



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

Regular Meeting Agenda Wednesday, May 15, 2024, 7:00 pm Rochester Municipal Building, 400 Sixth Street

- 1. Call to Order
- 2. Roll Call
- 3. Approval of Meeting Minutes April 17, 2024
- 4. Audience Comments
- 5. Liaison Reports
 - A. City Council Marilyn Trent
 - B. Chamber of Commerce Bob DiTommaso
 - C. Historical Commission Don Sienkiewicz
 - D. Principal Shopping District Paul Haig
- 6. General Business Agenda Items
 - A. Market + The Graham Project Update Ben Giovanelli
 - B. MSOC Grant Update Kristi (this is a placeholder as I believe the interlocal agreement is arriving soon)
 - C. Love Local Art Committee Update Taylor Knuth
- 7. Receipt of Regular Reports
 - A. Executive Director Update
 - B. Events & Marketing Update
 - C. Financial Report for DDA
 - D. Business Development Committee
 - E. Site Development Committee
- 8. Miscellaneous

The next regular meeting of the Rochester DDA will be held on Wednesday, June 19, 2024.

Downtown Development Authority Regular Meeting Minutes

Wednesday, April 17, 2024 Rochester Municipal Building, 400 Sixth Street 7:00 p.m.

1) Call to Order

The regular meeting of the Downtown Development Authority Board of Directors was called to order by Chairman Ben Giovanelli at 7:00 p.m.

2) Roll Call

Board Members Present:	Chairman Ben Giovanelli, Mayor Stuart Bikson, Roger Knapp, Erik Diana, Paul Haig, Tonia Carsten, Tony Lipuma, Bob DiTommaso
Board Members Absent:	Bob Bloomingdale, Lisa Germani Williams
Council Liaison Present:	Marilyn Trent
Chamber Liaison Absent:	Vacant
Historical Commission Liaison Present:	Don Sienkiewicz
PSD Liaison Present:	Paul Haig
DDA Executive Director Present:	Kristi Trevarrow

3) Approval of Meeting Minutes

Regular Meeting Minutes – March 20, 2024 Closed Meeting Minutes – March 20, 2024 Special Meeting Minutes – March 28, 2024 Special Closed Meeting Minutes – March 28, 2024

Motion By:	Tony Lipuma to approve the March 20,		
	2024 Regular Meeting Minutes, March 20,		
	2024 Closed Meeting Minutes, March 28,		
	2024 Special Meeting Minutes, and March		
	28, 2024 Special Closed Meeting Minutes		
	as presented.		
Second By:	Erik Diana		
In Favor:	All		
Opposed:	None		
Motion Passed			

4) Audience Comments

5) Liaison Reports

A. City Council

Marilyn Trent highlighted the following from the March 25, 2024 and April 8, 2024 City Council meetings:

- Presentation of a Good Neighbor Award to Matthew Vazana;
- Approved the Downtown Rochester Makers' Market Event;
- Approved observance of Gun Violence Awareness Month-Orange Ribbon campaign;
- Approved the RARA Earth Day 5k Run Event;
- Approved the Shine Bright Family Fun Run;
- Held a public hearing for Special Project and Site Plan approval for 100 Diversion, 110 and 100 South Street;
- Held a public hearing for Special Project and Site Plan approval for 210 Diversion;
- Considered an ordinance amendment for short-term Rental Property 12-251;
- Presentation from Harmony Lloyd regarding the SMART update;
- Presentation for the Market + Graham farmers' market expansion project update and DDA budget preview.

B. Chamber of Commerce

Bob DiTommaso shared that the 2024 Memorial Day Parade of Heroes will be held on Monday, May 27, 2024 beginning at 9:00 a.m. It will begin at Mt. Avon Cemetery in Rochester and finish at Veteran's Memorial Pointe in Rochester Hills where a ceremony will be held beginning at 10:30 a.m. Hot dogs will be served at the Rochester Fire Department from 11:30 a.m. to 1:30 p.m. The Annual Chamber Golf Outing will be held on June 10, 2024 at Cherry Creek Golf Club. Registration is available on the Chamber's website.

C. Historical Commission

Don Sienkiewicz stated that Heritage Days will be held at Rochester City Park during the Memorial Day weekend of May 25-26, 2024. An update on expected entertainment will be provided next month.

