



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	June 7, 2023	5:30 pm
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1. Call to Order
2. Roll Call
3. General Business Agenda Items
 - a. Request for Recommendation – Rochester Posed
 - b. Confirmation of FYE 2024 Staff Wage Increases
 - c. The Front Porch Project Update
4. Reports
 - a. PSD Financial Report
 - b. Events & Marketing Update
 - c. Executive Director Report
5. Miscellaneous
6. Adjourn

CITY OF ROCHESTER
PRINCIPAL SHOPPING DISTRICT
REGULAR MEETING MINUTES

*Principal Shopping District Members: Donna Bourgoïn, Patti Eisenbraun,
Doug Gould, Paul Haig, Karen Malsbury, Jill Lutz & Kevin Stewart*

Downtown Collaboration Studio, 431 Main	May 3, 2023	5:30 pm
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CALL TO ORDER

Chairman Stewart called the meeting to order at 5:30 pm.

ROLL CALL

Members Present: Bourgoïn, Gould, Lutz, Malsbury, Stewart

Members Absent: Eisenbraun

DDA Liaison Absent: Paul Haig

Staff Present: Executive Director Kristi Trevarow, DDA Events Coordinator Jenna O'Dell, DDA Marketing Coordinator Taylor Clayton, City Manager Nik Banda, City Permit Coordinator Jeremy Peckens

3. General Business Agenda Items

A. Request for Recommendation – Downtown Rochester Sidewalk Sales

Jenna reviewed the event memo for Sidewalk Sales. Chief Financial CU is once again the presenting sponsor.

MOTION

Motion by Lutz, support by Gould to recommend approval of the 2023 Downtown Rochester Sidewalk Sales to City Council.

YES: Bourgoïn, Gould, Lutz, Malsbury, Stewart; NO: None.

B. Request for Recommendation - Dancin' in the Street

Jenna reported that she is working with the Rochester Corner Bar to become our Beverage Sponsor and sole source of serving alcohol at this event. They will be submitting the appropriate applications to the City Council for consideration.

MOTION

Motion by Bourgoin, support by Lutz to recommend approval of the 2023 Dancin' in the Street to City Council.

C. FYE 2024 Draft PSD Budget Presentation Update

Kristi shared that Kevin did a great job presenting the PSD Budget to City Council and that it was well received with few questions. Many Council members expressed interest in expanding the Cookie Stroll in the future.

D. The Front Porch/Town Square Project

Kristi provided an update on the DDA's Front Porch/Town Square Project and shared the presentation deck of the current renderings. Next steps for the project are to engage a Construction Manager to create budget projections for the project.

E. Discussion – Social Districts

Kristi reported that the staff recently participated in a Social Districts Workshop, coordinated through the Oakland County Planners Gathering. Social Districts were a short term solution when they debuted during COVID, but have now been modified and expanded to continue with no sunset date. Kristi opined that they are becoming an expected community amenity. The DDA will be discussing the subject in the future.

4. Reports

A. PSD Financial Report

The current financial report was included in the meeting packet.

B. Events & Marketing

Jenna reported that the Makers Market applications are open on the website. Taylor shared plans for the upcoming Opening Day at the Farmers' Market.

C. Executive Director Report

Kristi left the meeting to attend the DDA Special Meeting, thus no report was provided.

ADJOURN

Seeing no further business, the meeting adjourned at 6:30 pm.

Respectfully submitted,

Kristi Trevarrow, Executive Director

MEMORANDUM

DATE: June 1, 2023
TO: PSD Board
FROM: Promotions Committee
SUBJECT: Request for Recommendation –Rochester Posed

We respectfully request your recommendation to City Council for approval of the 2023 Rochester Posed. This event will be held on Thursday, October 5 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 Heroes vs. Villains. 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.

We will ask Police assistance to block off the crosswalks of 3rd and 4th street for pedestrian safety.

Thank you for your consideration.



Love local
ROCHESTER 

Rochester Downtown
Development Authority

Downtown Collaboration Studio
431 S. Main Street
Rochester, MI 48307
248.656.0060
DowntownRochesterMI.com

DATE: June 2, 2023

TO: Principal Shopping District Board

FROM: Kristi Trevarrow, Executive Director

RE: FYE 2024 Staff Wage Increases

As discussed during our budget workshops, the FYE 2024 Budget approved by the PSD Board and City Council included 3% raises for both Taylor Knuth, Marketing Coordinator and Jenna O'Dell, Events Coordinator. The PSD Board needs to take official action to authorize the wage increases, effective July 1, 2023.

