



City of Rochester

400 Sixth Street
Rochester, MI 48307
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PRINCIPAL SHOPPING DISTRICT BOARD MEETING AGENDA

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

| | | |
|---|-----------------|---------|
| Downtown Collaboration Studio, 431 S. Main | January 4, 2023 | 5:30 pm |
|---|-----------------|---------|

1. Call to Order
2. Roll Call
3. FYE 2024 Goals & Objectives Discussion
 - a. Promotions Committee Meeting Summary
 - b. Proposed 2023 Event Calendar
 - c. Events for Discussion
 - Junk in the Trunk/Thursday Night Market Reinvention
 - Dancin' in the Street – Inclusion of Alcohol for Sale
 - Snowman Stroll
 - Pancakes & PJs
 - d. Additional Ideas & Discussion
4. Reports
 - a. PSD Financial Report
 - b. Events & Marketing Update
 - c. Executive Director Report
5. Miscellaneous
6. Adjourn



2023 Proposed Event Schedule

Foodie February
February

Farmers' Market
May 6 - October 28

Deck Art
May 11 & 12

Rochester: No Filter
Artist Reception June TBD

Sidewalk Sales
July 13 - 15

Explorers Club
July 13 - August 5

Dancin' in the Street
July 14

Movies in the Moonlight
July 15, 22, 29 & August 5

Taste of Fall
September 4 - October 16

Magical Mural Tour
September 4 - 30

Rochester Posed
October 5

Trick-or-Treat Downtown & Halloween Fest
October 14

Festival of Trees
November 17 - 19

Lagniappe - 50 YEARS!
November 20

Snowman Stroll
November TBD - January TBD

The Big, Bright Light Show
November 20 - January TBD, 2024

Plaid Friday
November 24

Small Business Saturday
November 25

Neighborhood Light Fight
December 1 - 10

Kris Kringle Market
December 1 & 2

Downtown Cookie Stroll
December 2

Caroling in the City
December 10

Pancakes & PJs
December TBD

Fire & Ice Festival
TBD January 2024

*NEW: Replacement of Junk/Thursday night Market