D. Principal Shopping District

Paul Haig stated that PSD is working on the following events:

- Sidewalk Sales July 18-19, 2024;
- Dancing in the Street July 19, 2024;
- Movies in the Moonlight July 20, July 27 and August 3, 2024;
- Farmers' Market opening May 4, 2024;
- Downtown Rochester Makers' Market June 22, 2024;
- Plus many more.

6) General Business Agenda Items

A. Historic House Plaques Program Presentation

Don Sienkiewicz gave a presentation on the Historic House Plaques Program. 148 plaques have been issued to date. He shared the dates that houses were built that have received plaques, along with the year the plaques were issued. He also provided an overview of the streets where the plaques are located. Anyone interested in ordering a plaque should contact Lynn Anderson at the Rochester Historical Commission.

B. Market + The Graham Project Update

Chairman Giovanelli provided an update on the project and presented preliminary renderings. The Board reviewed the ingress/egress, handicap accessibility, the building façade, interior layout, landscaping, bathroom and storage facilities, parking; use on Market days vs. non-Market days, etc.

C. FYE 2025 DDA Budget Update

Chairman Giovanelli provided a budget update and presented a FYE 25 proposed budget, which included the proposed budget for the Market + The Graham Project. He reviewed the process moving forward as follows:

- Presentation of the project and proposed budget to City Council:
- Request that City Council amend the DDA development plan to include the Market + The Graham;
- Request a FYE 24 budget amendment to earmark the funds for the project; and
- Request City Council to approve bank financing of the building.

Motion By:	Erik Diana to approve the project and project
	budget as presented and forward both to City
	Council for their consideration.
Second By:	Tonia Carsten
In Favor:	All
Opposed:	None
Motion Passed	

Motion By:	Paul Haig to approve the FYE 2025 DDA
	Budget as presented, which is inclusive of full
	funding for the Market + The Graham project,
	and forward it to City Council
Second By:	Erik Diana
In Favor (Roll Call):	Knapp, DiTommaso, Lipuma, Haig, Carsten,
	Diana, Giovanelli
Opposed:	Bikson
Motion Passed	

D. Volunteer Appreciation Event

At the request of the Executive Committee, it was the consensus of the DDA to bring back this event to honor the many city volunteers, and include community volunteer awards.

7) Receipt of Regular Reports

A. Executive Director Update

New SMART Fixed Bus Route

The new SMART Fixed Bus Route through downtown Rochester begins on Monday, April 22, 2024. Service will run weekdays and Saturdays from 6:00 a.m. to 10:00 p.m.

MSOC Workshop – Inclusive Horizons: Empowering Small Businesses and Local Government through Purposeful Inclusion Workshop

Kristi Trevarrow and Taylor Clayton attended this workshop on Friday, April 12, 2024 and provided an update to the Board. She will forward everyone the workshop materials.

Downtown Maintenance

The current downtown maintenance provider, Lawnworks, was considering closing the business and working in the private sector. Those plans have changed and a new monthly rate of \$7,845.00 has been submitted. This is a 14% increase; however, the rate has not been increased since 2021.

Main Street Now Conference

Kristi Trevarrow will be attending the conference in Birmingham, Alabama from May 5-8, 2024. The Studio remain open because conference dates overlap with Deck Art.

B. Events & Marketing Update

EVENTS

Deck Art - May 9-10, 2024

Over 400 artists from all over metro Detroit, as well as 45 downtown Rochester businesses are participating in Deck Art 2024. In its 14th installment, Deck Art is a skateboard art competition and exhibition. Artists submit one-of-a-kind artwork using skateboard decks as a canvas. These decks will be on display in downtown Rochester businesses beginning May 9th and will be celebrated with a two-day event on May 9-10, 2024. Participating businesses are asked to stay open until 9:00 p.m. for both event evenings.

Deck Art collection began this week and the deadline to turn in artwork is 8:00 p.m. on April 19, 2024. The DDA will stay open on Thursday, April 18th and Friday, April 19th until 8:00 p.m. to collect any last-minute boards.

During event hours, a golden ticket will be hidden in one of the participating businesses. The first person to find the golden ticket and come to the DDA's Downtown Collaboration Studio at 431 Main Street to let staff know the location of the skateboard will win a \$75 downtown Rochester gift certificate.

