



## City of Rochester

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### PRINCIPAL SHOPPING DISTRICT BOARD MEETING AGENDA

*Members: Bryan Cardwell, Patti Eisenbraun, Amanda Harrison,  
Suzette Louise, Patrick Mulrenin, Kevin Stewart & Candice Van Slembrouck*

Zoom Meeting	October 20, 2020	5:30 pm
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1. Call to Order
2. Roll Call
3. Audience Comments
4. New Business
  - a. Event Requests to City Council – Update
    - Halloween Fest
    - Kris Kringle Market
  - b. Update – Plaid Friday/Small Business Saturday
  - c. Festival of Trees 2020
    - Sponsorships
    - Venue Update
  - d. Discussion - Neighborhood Light Fight
  - e. Joint Meeting with DDA – Wednesday, October 21, 7:00 pm
5. Reports
  - a. PSD Financial Report
  - b. Events & Marketing Update
  - c. Executive Director Report
6. Miscellaneous
7. Adjourn

User: mmoriwaki

DB: Rochester

PERIOD ENDING 09/30/2020

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

GL NUMBER	DESCRIPTION	2020-21 AMENDED BUDGET	YTD BALANCE 09/30/2020	ACTIVITY FOR MONTH 09/30/2020	AVAILABLE BALANCE	% BGD USED
Fund Group <None>						
Fund 493 - PRINCIPAL SHOPPING DISTRICT						
Revenues						
Dept 000.000 - GENERAL LEDGER						
493-000.000-609.000	SIDEWALK SALES	6,000.00	5,000.00	0.00	1,000.00	83.33
493-000.000-611.000	MUSIC FESTIVAL/DANCIN	2,000.00	0.00	0.00	2,000.00	0.00
493-000.000-614.000	LAGNIAPPE	2,000.00	0.00	0.00	2,000.00	0.00
493-000.000-616.001	KRIS KRINGLE MARKET	28,000.00	3,442.50	3,442.50	24,557.50	12.29
493-000.000-618.000	BIG BRIGHT LIGHT SHOW	75,000.00	6,300.00	4,800.00	68,700.00	8.40
493-000.000-619.000	WINTER MAGAZINE	20,000.00	2,725.00	2,025.00	17,275.00	13.63
493-000.000-621.000	SPRING MAGAZINE	15,000.00	0.00	0.00	15,000.00	0.00
493-000.000-622.002	ANNUAL AWARENESS PROGRAMNSOR	5,000.00	0.00	0.00	5,000.00	0.00
493-000.000-624.001	FIRE & ICE FESTIVAL	13,000.00	370.00	0.00	12,630.00	2.85
493-000.000-624.014	MOVIES IN THE MOONLIGHT	7,000.00	1,825.00	0.00	5,175.00	26.07
493-000.000-634.748	HALLOWEEN EVENTS	1,000.00	0.00	0.00	1,000.00	0.00
493-000.000-634.755	JUNK IN THE TRUNK	4,600.00	25.00	0.00	4,575.00	0.54
493-000.000-634.757	DECK ART	500.00	765.00	765.00	(265.00)	153.00
493-000.000-634.762	ROCHESTER POSED	1,000.00	0.00	0.00	1,000.00	0.00
493-000.000-634.767	FARMERS MARKET	30,000.00	11,535.00	1,685.00	18,465.00	38.45
493-000.000-634.769	ROCHESTER EXPLORERS CLUB	6,000.00	0.00	0.00	6,000.00	0.00
493-000.000-634.770	SMALL BUSINESS SATURDAY	1,000.00	0.00	0.00	1,000.00	0.00
493-000.000-634.775	CAROLING IN THE CITY	1,000.00	1,500.00	0.00	(500.00)	150.00
493-000.000-665.072	INTEREST -MICHIGAN CLASS	0.00	25.51	0.00	(25.51)	100.00
493-000.000-676.000	ADMINISTRATIVE CROSS CHARGE	27,158.00	0.00	0.00	27,158.00	0.00
493-000.000-692.000	MISCELLANEOUS INCOME	10,000.00	0.00	0.00	10,000.00	0.00
493-000.000-699.805	TRANS FRM DDA-CONTRACTUAL SRV	446,658.00	446,658.00	446,658.00	0.00	100.00
Total Dept 000.000 - GENERAL LEDGER		701,916.00	480,171.01	459,375.50	221,744.99	68.41
TOTAL REVENUES		701,916.00	480,171.01	459,375.50	221,744.99	68.41
Expenditures						
Dept 701.000 - GENERAL & ADMINSTRATIVE - GA						
493-701.000-701.001	EMPLOYEE WAGES	85,680.00	21,359.46	6,119.85	64,320.54	24.93
493-701.000-701.002	PART-TIME WAGES	2,000.00	264.48	84.90	1,735.52	13.22
493-701.000-701.003	OVERTIME WAGES	13,477.00	6,373.68	1,963.39	7,103.32	47.29
493-701.000-715.000	FICA	8,000.00	2,117.26	617.85	5,882.74	26.47
493-701.000-716.000	HOSPITALIZATION	19,190.00	3,698.04	1,232.68	15,491.96	19.27
493-701.000-716.004	HOSPITALIZATION -HSA FUNDING	4,550.00	0.00	0.00	4,550.00	0.00
493-701.000-717.000	EMPLOYEE LIFE INSURANCE	620.00	0.00	0.00	620.00	0.00
493-701.000-718.001	DEFINED CONTRIBUTION	9,500.00	2,565.31	747.70	6,934.69	27.00
493-701.000-718.002	EMPLOYER RETIREMENT CONTRIBUTI	2,424.00	646.24	184.64	1,777.76	26.66
493-701.000-719.000	DENTAL/OPTICAL	800.00	234.50	67.00	565.50	29.31
493-701.000-801.000	ADMINISTRATIVE CROSS CHARGE	29,948.00	0.00	0.00	29,948.00	0.00
493-701.000-805.703	CONTRACT SVCS - EMPLOYMENT	23,230.00	1,412.40	894.52	21,817.60	6.08
493-701.000-863.000	TRAVEL/MEETINGS & CONFERENCES	2,525.00	0.00	0.00	2,525.00	0.00
493-701.000-963.002	MERCHANT SERVICE FEES	5,050.00	135.52	0.00	4,914.48	2.68
Total Dept 701.000 - GENERAL & ADMINSTRATIVE - GA		206,994.00	38,806.89	11,912.53	168,187.11	18.75
Dept 708.000 - KRIS KRINGLE MARKET						
493-708.000-790.007	AD PR - SIGNAGE	1,848.00	0.00	0.00	1,848.00	0.00
493-708.000-861.000	EQUIPMENT RENTAL	13,858.00	0.00	0.00	13,858.00	0.00

