



## City of Rochester

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Rochester, MI 48307  
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[www.rochestermi.org](http://www.rochestermi.org)

### PRINCIPAL SHOPPING DISTRICT BOARD MEETING AGENDA

*Members: Bryan Cardwell, Patti Eisenbraun, Amanda Harrison,  
Suzette Louise, Patrick Mulrenin & Kevin Stewart*

Zoom Meeting	January 12, 2021	5:30 pm
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1. Call to Order
2. Roll Call
3. Audience Comments
4. FYE 2022 Goals & Objectives Discussion
  - a. Promotions Committee Survey Results
  - b. Proposed 2021 Event Calendar
  - c. New Events for Discussion
    - Rochester: No Filter
    - Thursday Night Market
    - Holiday Open House
    - Snowman Public Art Project
5. Reports
  - a. PSD Financial Report
  - b. Events & Marketing Update
  - c. Executive Director Report
6. Miscellaneous
7. Adjourn



## 2021 Events Schedule

Farmers' Market  
May 1 - October 30

Taste of Comfort\*  
February

Deck Art  
May 13 & 14

Rochester: No Filter\*  
June TBD

Junk in the Trunk  
June 19

Sidewalk Sales  
July 15 - 17

Explorers Club  
July 15 - August 7

Dancin' in the Street  
July 16

Movies in the Moonlight  
July 17, 24, 31 & August 7

Junk in the Trunk  
August 14 or 21

Taste of Fall  
September 6 - October 18

Magical Mural Tour  
September 6 - 30

Rochester Posed  
October 7

Trick-or-Treat Downtown & Halloween Fest  
October 16

Holiday Expo  
TBD

Festival of Trees  
November 19 - 21

Lagniappe  
November 22

The Big, Bright Light Show  
November 22 - January 2, 2022

Plaid Friday/Small Business Saturday  
November 26 & 27

Neighborhood Light Fight  
December 1 - 12

Kris Kringle Market  
December 3 & 4

Caroling in the City  
December 12

Fire & Ice Festival  
TBD January 2022

User: mmoriwaki

DB: Rochester

PERIOD ENDING 12/31/2020

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

GL NUMBER	DESCRIPTION	2020-21 AMENDED BUDGET	YTD BALANCE 12/31/2020	ACTIVITY FOR MONTH 12/31/2020	AVAILABLE BALANCE	% BDGT USED
Fund Group <None>						
Fund 493 - PRINCIPAL SHOPPING DISTRICT						
Revenues						
Dept 000.000 - GENERAL LEDGER						
493-000.000-608.000	PRINCIPAL SHOPPING DISTRICT	293,158.00	0.00	0.00	293,158.00	0.00
493-000.000-609.000	SIDEWALK SALES	350.00	5,000.00	0.00	(4,650.00)	1,428.57
493-000.000-611.003	DANCIN' - RESTAURANTS	450.00	0.00	0.00	450.00	0.00
493-000.000-614.000	LAGNIAPPE	2,000.00	0.00	0.00	2,000.00	0.00
493-000.000-616.001	KRIS KRINGLE MARKET	33,858.00	462.00	410.00	33,396.00	1.36
493-000.000-618.000	BIG BRIGHT LIGHT SHOW	95,945.00	42,926.01	1,590.01	53,018.99	44.74
493-000.000-619.000	WINTER MAGAZINE	18,090.00	5,475.00	0.00	12,615.00	30.27
493-000.000-621.000	SPRING MAGAZINE	16,535.00	0.00	0.00	16,535.00	0.00
493-000.000-622.002	ANNUAL AWARENESS PROGRAMSOR	3,750.00	1,000.00	0.00	2,750.00	26.67
493-000.000-624.001	FIRE & ICE FESTIVAL	13,815.00	3,685.00	3,315.00	10,130.00	26.67
493-000.000-624.014	MOVIES IN THE MOONLIGHT	3,494.00	1,825.00	0.00	1,669.00	52.23
493-000.000-634.748	HALLOWEEN EVENTS	1,000.00	1,000.00	0.00	0.00	100.00
493-000.000-634.755	JUNK IN THE TRUNK	2,268.00	25.00	0.00	2,243.00	1.10
493-000.000-634.757	DECK ART	455.00	765.00	0.00	(310.00)	168.13
493-000.000-634.762	ROCHESTER POSED	25.00	0.00	0.00	25.00	0.00
493-000.000-634.764	CUP OF SUGAR FUND	2,250.00	0.00	0.00	2,250.00	0.00
493-000.000-634.766	MAD MONEY MARCH	950.00	0.00	0.00	950.00	0.00
493-000.000-634.767	FARMERS MARKET	30,000.00	12,570.00	70.00	17,430.00	41.90
493-000.000-634.769	ROCHESTER EXPLORERS CLUB	1,000.00	0.00	0.00	1,000.00	0.00
493-000.000-634.773	FARM TO TABLE DINNER	2,500.00	0.00	0.00	2,500.00	0.00
493-000.000-634.775	CAROLING IN THE CITY	2,500.00	1,500.00	0.00	1,000.00	60.00
493-000.000-665.072	INTEREST -MICHIGAN CLASS	4,051.00	85.73	0.00	3,965.27	2.12
493-000.000-665.961	PSD INTEREST & PENALTIES	405.00	0.00	0.00	405.00	0.00
493-000.000-676.000	ADMINISTRATIVE CROSS CHARGE	26,888.00	13,579.02	2,263.17	13,308.98	50.50
493-000.000-692.000	MISCELLANEOUS INCOME	10,000.00	90.00	0.00	9,910.00	0.90
493-000.000-699.805	TRANS FRM DDA-CONTRACTUAL SRV	175,000.00	446,658.00	0.00	(271,658.00)	255.23
Total Dept 000.000 - GENERAL LEDGER		740,737.00	536,645.76	7,648.18	204,091.24	72.45
TOTAL REVENUES		740,737.00	536,645.76	7,648.18	204,091.24	72.45
Expenditures						
Dept 000.000 - GENERAL LEDGER						
493-000.000-716.004	HOSPITALIZATION -HSA FUNDING	740.00	0.00	0.00	740.00	0.00
Total Dept 000.000 - GENERAL LEDGER		740.00	0.00	0.00	740.00	0.00
Dept 701.000 - GENERAL & ADMINSTRATIVE - GA						
493-701.000-701.001	EMPLOYEE WAGES	84,000.00	39,778.97	9,179.76	44,221.03	47.36
493-701.000-701.002	PART-TIME WAGES	2,000.00	1,986.48	0.00	13.52	99.32
493-701.000-701.003	OVERTIME WAGES	13,344.00	11,857.98	3,886.97	1,486.02	88.86
493-701.000-715.000	FICA	8,000.00	3,933.34	992.62	4,066.66	49.17
493-701.000-716.000	HOSPITALIZATION	17,006.00	6,588.80	1,658.08	10,417.20	38.74
493-701.000-716.001	HOSPITALIZATION-LIEU/ COVERAG	2,154.00	0.00	0.00	2,154.00	0.00
493-701.000-716.004	HOSPITALIZATION -HSA FUNDING	4,550.00	0.00	0.00	4,550.00	0.00
493-701.000-717.000	EMPLOYEE LIFE INSURANCE	614.00	0.00	0.00	614.00	0.00
493-701.000-718.001	DEFINED CONTRIBUTION	8,083.00	4,776.40	1,208.66	3,306.60	59.09
493-701.000-718.002	EMPLOYER RETIREMENT CONTRIBUTI	2,400.00	1,107.52	184.32	1,292.48	46.15
493-701.000-719.000	DENTAL/OPTICAL	800.00	442.78	107.78	357.22	55.35