Downtown Rochester Makers' Market – June 22, 2024

This artisanal, crafter vendor open air show is the perfect place to experience the unique and handcrafted works of local, small businesses. The market, sponsored Genisys Credit Union, is an opportunity to connect with the makers themselves, learn about their craft and support their businesses.

The event takes place on Saturday, June 22, 2024 from 10:00 a.m. to 4:00 p.m. on W. 4th Street between Main and Walnut (wrapping around towards the north side of Walnut, as well). Event applications are now available on the DDA's website. Vendor applications are due Friday, April 19, 2024 and vendors will know show status by Wednesday, April 24, 2024.

PROMOTIONS

In Town Magazine

Production of the summer issue is complete and arrived in homes last week. This issue celebrates the Farmers' Market 25th Anniversary, highlights the expansion of Talulah Belle, fun seasonal spring gift guide and information on all downtown events.

Farmers' Market

2024 marks the Market's 25th season. Opening day is set for Saturday, May 4, 2024. Tote bags will be distributed to the first 500 adult customers, there will be live music with Jannah G from 10:00 a.m. to noon, and Ascension Providence Rochester Hospital will be giving out bike helmets to children in honor of Bike to School Week.

Unwined Winery will be one of the new vendors, and East River Organics will be back. Taste of Petra will be joining in a full-time capacity this season, offering Jordanian olive oil and spices. Staff is working on how to incorporate more food trucks.

Ascension Providence Rochester Hospital will be on site twice a month with different health-related topics such as stroke awareness, nutrition counseling, emergency preparedness, care seat safety and more!

Love Local Art

The Art Committee met earlier this month to discuss upcoming projects. The crosswalk mural art will be executed in the next few months – staff is currently researching best practices and fielding potential mural artists. The goal is to unveil the art in conjunction with the Makers' Market event on June 22, 2024. In addition, the DIA Inside|Out program is returning to Rochester. Between May and October there will be approximately a dozen pieces on display!

C. Financial Report for DDA

The Revenue and Expenditure Report for period ending 03/31/2023 for Fund 494, Downtown Development Authority was included in the packet.

D. Business Development Committee

Paul Haig stated that the Committee met earlier today and will be taking on the Social District project. SMART busses will begin running on April 22, 2024 from 6:00 a.m. to midnight. The annual Business Development meeting will be held on July 22, 2024 at 6:00 p.m. at the Royal Park Hotel.

E. Site Development Committee

Tony Lipuma shared that the Committee has been busy working on the Market + The Graham project. They are also testing some new self-watering planters for use downtown to cut down on the cost of watering. They are less intrusive planters and will take up less space, requiring fewer plants and less watering. Staff will test them to see if they are heavy enough so that they cannot be easily tipped.

8) Miscellaneous

Mayor Bikson stated that the State of the City address will take place on May 20, 2024 at the Van Hoosen Calf Barn. The doors open at 6:00 p.m. and the address will begin at 7:00 p.m.

Seeing no further business, Chairman Gio	vanelli adjourned the meeting at 8:29 p.m.
Date Approved	
Susan McCullough	

6A. Market + The Graham Update

Chairman Giovanelli will provide a report on the project at the DDA Board Meeting.

6B. MSOC Grant Update

Kristi will provide an update on the Placemaking Grant from Main Street Oakland County.

6C. Love Local Art Committee

DDA Marketing Coordinator Taylor Knuth will provide an update on the work of the Love Local Art Committee, including the DIA Inside Out Installation and the upcoming Crosswalk Mural Project.

7A. Executive Director Update

MSOC Main Event – June 6

This year's Main Event will be held on Thursday, June 6, 6-9 pm at The Roxy. If you are interested in attending, please let me know and I will be happy to reserve your tickets.

No Filter Photo Exhibition – June 6

Stop by the No Filter Photo Exhibition at the Studio on Thursday, June 6 from 5-8 pm.

Main Street Now Conference

I was in Birmingham, Alabama last week for the Main Street Now Conference. The conference had over 2,000 attendees from across the country, plus representatives from Puerto Rico and Osaka, Japan! I will provide a presentation on the conference at the June DDA Board Meeting.