The staff wage increases are as follows:

Taylor Knuth	Current: \$24.7394/hr	New Rate: \$25.4816/hr
Jenna O'Dell	Current: \$25.0168/hr	New Rate: \$25.7673/hr

User: mmoriwaki

PERIOD ENDING 05/31/2023

DB: Rochester

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

GL NUMBER	DESCRIPTION	2022-23 AMENDED BUDGET	YTD BALANCE 05/31/2023	ACTIVITY FOR MONTH 05/31/2023	AVAILABLE BALANCE	% BDGT USED
Fund 245 - PRINCIPAL SHOPPING DISTRICT FUND						
Revenues						
Dept 000.000 - GENERAL LEDGER						
245-000.000-474.001	PSD INTEREST & PENALTIES	221.00	677.20	197.52	(456.20)	306.43
245-000.000-601.001	MAGICAL MURAL TOUR	1,250.00	0.00	0.00	1,250.00	0.00
245-000.000-605.002	FOODIE FEBRUARY	2,250.00	0.00	0.00	2,250.00	0.00
245-000.000-605.003	SIDEWALK SALES	5,000.00	10,000.00	0.00	(5,000.00)	200.00
245-000.000-605.004	MUSIC FESTIVAL/DANCING	2,000.00	1,350.00	250.00	650.00	67.50
245-000.000-605.005	LOVE LOCAL MONTH	2,000.00	0.00	0.00	2,000.00	0.00
245-000.000-605.007	LAGNIAPPE	1,000.00	1,500.00	0.00	(500.00)	150.00
245-000.000-605.009	KRIS KRINGLE MARKET	28,000.00	51,729.00	0.00	(23,729.00)	184.75
245-000.000-605.011	BIG BRIGHT LIGHT SHOW	77,273.00	109,628.80	0.00	(32,355.80)	141.87
245-000.000-605.013	IN TOWN MAGAZINE	20,000.00	16,975.00	0.00	3,025.00	84.88
245-000.000-605.015	SPRING MAGAZINE	15,000.00	14,242.50	0.00	757.50	94.95
245-000.000-605.018	ANNUAL AWARENESS PROGRAM	5,000.00	4,500.00	0.00	500.00	90.00
245-000.000-605.024	FIRE & ICE FESTIVAL	13,000.00	15,000.00	0.00	(2,000.00)	115.38
245-000.000-605.029	SNOWMAN STROLL	26,000.00	16,150.00	0.00	9,850.00	62.12
245-000.000-605.030	MOVIES IN THE MOONLIGHT	7,212.00	6,425.00	700.00	787.00	89.09
245-000.000-605.044	HALLOWEEN EVENTS	1,000.00	1,500.00	0.00	(500.00)	150.00
245-000.000-605.050	DOWNTOWN MAKERS MARKET	4,639.00	4,210.00	2,300.00	429.00	90.75
245-000.000-605.052	DECK ART	500.00	1,673.00	1,350.00	(1,173.00)	334.60
245-000.000-605.057	ROCHESTER POSED	1,000.00	450.00	200.00	550.00	45.00
245-000.000-605.062	FARMERS MARKET	30,000.00	25,560.00	4,560.00	4,440.00	85.20
245-000.000-605.064	ROCHESTER EXPLORERS CLUB	6,197.00	2,750.00	1,750.00	3,447.00	44.38
245-000.000-605.065	SMALL BUSINESS SATURDAY	1,530.00	1,500.00	0.00	30.00	98.04
245-000.000-605.070	CAROLING IN THE CITY	1,030.00	0.00	0.00	1,030.00	0.00
245-000.000-605.071	DOWNTOWN COOKIE STROLL	7,900.00	6,895.00	0.00	1,005.00	87.28
245-000.000-665.072	INTEREST -MICHIGAN CLASS	588.00	6,257.15	0.00	(5,669.15)	1,064.14
245-000.000-676.000	ADMINISTRATIVE CROSS CHARGE	27,703.00	25,394.38	2,308.58	2,308.62	91.67
245-000.000-692.000	MISCELLANEOUS INCOME	10,000.00	1,542.48	1,223.48	8,457.52	15.42
245-000.000-693.100	PRINCIPAL SHOPPING DISTRICT	300,158.00	297,553.74	4,079.27	2,604.26	99.13
245-000.000-699.805	TRANS FRM DDA-CONTRACTUAL SRV	150,000.00	150,000.00	0.00	0.00	100.00
Total Dept 000.000 - GENERAL LEDGER		747,451.00	773,463.25	18,918.85	(26,012.25)	103.48
TOTAL REVENUES		747,451.00	773,463.25	18,918.85	(26,012.25)	103.48
Expenditures						
Dept 703.000 - GENERAL & ADMINSTRATIVE - GA						
245-703.000-729.000	PRINTING & OFFICE SUPPLIES	0.00	19.99	0.00	(19.99)	100.00
245-703.000-805.050	CONTRACT SVCS - EMPLOYMENT	23,697.00	0.00	0.00	23,697.00	0.00
245-703.000-863.000	TRAVEL/MEETINGS & CONFERENCES	2,576.00	2,807.39	1,141.24	(231.39)	108.98
245-703.000-864.008	CASH-SHORT OR OVER	0.00	13.02	0.00	(13.02)	100.00
245-703.000-963.002	MERCHANT SERVICE FEES	5,152.00	10,540.16	303.87	(5,388.16)	204.58
245-703.000-995.001	ADMINISTRATIVE CROSS CHARGE	30,549.00	28,003.25	2,545.75	2,545.75	91.67
Total Dept 703.000 - GENERAL & ADMINSTRATIVE - GA		61,974.00	41,383.81	3,990.86	20,590.19	66.78
Dept 729.000 - ECONOMIC DEVELOPMENT						
245-729.000-728.000	POSTAGE	14,228.00	0.00	0.00	14,228.00	0.00
245-729.000-731.000	LICENSE AND FEES	9,534.00	0.00	0.00	9,534.00	0.00
245-729.000-760.000	FARMERS MARKET	17,212.00	9,597.01	1,861.36	7,614.99	55.76
245-729.000-760.001	CAROLING IN THE CITY	550.00	3,499.50	0.00	(2,949.50)	636.27