User: mmoriwaki

PERIOD ENDING 12/31/2020

DB: Rochester

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GL NUMBER	DESCRIPTION	2020-21 AMENDED BUDGET	YTD BALANCE 12/31/2020	ACTIVITY FOR MONTH 12/31/2020	AVAILABLE BALANCE	% BGD USED
Fund Group <None>						
Fund 493 - PRINCIPAL SHOPPING DISTRICT						
Expenditures						
493-701.000-801.000	ADMINISTRATIVE CROSS CHARGE	29,651.00	14,974.02	2,495.67	14,676.98	50.50
493-701.000-805.703	CONTRACT SVCS - EMPLOYMENT	13,000.00	4,708.00	941.60	8,292.00	36.22
493-701.000-863.000	TRAVEL/MEETINGS & CONFERENCES	786.00	0.00	0.00	786.00	0.00
493-701.000-961.000	CASH-SHORT OR OVER	10.00	0.00	0.00	10.00	0.00
493-701.000-963.002	MERCHANT SERVICE FEES	2,000.00	1,912.35	0.00	87.65	95.62
Total Dept 701.000 - GENERAL & ADMINSTRATIVE - GA		188,398.00	92,066.64	20,655.46	96,331.36	48.87
Dept 708.000 - KRIS KRINGLE MARKET						
493-708.000-790.007	AD PR - SIGNAGE	1,751.83	75.00	0.00	1,676.83	4.28
493-708.000-861.000	EQUIPMENT RENTAL	15,831.00	0.00	0.00	15,831.00	0.00
493-708.000-963.000	MISCELLANEOUS	18,105.00	1,740.02	671.02	16,364.98	9.61
Total Dept 708.000 - KRIS KRINGLE MARKET		35,687.83	1,815.02	671.02	33,872.81	5.09
Dept 709.000 - SIDEWALK SALES - SS						
493-709.000-790.002	AD PR - NEWSPAPER	532.69	0.00	0.00	532.69	0.00
493-709.000-790.007	AD PR - SIGNAGE	532.69	0.00	0.00	532.69	0.00
493-709.000-805.000	CONTRACTUAL SERVICES	2,925.94	0.00	0.00	2,925.94	0.00
493-709.000-963.000	MISCELLANEOUS	255.68	0.00	0.00	255.68	0.00
Total Dept 709.000 - SIDEWALK SALES - SS		4,247.00	0.00	0.00	4,247.00	0.00
Dept 711.000 - DANCIN IN THE STREETS						
493-711.000-805.000	CONTRACTUAL SERVICES	6,903.00	0.00	0.00	6,903.00	0.00
Total Dept 711.000 - DANCIN IN THE STREETS		6,903.00	0.00	0.00	6,903.00	0.00
Dept 714.000 - LAGNIAPPE - LAG						
493-714.000-790.007	AD PR - SIGNAGE	288.69	68.24	68.24	220.45	23.64
493-714.000-805.000	CONTRACTUAL SERVICES	6,447.31	0.00	0.00	6,447.31	0.00
Total Dept 714.000 - LAGNIAPPE - LAG		6,736.00	68.24	68.24	6,667.76	1.01
Dept 715.000 - ANNUAL AWARENESS PROGRAM						
493-715.000-790.003	AD PR - PRINTING/GRAPHICS	7,467.00	0.00	0.00	7,467.00	0.00
493-715.000-791.004	AD-PL-TV-HLDY PARADE/DT PROMO	30,000.00	0.00	0.00	30,000.00	0.00
493-715.000-792.000	BANNERS	10,357.00	1,804.00	0.00	8,553.00	17.42
493-715.000-794.000	GRAPHIC DESIGN	0.00	275.00	0.00	(275.00)	100.00
493-715.000-963.000	MISCELLANEOUS	249.00	0.00	0.00	249.00	0.00
Total Dept 715.000 - ANNUAL AWARENESS PROGRAM		48,073.00	2,079.00	0.00	45,994.00	4.32
