



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

Downtown Collaboration Studio, 431 Main	July 13, 2021	5:30 pm
--	---------------	---------

1. Call to Order
2. Roll Call
3. Audience Comments
4. Regular Business
 - a. Request for Recommendation – Rochester Posed
 - b. Request for Recommendation – Halloween Events
 - c. Request for Recommendation – Lagniappe
 - d. Holiday Promotions Discussion
 - Neighborhood Light Fight
 - Miracle Pop-Up Bars
 - Pancakes & PJs
 - 12 Cookies of Christmas
5. Reports
 - a. PSD Financial Report
 - b. Events & Marketing Update
 - c. Executive Director Report
6. Miscellaneous
7. Adjourn

MEMORANDUM

DATE: June 3, 2021
TO: PSD Board
FROM: Promotions Committee
SUBJECT: Request for Recommendation –Rochester Posed

We respectfully request your recommendation to City Council for approval of the 2021 Rochester Posed. This event will be held on Thursday, October 7 from 7:00 – 9:00 pm. Downtown Rochester businesses will turn their storefront windows into live mannequin displays. This year's theme for Rochester Posed is Famous Duos. This year we will have a people's choice and a judge's choice for the winning window(s). We will be hosting a text to vote for the public and for the judge's choice we will have a panel of judges scoring each window.

Due to the nature of this event, we don't anticipate a need for additional support from police and fire.

Thank you for your consideration.

MEMORANDUM

DATE: June 28, 2021

TO: PSD Board

FROM: Promotions Committee

SUBJECT: Request for approval – Trick-or-Treat in Downtown Rochester, Costume Parade & Halloween Fest!

We respectfully request your recommendation to City Council for approval of Trick-or-Treat Downtown, Costume Parade and Halloween Fest. This event will be held on Saturday, October 16 from 3:30 – 7:00 pm.

The event schedule is as follows:

3:30 – 5:00 pm	Trick-or-Treat Downtown
5:15 – 5:45 pm	Costume Parade
5:00 – 7:00 pm	Halloween Fest

Halloween Fest will begin at 5:00 pm in the Farmers Market lot, corner of E. Third and Water. Activities include Halloween themed games and prizes, Ecto 1 and The Metro Detroit Ghostbusters, and The Linda Rea Team's pumpkin patch and more.

Set up for Halloween Fest will begin following the close of the farmers' market. We would like to close Water Street (between University and Third) and Third Street (between East and Second) to traffic from 5:00 – 7:00 pm for the costume parade and Halloween Fest. We also request closure of the Elevator lot at the corner of Water and University to use as a staging area before the parade at 5:15pm.

Separate communication will be made with DPW, Police and Fire Departments to coordinate all details prior to the event.

Thank you for your consideration.

MEMORANDUM

DATE: June 28, 2021
TO: PSD Board
FROM: Promotions Committee
SUBJECT: Request for Recommendation – Lagniappe

The Promotions Committee respectfully seeks approval of the 49th annual Lagniappe celebration on Monday, November 22, 6:00 - 9:00 pm.

As in past years, the stage will be located on E. Fourth and will require the road closure of E. Fourth Street from Main to the East Alley. The stage will be situated along the north side of E. Fourth, facing south.

Activities include carolers, visit by Santa, Mrs. Claus & their reindeer. Activities will run from 6:00 - 9:00 pm, opening ceremony will start at 6:45 pm and The Big, Bright Light Show will begin promptly at 7:00 pm.

We will coordinate activities with Police, Fire and DPW.

Thank you for your consideration.