MONTH

DAY

YEAR

TIME





COUNTY

RECOGNIZING EXCELLENCE IN DOWNTOWN REVITALIZATION

AT THE ROXY ROCHESTER •

TICKETS \$35 ON SALE AT: AdvantageOakland.Eventbrite.com

THEME: MAIN STREET — LOOKING BACK, MOVING FORWARD



Rochester DDA Board Meeting

May 10, 2024

Events Coordinator Report

Events

Deck Art – May 9 & 10. This year, over 320 artists from all over the metro Detroit area as well as 50 Downtown Rochester businesses are participating in Deck Art 2024. In its fourteenth installment, Deck Art is a skateboard art competition and exhibition. Artists submitted one-of-a-kind artwork using skateboard decks as a canvas. The decks will be on display in Downtown Rochester businesses now through May 17. So far, 8 decks have sold ranging from \$35 - \$300. 100% of the Deck Art purchases go to the artists.

Judges from Paint A Miracle stopped by last week and judged the artwork. Below are the 2024 winners!



Downtown Rochester's Makers' Market – June 22. This artisanal, crafter vendor open air show is the perfect place to
experience the unique and handcrafted works of local, small businesses. It's not just about shopping – the Downtown
Rochester Makers' Market is an opportunity to connect with the makers themselves, learn about their craft, and support
their businesses.

The event takes place Saturday, June 22, from 10:00 am - 6:00 pm on W. 4th Street between Main - Walnut. We will be extending the Makers' Market footprint, blocking off the intersection of 4th & Walnut to unveil the art crosswalk project (see Taylor's report for more details). All applicants have been notified of their show status. Taylor and I are currently working on additional event details. A press release with additional information will be sent out soon. Makers' Market is sponsored by Genisys Credit Union.







DOWNTOWN DEVELOPMENT AUTHORITY BOARD MEETING May 2024 Marketing Coordinator Update

PROMOTION

Farmers' Market: We had a stunning Opening Day for our 25th season! We experienced record crowds, with our tote bags being handed out in 25 mins and many vendors selling out!

Our Presenting Sponsor. Ascension Providence Rochester Hospital joined us for the day, for their 'Bikes and Lids for Kids' program. Fitting and giving out over 400 bike helmets to children in the community. New vendors this season include: Unwined Wines (a Shelby Twp based winery), Honey Blossom Homestead (a small, direct to community farm offering microgreens, sourdough bread and other produce), Botany Birmingham (offering tropical, rare house plants).



Love Local Art Committee:

In the coming weeks we will be kicking off two art programs! The first being a partnership with the DIA Inside| Out program. We will have 10 recreations located around town for the community to enjoy. A link to an interactive map will be live on our website in the coming days. In addition, I submitted interest for the DIA to host walking tours in conjunction to the installation. Stay tuned for dates and more info!

Second, as mentioned in previous meetings we received a placemaking grant with Oakland County and received \$2,500 in matching dollars. The Art Committee has decided for this project we will execute a Crosswalk Art project and hire a professional mural artist. At this time we have contracted artist, Rhiannan Sibbald from Greenville, MI. Rhiannan has a lot of experience in mural installations and has produced art pieces in similar settings to crosswalks. In addition, to her vibrant taste we thought she was a great fit for the project. At this time, she is creating options of rendering images for us to choose from. Later this month we will get a closer look and make decisions on what these murals will look like. Stay tuned!





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REVENUE AND EXPENDITURE REPORT FOR CITY OF ROCHESTER

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User: mmoriwaki DB: Rochester

