. If we do not fill the tent with downtown restaurants, we will solicit other area restaurants. There will be 6 food trucks located on Water Street in between E. 3rd and the back of the Rochester Mill's parking lot. (Map on page 2).

East Third Street between Main Street and East Alley will need to be closed at 7:00 am on Wednesday, January 20. Additionally, barricades and road closure signage will need to be placed on Water Street and the end of E. 3rd.

Fire & Ice activities include Taste Fest, Food Truck Rally, fireworks, skating rink, snowshoeing, Ice Carving Competition, Pet adoption and more. We are still finalizing all details and activities.

The Taste Fest will again take place in the food tent and the sales and consumption of alcoholic beverages will be coordinated by the Rochester Mills Beer Co. The Rochester Mills will be working with Liquor Control Commission to obtain the proper liquor licensing for our food & beverage tent. Beer and wine will be contained within the event area in accordance with the Liquor Control Commission Regulations.

We will continue to communicate with DPW, the Police Department and Fire Department to coordinate all details prior to the event.





Location Map

Legend/ Map Symbols



Fire & Ice Festival Location



Ice Rink





Oakland County Parks





1. Snowman Santa

Artist: Kara McGahey

Sponsor: Controller Technologies

2. Music Man

Artist: Lori Borraccio Morris

Sponsor: Stifel

3. Sam The Snowman

Artist: Linda Monks

Sponsor: O'Connor's Public House

4. Snowflake Snowman

Artist: Jessica Hall

Sponsor: The Spice & Tea Exchange

of Rochester

5. Steampunk Snowman

Artist: Katy Kibbey

Sponsor: Rochester Salvage & Supply

6. Buddy The Elf

Artist: Sophia Karras

Sponsor: UHY

December 1 -January 21, 2023

7. Lite Brite

Artist: Tom Trevarrow Sponsor: DFCU Financial

8. Definitely Santa...

Artist: Sam Bertin

Sponsor: Merrill Lynch

9. Fashion Flakes

Artist: Jessica Hall

Sponsors: Be Scene Boutique, 4th Street Boutique, Hello Fancy Boutique, Side Dish & Talulah Belle

10. Reflections

Artist: Julie Frontera

Sponsor: Haig's of Rochester Fine Jewelry

11. Snowman Globe

Artist: Frank Nemis

Sponsor: Potere-Modetz Funeral Home

12. Spruce

Artist: Amanda Sgarlata

Sponsor: Love Local Rochester