Dept 716.000 - FIRE & ICE FESTIVAL						
493-716.000-731.000	LICENSE AND FEES	15,766.80	0.00	0.00	15,766.80	0.00
493-716.000-790.003	AD PR - PRINTING/GRAPHICS	747.20	0.00	0.00	747.20	0.00

PERIOD ENDING 12/31/2020

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Fund Group <None>						
Fund 493 - PRINCIPAL SHOPPING DISTRICT						
Expenditures						
493-716.000-790.007	AD PR - SIGNAGE	1,175.56	0.00	0.00	1,175.56	0.00
493-716.000-805.000	CONTRACTUAL SERVICES	8,745.44	0.00	0.00	8,745.44	0.00
Total Dept 716.000 - FIRE & ICE FESTIVAL		26,435.00	0.00	0.00	26,435.00	0.00
Dept 719.000 - WINTER MAGAZINE						
493-719.000-790.003	AD PR - PRINTING/GRAPHICS	25,533.67	17,105.25	17,105.25	8,428.42	66.99
493-719.000-794.000	GRAPHIC DESIGN	7,252.21	7,425.00	0.00	(172.79)	102.38
493-719.000-805.000	CONTRACTUAL SERVICES	3,673.12	4,100.00	0.00	(426.88)	111.62
Total Dept 719.000 - WINTER MAGAZINE		36,459.00	28,630.25	17,105.25	7,828.75	78.53
Dept 720.000 - SPRING MAGAZINE						
493-720.000-728.000	POSTAGE	7,061.00	7,054.79	0.00	6.21	99.91
493-720.000-790.003	AD PR - PRINTING/GRAPHICS	17,147.00	250.00	0.00	16,897.00	1.46
493-720.000-794.000	GRAPHIC DESIGN	7,262.00	0.00	0.00	7,262.00	0.00
493-720.000-805.000	CONTRACTUAL SERVICES	3,530.00	0.00	0.00	3,530.00	0.00
Total Dept 720.000 - SPRING MAGAZINE		35,000.00	7,304.79	0.00	27,695.21	20.87
Dept 736.000 - MOVIES IN THE MOONLIGHT						
493-736.000-790.007	AD PR - SIGNAGE	488.00	0.00	0.00	488.00	0.00
493-736.000-791.002	AD PL - NEWSPAPER ADV	878.00	0.00	0.00	878.00	0.00
493-736.000-805.000	CONTRACTUAL SERVICES	13,658.00	660.00	0.00	12,998.00	4.83
493-736.000-963.000	MISCELLANEOUS	2,288.00	1,100.00	0.00	1,188.00	48.08
Total Dept 736.000 - MOVIES IN THE MOONLIGHT		17,312.00	1,760.00	0.00	15,552.00	10.17
Dept 748.000 - HALLOWEEN EVENTS						
493-748.000-805.000	CONTRACTUAL SERVICES	808.00	70.00	0.00	738.00	8.66
493-748.000-963.000	MISCELLANEOUS	1,212.00	3,209.24	0.00	(1,997.24)	264.79
Total Dept 748.000 - HALLOWEEN EVENTS		2,020.00	3,279.24	0.00	(1,259.24)	162.34
Dept 752.000 - BIG BRIGHT LIGHTSHOW						
493-752.000-763.000	FESTIVAL OF TREES	31,832.00	31,441.91	12,689.98	390.09	98.77
493-752.000-805.000	CONTRACTUAL SERVICES	270,000.00	268,267.50	0.00	1,732.50	99.36
Total Dept 752.000 - BIG BRIGHT LIGHTSHOW		301,832.00	299,709.41	12,689.98	2,122.59	99.30
Dept 755.000 - JUNK IN THE TRUNK						
493-755.000-963.000	MISCELLANEOUS	405.00	50.00	0.00	355.00	12.35
Total Dept 755.000 - JUNK IN THE TRUNK		405.00	50.00	0.00	355.00	12.35