PERIOD ENDING 04/30/2024

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

				ACTIVITY FOR		
GL NUMBER	DESCRIPTION	2023-24 AMENDED BUDGET	YTD BALANCE 04/30/2024	MONTH 04/30/2024	AVAILABLE BALANCE	% BDGT USED
Fund 248 - DOWNTOWN DEV	ELOPMENT AUTHORITY					
Revenues						
Dept 000.000 - GENERAL	LEDGER					
248-000.000-402.000	CURRENT PROPERTY TAXES	2,116,505.00	2,011,135.62	0.00	105,369.38	95.02
248-000.000-573.000	LOCAL COMMUNITY STABILIZATION	49,000.00	77,956.22	0.00	(28,956.22)	159.09 183.72
248-000.000-605.032 248-000.000-665.072	DDA BUSINESS DEVELOPMENT INTEREST -MICHIGAN CLASS	25,000.00 100,000.00	45,930.00 93,516.15	534.00 9,321.16	(20,930.00) 6,483.85	93.52
248-000.000-676.000	ADMINISTRATIVE CROSS CHARGE	59,092.00	49,243.30	4,924.33	9,848.70	83.33
248-000.000-692.000	MISCELLANEOUS INCOME	1,082.00	0.00	0.00	1,082.00	0.00
matal Dant 000 000 CD	NEDAL LEDGED	2 250 670 00	2 277 701 20	14,779.49	72,897.71	96.90
Total Dept 000.000 - GE	NERAL LEDGER	2,350,679.00	2,277,781.29	14,779.49	72,897.71	96.90
TOTAL REVENUES		2,350,679.00	2,277,781.29	14,779.49	72,897.71	96.90
Expenditures	C ADMINISTRATIVE - CA					
Dept 703.000 - GENERAL 248-703.000-728.000	& ADMINSTRATIVE - GA POSTAGE	3,282.00	1,824.73	39.99	1,457.27	55.60
248-703.000-728.000	PRINTING & OFFICE SUPPLIES	23,129.00	18,389.48	1,290.42	4,739.52	79.51
248-703.000-757.000	OPERATING SUPPLIES	2,816.00	748.30	10.00	2,067.70	26.57
248-703.000-760.000	FARMERS MARKET	0.00	300.00	0.00	(300.00)	100.00
248-703.000-803.000	LEGAL SERVICES	2,188.00	1,447.50	712.50	740.50	66.16
248-703.000-804.000	AUDITING	3,231.00	2,525.00	2,525.00	706.00	78.15
248-703.000-805.000	CONTRACTUAL SERVICES	5,129.00	0.00	0.00	5,129.00	0.00
248-703.000-805.009 248-703.000-805.010	CONTRACT SVCS - BUS. DEV COMM CONTRACT SVCS - D.P.W.	21,202.00 10,056.00	43,535.56 10,000.00	188.06 0.00	(22,333.56) 56.00	205.34
248-703.000-805.010	CONTRACT SVCS - D.F.W. CONTRACT SVCS - MAINTENANCE	24,523.00	2,475.00	275.00	22,048.00	10.09
248-703.000-805.027	CABLE CASTING	4,376.00	2,075.00	450.00	2,301.00	47.42
248-703.000-805.030	CONTRACT SVCS - DUMPSTERS	129,477.00	100,931.48	8,273.72	28,545.52	77.95
248-703.000-805.050	CONTRACT SVCS - EMPLOYMENT	1,860.00	1,800.00	450.00	60.00	96.77
248-703.000-811.000	GENERAL INSURANCE	16,133.00	17,214.00	0.00	(1,081.00)	106.70
248-703.000-850.000	TELECOMMUNICATIONS	6,637.00	6,537.53 13,970.47	745.72 1,384.97	99.47 3,533.53	98.50 79.81
248-703.000-861.002 248-703.000-863.001	EQUIPMENT LEASE - COPY MACHIN PROFESSIONAL DEVELOPMENT	17,504.00 836.00	784.00	784.00	52.00	93.78
248-703.000-863.002	TRAVEL	1,641.00	1,985.36	2,040.60	(344.36)	120.98
248-703.000-921.000	LIGHT & POWER	44,247.00	36,886.44	2,947.76	7,360.56	83.36
248-703.000-922.000	HEAT-BUILDING	625.00	550.93	68.85	74.07	88.15
248-703.000-931.000	MAINTENANCE & REPAIRS - EQUIP	547.00	0.00	0.00	547.00	0.00
248-703.000-940.000	RENTAL OF LAND	33,487.00	27,298.88	2,755.79	6,188.12	81.52
248-703.000-940.002 248-703.000-955.002	RENTAL OF LAND - D.D.A. OTHER COMMUNITY AFFAIRS- EXTERNAL	0.00 3,687.00	917.40 2,927.45	0.00	(917.40) 759.55	100.00 79.40
248-703.000-957.000	DUES & SUBSCRIPTIONS	3,117.00	10,165.88	150.00	(7,048.88)	326.14
248-703.000-963.000	MISCELLANEOUS	0.00	(12.00)	0.00	12.00	100.00
248-703.000-963.002	MERCHANT SERVICE FEES	0.00	10,052.25	478.69	(10,052.25)	100.00
248-703.000-995.001	ADMINISTRATIVE CROSS CHARGE	123,482.00	102,901.70	10,290.17	20,580.30	83.33
248-703.000-995.004	COMPUTER RENTAL	2,167.00	2,167.00	541.75	0.00	100.00
Total Dept 703.000 - GE	NERAL & ADMINSTRATIVE - GA	485,379.00	420,399.34	36,402.99	64,979.66	86.61
Dept 729.000 - ECONOMIC	DEVELOPMENT					
248-729.000-805.000	CONTRACTUAL SERVICES	225,000.00	253,389.50	0.00	(28,389.50)	112.62
248-729.000-963.000	MISCELLANEOUS	20,000.00	0.00	0.00	20,000.00	0.00