User: mmoriwaki

PERIOD ENDING 06/30/2021

DB: Rochester

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

GL NUMBER	DESCRIPTION	2020-21 AMENDED BUDGET	YTD BALANCE 06/30/2021	ACTIVITY FOR MONTH 06/30/2021	AVAILABLE BALANCE	% BDGT USED
Fund Group <None>						
Fund 493 - PRINCIPAL SHOPPING DISTRICT						
Revenues						
Dept 000.000 - GENERAL LEDGER						
493-000.000-609.000	SIDEWALK SALES	5,000.00	5,000.00	0.00	0.00	100.00
493-000.000-611.003	DANCIN' - RESTAURANTS	0.00	300.00	300.00	(300.00)	100.00
493-000.000-616.001	KRIS KRINGLE MARKET	486.00	486.00	0.00	0.00	100.00
493-000.000-618.000	BIG BRIGHT LIGHT SHOW	91,564.00	91,913.61	40,000.00	(349.61)	100.38
493-000.000-619.000	WINTER MAGAZINE	18,000.00	18,000.00	0.00	0.00	100.00
493-000.000-621.000	SPRING MAGAZINE	10,000.00	12,437.50	1,100.00	(2,437.50)	124.38
493-000.000-622.002	ANNUAL AWARENESS PROGRAMSOR	4,500.00	2,000.00	0.00	2,500.00	44.44
493-000.000-624.001	FIRE & ICE FESTIVAL	7,915.00	8,110.00	0.00	(195.00)	102.46
493-000.000-624.014	MOVIES IN THE MOONLIGHT	4,500.00	3,175.00	1,350.00	1,325.00	70.56
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	750.00	2,432.50	187.50	(1,682.50)	324.33
493-000.000-634.757	DECK ART	955.00	3,224.33	1,650.00	(2,269.33)	337.63
493-000.000-634.762	ROCHESTER POSED	0.00	350.00	350.00	(350.00)	100.00
493-000.000-634.767	FARMERS MARKET	30,000.00	35,245.00	4,615.00	(5,245.00)	117.48
493-000.000-634.769	ROCHESTER EXPLORERS CLUB	0.00	2,100.00	2,100.00	(2,100.00)	100.00
493-000.000-634.770	SMALL BUSINESS SATURDAY	1,500.00	1,500.00	0.00	0.00	100.00
493-000.000-634.775	CAROLING IN THE CITY	1,500.00	1,500.00	0.00	0.00	100.00
493-000.000-665.072	INTEREST -MICHIGAN CLASS	155.00	165.65	0.00	(10.65)	106.87
493-000.000-676.000	ADMINISTRATIVE CROSS CHARGE	27,158.00	27,158.04	2,263.17	(0.04)	100.00
493-000.000-692.000	MISCELLANEOUS INCOME	100.00	4,513.74	0.00	(4,413.74)	4,513.74
493-000.000-699.805	TRANS FRM DDA-CONTRACTUAL SRV	446,658.00	446,658.00	0.00	0.00	100.00
Total Dept 000.000 - GENERAL LEDGER		651,741.00	667,269.37	53,915.67	(15,528.37)	102.38
TOTAL REVENUES		651,741.00	667,269.37	53,915.67	(15,528.37)	102.38
Expenditures						
Dept 701.000 - GENERAL & ADMINSTRATIVE - GA						
493-701.000-701.001	EMPLOYEE WAGES	79,840.00	79,557.96	9,179.78	282.04	99.65
493-701.000-701.002	PART-TIME WAGES	2,000.00	2,135.04	106.12	(135.04)	106.75
493-701.000-701.003	OVERTIME WAGES	13,477.00	17,136.94	2,037.35	(3,659.94)	127.16
493-701.000-715.000	FICA	7,750.00	7,346.04	855.71	403.96	94.79
493-701.000-716.000	HOSPITALIZATION	13,000.00	12,119.00	1,276.20	881.00	93.22
493-701.000-716.004	HOSPITALIZATION -HSA FUNDING	4,200.00	4,200.00	0.00	0.00	100.00
493-701.000-718.001	DEFINED CONTRIBUTION	8,800.00	8,944.21	1,037.58	(144.21)	101.64
493-701.000-718.002	EMPLOYER RETIREMENT CONTRIBUTI	2,400.00	2,307.68	276.96	92.32	96.15
493-701.000-719.000	DENTAL/OPTICAL	750.00	925.60	111.42	(175.60)	123.41
493-701.000-801.000	ADMINISTRATIVE CROSS CHARGE	29,948.00	29,948.04	2,495.67	(0.04)	100.00
493-701.000-805.703	CONTRACT SVCS - EMPLOYMENT	12,000.00	11,079.80	0.00	920.20	92.33
493-701.000-963.002	MERCHANT SERVICE FEES	5,050.00	5,881.33	326.09	(831.33)	116.46
Total Dept 701.000 - GENERAL & ADMINSTRATIVE - GA		179,215.00	181,581.64	17,702.88	(2,366.64)	101.32
Dept 708.000 - KRIS KRINGLE MARKET						
493-708.000-790.007	AD PR - SIGNAGE	478.20	75.00	0.00	403.20	15.68
493-708.000-861.000	EQUIPMENT RENTAL	6,929.00	6,929.00	0.00	0.00	100.00
493-708.000-963.000	MISCELLANEOUS	4,733.84	1,794.39	0.00	2,939.45	37.91