REVENUE AND EXPENDITURE REPORT FOR CITY OF ROCHESTER  
 PERIOD ENDING 12/31/2020

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

GL NUMBER	DESCRIPTION	2020-21 AMENDED BUDGET	YTD BALANCE 12/31/2020	ACTIVITY FOR MONTH 12/31/2020	AVAILABLE BALANCE	% BDGT USED
Fund Group <None>						
Fund 493 - PRINCIPAL SHOPPING DISTRICT						
Expenditures						
Dept 757.000 - DECK ART						
493-757.000-963.000	MISCELLANEOUS	0.00	942.58	0.00	(942.58)	100.00
Total Dept 757.000 - DECK ART		0.00	942.58	0.00	(942.58)	100.00
Dept 762.000 - ROCHESTER POSED						
493-762.000-790.003	AD PR - PRINTING/GRAPHICS	179.00	0.00	0.00	179.00	0.00
493-762.000-963.000	MISCELLANEOUS	716.00	0.00	0.00	716.00	0.00
Total Dept 762.000 - ROCHESTER POSED		895.00	0.00	0.00	895.00	0.00
Dept 767.000 - FARMERS MARKET						
493-767.000-760.000	FARMERS MARKET - OP SUPPLIES	10,000.00	4,822.28	0.00	5,177.72	48.22
Total Dept 767.000 - FARMERS MARKET		10,000.00	4,822.28	0.00	5,177.72	48.22
Dept 769.000 - ROCHESTER EXPLORERS CLUB						
493-769.000-963.000	MISCELLANEOUS	5,000.00	709.02	0.00	4,290.98	14.18
Total Dept 769.000 - ROCHESTER EXPLORERS CLUB		5,000.00	709.02	0.00	4,290.98	14.18
Dept 770.000 - SMALL BUSINESS SATURDAY						
493-770.000-963.000	MISCELLANEOUS	1,206.00	1,175.16	0.00	30.84	97.44
Total Dept 770.000 - SMALL BUSINESS SATURDAY		1,206.00	1,175.16	0.00	30.84	97.44
Dept 773.000 - FARM TO TABLE DINNER						
493-773.000-963.000	MISCELLANEOUS	3,125.00	0.00	0.00	3,125.00	0.00
Total Dept 773.000 - FARM TO TABLE DINNER		3,125.00	0.00	0.00	3,125.00	0.00
Dept 774.000 - HOLIDAY PROGRAMS						
493-774.000-760.000	CAROLING IN THE CITY - OP SUPPLIES	10,171.00	1,600.00	0.00	8,571.00	15.73
Total Dept 774.000 - HOLIDAY PROGRAMS		10,171.00	1,600.00	0.00	8,571.00	15.73
TOTAL EXPENDITURES		740,644.83	446,011.63	51,189.95	294,633.20	60.22
Fund 493 - PRINCIPAL SHOPPING DISTRICT:						
TOTAL REVENUES		740,737.00	536,645.76	7,648.18	204,091.24	72.45
TOTAL EXPENDITURES		740,644.83	446,011.63	51,189.95	294,633.20	60.22
NET OF REVENUES & EXPENDITURES		92.17	90,634.13	(43,541.77)	(90,541.96)	18,333.66