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REVENUE AND EXPENDITURE REPORT FOR CITY OF ROCHESTER

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PERIOD ENDING 04/30/2024 DB: Rochester

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

		2023-24	YTD BALANCE	ACTIVITY FOR MONTH	AVAILABLE	% BDGT
GL NUMBER	DESCRIPTION	AMENDED BUDGET	04/30/2024	04/30/2024	BALANCE	USED
Fund 248 - DOWNTOWN DEVE	LOPMENT AUTHORITY					
Expenditures						
Total Dept 729.000 - ECO	NOMIC DEVELOPMENT	245,000.00	253,389.50	0.00	(8,389.50)	103.42
Dept 900.000 - CAPITAL C	ONTROL					
248-900.000-974.000	SITE IMPROVEMENT	50,000.00	57,527.00	0.00	(7,527.00)	115.05
248-900.000-974.019	CAPITAL ASSETS - MAINT & MINO	200,000.00	163,515.95	10,505.00	36,484.05	81.76
248-900.000-974.121	SIDEWALK RECONSTRUCTION	12,000.00	0.00	0.00	12,000.00	0.00
248-900.000-974.210	STREET LIGHTING REPLACEMENT	250,000.00	243,750.00	0.00	6,250.00	97.50
248-900.000-974.256	BOLLARD REPLACEMENT	20,000.00	0.00	0.00	20,000.00	0.00
248-900.000-974.260	FRONT PORCH PROJECT	130,000.00	56,383.50	32,087.50	73,616.50	43.37
248-900.000-991.002	LAND CONTRACT - 265 E SECOND	0.00	25,000.00	25,000.00	(25,000.00)	100.00
Total Dept 900.000 - CAP	ITAL CONTROL	662,000.00	546,176.45	67,592.50	115,823.55	82.50
Dept 965.000 - APPROPRIA	TIONS TO OTHER FUNDS					
248-965.000-995.203	TRANS TO MVH LOCAL STREET FUN	132,000.00	0.00	0.00	132,000.00	0.00
248-965.000-995.516	TRANS TO AUTO PARKING FUND	50,000.00	50,000.00	0.00	0.00	100.00
Total Dept 965.000 - APP	ROPRIATIONS TO OTHER FUNDS	182,000.00	50,000.00	0.00	132,000.00	27.47
TOTAL EXPENDITURES		1,574,379.00	1,269,965.29	103,995.49	304,413.71	80.66
Fund 248 - DOWNTOWN DEVE	LOPMENT AUTHORITY:					
TOTAL REVENUES		2,350,679.00	2,277,781.29	14,779.49	72,897.71	96.90
TOTAL EXPENDITURES		1,574,379.00	1,269,965.29	103,995.49	304,413.71	80.66
NET OF REVENUES & EXPEND	ITURES	776,300.00	1,007,816.00	(89,216.00)	(231,516.00)	129.82
TOTAL REVENUES - ALL FUN	DS	3,226,636.00	3,075,608.49	24,674.19	151,027.51	95.32
TOTAL EXPENDITURES - ALL		2,257,175.00	1,899,144.18	123,026.73	358,030.82	84.14
NET OF REVENUES & EXPEND	ITURES	969,461.00	1,176,464.31	(98,352.54)	(207,003.31)	121.35