PERIOD ENDING 06/30/2021

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

GL NUMBER	DESCRIPTION	2020-21 AMENDED BUDGET	YTD BALANCE 06/30/2021	ACTIVITY FOR MONTH 06/30/2021	AVAILABLE BALANCE	% BDGT USED
Fund Group <None>						
Fund 493 - PRINCIPAL SHOPPING DISTRICT						
Expenditures						
Total Dept 708.000 - KRIS KRINGLE MARKET		12,141.04	8,798.39	0.00	3,342.65	72.47
Dept 714.000 - LAGNIAPPE - LAG						
493-714.000-790.007	AD PR - SIGNAGE	0.00	68.24	0.00	(68.24)	100.00
493-714.000-805.000	CONTRACTUAL SERVICES	0.00	166.90	0.00	(166.90)	100.00
493-714.000-963.000	MISCELLANEOUS	235.00	0.00	0.00	235.00	0.00
Total Dept 714.000 - LAGNIAPPE - LAG		235.00	235.14	0.00	(0.14)	100.06
Dept 715.000 - ANNUAL AWARENESS PROGRAM						
493-715.000-790.003	AD PR - PRINTING/GRAPHICS	7,405.62	1,520.00	0.00	5,885.62	20.52
493-715.000-791.004	AD-PL-TV-HLDY PARADE/DT PROMO	28,049.19	30,000.00	0.00	(1,950.81)	106.95
493-715.000-792.000	BANNERS	6,545.19	11,061.00	0.00	(4,515.81)	168.99
493-715.000-794.000	GRAPHIC DESIGN	0.00	275.00	0.00	(275.00)	100.00
Total Dept 715.000 - ANNUAL AWARENESS PROGRAM		42,000.00	42,856.00	0.00	(856.00)	102.04
Dept 716.000 - FIRE & ICE FESTIVAL						
493-716.000-731.000	LICENSE AND FEES	5,579.02	10,836.00	0.00	(5,256.98)	194.23
493-716.000-790.003	AD PR - PRINTING/GRAPHICS	203.64	250.00	0.00	(46.36)	122.77
493-716.000-790.007	AD PR - SIGNAGE	709.81	17.40	0.00	692.41	2.45
493-716.000-805.000	CONTRACTUAL SERVICES	5,211.53	600.11	0.00	4,611.42	11.52
Total Dept 716.000 - FIRE & ICE FESTIVAL		11,704.00	11,703.51	0.00	0.49	100.00
Dept 719.000 - WINTER MAGAZINE						
493-719.000-728.000	POSTAGE	6,881.26	7,054.79	0.00	(173.53)	102.52
493-719.000-790.003	AD PR - PRINTING/GRAPHICS	17,550.08	17,105.25	0.00	444.83	97.47
493-719.000-794.000	GRAPHIC DESIGN	7,470.06	7,425.00	0.00	45.06	99.40
493-719.000-805.000	CONTRACTUAL SERVICES	3,783.60	4,100.00	0.00	(316.40)	108.36
Total Dept 719.000 - WINTER MAGAZINE		35,685.00	35,685.04	0.00	(0.04)	100.00
Dept 720.000 - SPRING MAGAZINE						
493-720.000-728.000	POSTAGE	7,262.00	10,664.30	0.00	(3,402.30)	146.85
493-720.000-790.003	AD PR - PRINTING/GRAPHICS	17,637.00	15,735.00	0.00	1,902.00	89.22
493-720.000-794.000	GRAPHIC DESIGN	7,469.00	0.00	0.00	7,469.00	0.00
493-720.000-805.000	CONTRACTUAL SERVICES	3,632.00	7,563.96	0.00	(3,931.96)	208.26
Total Dept 720.000 - SPRING MAGAZINE		36,000.00	33,963.26	0.00	2,036.74	94.34
Dept 736.000 - MOVIES IN THE MOONLIGHT						
493-736.000-790.007	AD PR - SIGNAGE	246.00	0.00	0.00	246.00	0.00
493-736.000-791.002	AD PL - NEWSPAPER ADV	443.00	0.00	0.00	443.00	0.00
493-736.000-805.000	CONTRACTUAL SERVICES	6,819.00	2,660.00	0.00	4,159.00	39.01
493-736.000-963.000	MISCELLANEOUS	492.00	1,100.00	0.00	(608.00)	223.58

