



City of Rochester

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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	March 1, 2023	5:30 pm
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1. Call to Order
2. Roll Call
3. Approval of Meeting Minutes – February 1, 2023
4. General Business Agenda Items
 - a. Request for Recommendation – Downtown Rochester Makers’ Market
 - b. Snowman Stroll Update
 - c. FYE 2024 Draft PSD Budget
 - d. Foodie February Promotion Recap
5. Reports
 - a. PSD Financial Report
 - b. Events & Marketing Update
 - c. Executive Director Report
6. Miscellaneous
7. 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	February 1, 2023	5:30 pm
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CALL TO ORDER

Director Trevarrow called the meeting to order at 5:35 pm.

ROLL CALL

Members Present: Bourgoïn, Eisenbraun, Gould, Lutz

Members Absent: Malsbury, Stewart

DDA Liaison Present: Paul Haig

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

3. Approval of Meeting Minutes – January 4, 2023

MOTION

Motion by Eisenbraun, support by Lutz to approve the January 4, 2023 Meeting Minutes.

YES: Bourgoïn, Eisenbraun, Gould, Lutz; NO: None.

4. General Business Agenda Items

A. Request for Recommendation – Movies in the Moonlight

Jenna reported that in light of our long-standing movie contractor retiring last year, we will now be contracting with Pegasus Entertainment. This year's proposed movie schedule is:

July 15 Top Gun Maverick
July 22 DC League of Super Pets
July 29 Spider-Man: No Way Home
August 5 Moana

MOTION

Motion by Eisenbraun, support by Bourgoin to recommend approval of the 2023 Movies in the Moonlight Series to City Council.

YES: Bourgoin, Eisenbraun, Gould, Lutz; NO: None.

B. Dancin' in the Street Alcohol Inclusion Update

Kristi reported that she spoke with Chief Schettenhelm regarding having alcohol as a part of the event and the rules and restrictions related to such action. She shared that we would have to establish a area with fencing or some type of barricade that would indicate where people could go with their alcoholic beverages. She also shared that Chief Schettenhelm believes that the best course of action is for us to pull the liquor license through our non-profit. However, we would be limited to one restaurant serving alcohol. Chief Schettenhelm is going to follow up to confirm that this is the case.

C. Snowman Stroll Update

Per the Board's direction, Kristi researched continuing with the snowman as our public art item, as well as additional holiday-related options. Kristi reported that the costs have gone up significantly. She is going to continue to do research and report back at the March meeting.

4. Reports

A. PSD Financial Report

The current financial report was included in the meeting packet.

B. Events & Marketing

Jenna recapped the Fire & Ice Festival. She shared that Foodie February officially kicked off today, as well as Deck Art Registration. Taylor reported that the Spring Marketing Kits would be going out shortly. Vendor applications for the Farmers' Market would be going out this month as well.

C. Executive Director Report

Kristi reported that at the DDA Goals & Objectives Meeting that the DDA is hoping to move forward on both the Town Square Project and a new local art initiative.

Kristi shared that the DDA has a table at the upcoming Community Outlook Breakfast on Monday, February 27. If you are interested in attending, please let Kristi know.

5. Miscellaneous

City Manager Nik Banda provided a status update on many upcoming projects in the district including Moon River Soap Company, the former Dwain's AutoTech/Village Cleaners sites, Saint 1881 and the Rochester Elevator.

ADJOURN

Seeing no further business, the meeting adjourned at 6:27 pm.

Respectfully submitted,

Kristi Trevarrow, Executive Director

MEMORANDUM

DATE: February 27, 2023
TO: PSD Board
FROM: Taylor Knuth, Marketing Coordinator & Jenna O'Dell, Events Coordinator
SUBJECT: Request for Recommendation – Downtown Rochester Makers' Market

We respectfully request your recommendation of the PSD for approval of the 2023 Makers' Market. The market will be hosted on Saturday, June 24 from 10:00 am – 4:00 pm on W. Fourth St.

We request that W. Fourth be close between Main and Walnut on that Saturday morning. We will be working with Police and DPW in order to coordinate the road closure, barricade and trash pick-up. The market will consist of around 45 artisan, crafter, and vintage businesses.

Vendors would utilize individual 10 x 10 tents to sell their products and wares. We would plan to invite musicians for entertainment and potentially entertainment elements. The DDA will host a Love Local booth and be conducting a tote bag giveaway to early customers.

Thank you for your consideration in this matter.

PROPOSED FYE 2024 PSD BUDGET

ITEM	REVENUE	EXPENDITURES
PRINCIPAL SHOPPING DISTRICT	\$ 300,150.00	\$ -
SIDEWALK SALES	\$ 5,000.00	\$ 4,000.00
DANCIN IN THE STREET	\$ 4,000.00	\$ 13,000.00
LAGNIAPPE	\$ 1,500.00	\$ 7,000.00
KRIS KRINGLE MARKET	\$ 43,000.00	\$ 38,000.00
BIG, BRIGHT LIGHT SHOW	\$ 75,000.00	\$ 270,000.00
WINTER MAGAZINE	\$ 15,000.00	\$ 35,000.00
SPRING MAGAZINE	\$ 15,000.00	\$ 35,000.00
ANNUAL AWARENESS PROGRAM	\$ 5,000.00	\$ 38,000.00
FIRE & ICE FESTIVAL	\$ 13,000.00	\$ 20,000.00
CAROLING IN THE CITY	\$ 1,500.00	\$ 6,000.00
JUNK IN THE TRUNK	\$ 6,000.00	\$ 2,500.00
MOVIES IN THE MOONLIGHT	\$ 7,600.00	\$ 17,000.00
DOWNTOWN TRICK OR TREAT/HALLOWEEN	\$ 1,500.00	\$ 4,000.00
DECK ART	\$ 500.00	\$ 1,000.00
ROCHESTER POSED	\$ 700.00	\$ 1,500.00
FARMERS' MARKET	\$ 30,000.00	\$ 15,000.00
EXPLORERS CLUB	\$ 5,000.00	\$ 7,000.00
SMALL BUSINESS SATURDAY	\$ 1,500.00	\$ 3,000.00
TASTE OF FALL	\$ 500.00	\$ 2,500.00
FOODIE FEBRUARY	\$ -	\$ 1,000.00
COOKIE STROLL	\$ 7,000.00	\$ 6,500.00
SNOWMAN STROLL	\$ 33,000.00	\$ 33,000.00
PANCAKES AND PJS	\$ 2,000.00	\$ 500.00
DDA TRANSFER	\$ 150,000.00	\$ -
GENERAL & ADMIN	\$ -	\$ 190,100.00
ADMIN CROSS CHARGE	\$ 27,150.00	\$ -
	\$ 750,600.00	\$ 750,600.00