PERIOD ENDING 05/31/2023

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

GL NUMBER	DESCRIPTION	2022-23 AMENDED BUDGET	YTD BALANCE 05/31/2023	ACTIVITY FOR MONTH 05/31/2023	AVAILABLE BALANCE	% BDGT USED
Fund 245 - PRINCIPAL SHOPPING DISTRICT FUND						
Expenditures						
245-729.000-762.000	FIRE & ICE	13,000.00	39,754.35	0.00	(26,754.35)	305.80
245-729.000-763.000	FESTIVAL OF TREES	20,606.00	39,544.53	0.00	(18,938.53)	191.91
245-729.000-790.002	PANCAKES & PJ'S	625.00	0.00	0.00	625.00	0.00
245-729.000-790.003	IN TOWN MAGAZINE	42,975.00	78,796.29	828.93	(35,821.29)	183.35
245-729.000-790.007	TASTE OF FALL	5,899.00	1,785.00	0.00	4,114.00	30.26
245-729.000-790.010	FOODIE FEBRUARY	0.00	1,218.68	0.00	(1,218.68)	100.00
245-729.000-790.011	KRIS KRINGLE MARKET	3,840.00	38,813.96	0.00	(34,973.96)	1,010.78
245-729.000-791.001	SIDEWALK SALES	3,236.00	3,236.26	0.00	(0.26)	100.01
245-729.000-791.002	DANCIN' IN THE STREET	6,575.00	10,770.35	0.00	(4,195.35)	163.81
245-729.000-791.004	ANNUAL AWARENESS	27,012.00	33,934.52	0.00	(6,922.52)	125.63
245-729.000-791.009	LAGNIAPPE	550.00	8,193.28	0.00	(7,643.28)	1,489.69
245-729.000-791.011	MOVIES IN THE MOONLIGHT	12,986.00	12,986.09	0.00	(0.09)	100.00
245-729.000-791.012	HALLOWEEN	4,038.00	6,862.98	0.00	(2,824.98)	169.96
245-729.000-791.013	DOWNTOWN MAKERS MARKET	239.00	2,326.13	1,712.24	(2,087.13)	973.28
245-729.000-791.014	DECK ART	26.00	2,102.41	1,840.97	(2,076.41)	8,086.19
245-729.000-791.015	ROCHESTER POSED	107.00	1,546.02	0.00	(1,439.02)	1,444.88
245-729.000-791.016	ROCHESTER EXPLORERS CLUB	8,605.00	8,605.35	0.00	(0.35)	100.00
245-729.000-791.017	DOWNTOWN COOKIE STROLL	6,500.00	6,629.41	0.00	(129.41)	101.99
245-729.000-792.000	BANNERS	6,061.00	8,690.72	0.00	(2,629.72)	143.39
245-729.000-794.000	SMALL BUSINESS SATURDAY	15,031.00	0.00	0.00	15,031.00	0.00
245-729.000-805.000	CONTRACTUAL SERVICES	314,088.00	290,573.00	0.00	23,515.00	92.51
245-729.000-963.000	MISCELLANEOUS	62,084.00	15,237.06	28.48	46,846.94	24.54
245-729.000-995.002	EQUIPMENT RENTAL	13,779.00	0.00	0.00	13,779.00	0.00
Total Dept 729.000 - ECONOMIC DEVELOPMENT		609,386.00	624,702.90	6,271.98	(15,316.90)	102.51
TOTAL EXPENDITURES		671,360.00	666,086.71	10,262.84	5,273.29	99.21
Fund 245 - PRINCIPAL SHOPPING DISTRICT FUND:						
TOTAL REVENUES		747,451.00	773,463.25	18,918.85	(26,012.25)	103.48
TOTAL EXPENDITURES		671,360.00	666,086.71	10,262.84	5,273.29	99.21
NET OF REVENUES & EXPENDITURES		76,091.00	107,376.54	8,656.01	(31,285.54)	141.12