User: mmoriwaki

DB: Rochester

PERIOD ENDING 06/30/2021

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

GL NUMBER	DESCRIPTION	2020-21 AMENDED BUDGET	YTD BALANCE 06/30/2021	ACTIVITY FOR MONTH 06/30/2021	AVAILABLE BALANCE	% BDGT USED
Fund Group <None>						
Fund 493 - PRINCIPAL SHOPPING DISTRICT						
Expenditures						
Total Dept 736.000	- MOVIES IN THE MOONLIGHT	8,000.00	3,760.00	0.00	4,240.00	47.00
Dept 748.000 - HALLOWEEN EVENTS						
493-748.000-805.000	CONTRACTUAL SERVICES	1,311.60	770.00	0.00	541.60	58.71
493-748.000-963.000	MISCELLANEOUS	1,967.40	3,209.24	0.00	(1,241.84)	163.12
Total Dept 748.000	- HALLOWEEN EVENTS	3,279.00	3,979.24	0.00	(700.24)	121.36
Dept 752.000 - BIG BRIGHT LIGHTSHOW						
493-752.000-763.000	FESTIVAL OF TREES	22,413.03	31,691.91	0.00	(9,278.88)	141.40
493-752.000-805.000	CONTRACTUAL SERVICES	277,395.97	268,267.50	0.00	9,128.47	96.71
Total Dept 752.000	- BIG BRIGHT LIGHTSHOW	299,809.00	299,959.41	0.00	(150.41)	100.05
Dept 755.000 - JUNK IN THE TRUNK						
493-755.000-963.000	MISCELLANEOUS	0.00	95.00	45.00	(95.00)	100.00
Total Dept 755.000	- JUNK IN THE TRUNK	0.00	95.00	45.00	(95.00)	100.00
Dept 757.000 - DECK ART						
493-757.000-963.000	MISCELLANEOUS	2,000.00	3,330.67	250.00	(1,330.67)	166.53
Total Dept 757.000	- DECK ART	2,000.00	3,330.67	250.00	(1,330.67)	166.53
Dept 767.000 - FARMERS MARKET						
493-767.000-760.000	FARMERS MARKET - OP SUPPLIES	10,000.00	15,090.30	2,398.08	(5,090.30)	150.90
Total Dept 767.000	- FARMERS MARKET	10,000.00	15,090.30	2,398.08	(5,090.30)	150.90
Dept 769.000 - ROCHESTER EXPLORERS CLUB						
493-769.000-963.000	MISCELLANEOUS	709.00	709.02	0.00	(0.02)	100.00
Total Dept 769.000	- ROCHESTER EXPLORERS CLUB	709.00	709.02	0.00	(0.02)	100.00
Dept 770.000 - SMALL BUSINESS SATURDAY						
493-770.000-963.000	MISCELLANEOUS	1,500.00	1,175.16	0.00	324.84	78.34
Total Dept 770.000	- SMALL BUSINESS SATURDAY	1,500.00	1,175.16	0.00	324.84	78.34
Dept 774.000 - HOLIDAY PROGRAMS						
493-774.000-760.000	CAROLING IN THE CITY - OP SUPPLIES	1,600.00	1,600.00	0.00	0.00	100.00
Total Dept 774.000	- HOLIDAY PROGRAMS	1,600.00	1,600.00	0.00	0.00	100.00

PERIOD ENDING 06/30/2021

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

GL NUMBER	DESCRIPTION	2020-21 AMENDED BUDGET	YTD BALANCE 06/30/2021	ACTIVITY FOR MONTH 06/30/2021	AVAILABLE BALANCE	% BDGT USED
Fund Group <None>						
Fund 493 - PRINCIPAL SHOPPING DISTRICT						
Expenditures						
TOTAL EXPENDITURES		643,877.04	644,521.78	20,395.96	(644.74)	100.10
Fund 493 - PRINCIPAL SHOPPING DISTRICT:						
TOTAL REVENUES		651,741.00	667,269.37	53,915.67	(15,528.37)	102.38
TOTAL EXPENDITURES		643,877.04	644,521.78	20,395.96	(644.74)	100.10
NET OF REVENUES & EXPENDITURES		7,863.96	22,747.59	33,519.71	(14,883.63)	289.26