PERIOD ENDING 09/30/2020

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Fund Group <None>						
Fund 493 - PRINCIPAL SHOPPING DISTRICT						
Expenditures						
493-708.000-963.000	MISCELLANEOUS	18,294.00	0.00	0.00	18,294.00	0.00
Total Dept 708.000 - KRIS KRINGLE MARKET		34,000.00	0.00	0.00	34,000.00	0.00
Dept 709.000 - SIDEWALK SALES - SS						
493-709.000-790.002	AD PR - NEWSPAPER	629.00	0.00	0.00	629.00	0.00
493-709.000-790.007	AD PR - SIGNAGE	629.00	0.00	0.00	629.00	0.00
493-709.000-805.000	CONTRACTUAL SERVICES	3,118.00	0.00	0.00	3,118.00	0.00
493-709.000-963.000	MISCELLANEOUS	624.00	0.00	0.00	624.00	0.00
Total Dept 709.000 - SIDEWALK SALES - SS		5,000.00	0.00	0.00	5,000.00	0.00
Dept 711.000 - DANCIN IN THE STREETS						
493-711.000-805.000	CONTRACTUAL SERVICES	8,000.00	0.00	0.00	8,000.00	0.00
Total Dept 711.000 - DANCIN IN THE STREETS		8,000.00	0.00	0.00	8,000.00	0.00
Dept 714.000 - LAGNIAPPE - LAG						
493-714.000-790.007	AD PR - SIGNAGE	300.00	0.00	0.00	300.00	0.00
493-714.000-805.000	CONTRACTUAL SERVICES	6,700.00	0.00	0.00	6,700.00	0.00
Total Dept 714.000 - LAGNIAPPE - LAG		7,000.00	0.00	0.00	7,000.00	0.00
Dept 715.000 - ANNUAL AWARENESS PROGRAM						
493-715.000-790.003	AD PR - PRINTING/GRAPHICS	6,524.00	0.00	0.00	6,524.00	0.00
493-715.000-791.004	AD-PL-TV-HLDY PARADE/DT PROMO	24,710.00	0.00	0.00	24,710.00	0.00
493-715.000-792.000	BANNERS	5,766.00	0.00	0.00	5,766.00	0.00
493-715.000-794.000	GRAPHIC DESIGN	0.00	275.00	0.00	(275.00)	100.00
Total Dept 715.000 - ANNUAL AWARENESS PROGRAM		37,000.00	275.00	0.00	36,725.00	0.74
Dept 716.000 - FIRE & ICE FESTIVAL						
493-716.000-731.000	LICENSE AND FEES	9,534.00	0.00	0.00	9,534.00	0.00
493-716.000-790.003	AD PR - PRINTING/GRAPHICS	348.00	0.00	0.00	348.00	0.00
493-716.000-790.007	AD PR - SIGNAGE	1,213.00	0.00	0.00	1,213.00	0.00
493-716.000-805.000	CONTRACTUAL SERVICES	8,906.00	0.00	0.00	8,906.00	0.00
Total Dept 716.000 - FIRE & ICE FESTIVAL		20,001.00	0.00	0.00	20,001.00	0.00
Dept 719.000 - WINTER MAGAZINE						
493-719.000-728.000	POSTAGE	6,942.00	0.00	0.00	6,942.00	0.00
493-719.000-790.003	AD PR - PRINTING/GRAPHICS	17,705.00	0.00	0.00	17,705.00	0.00
493-719.000-794.000	GRAPHIC DESIGN	7,536.00	3,600.00	3,600.00	3,936.00	47.77
493-719.000-805.000	CONTRACTUAL SERVICES	3,817.00	0.00	0.00	3,817.00	0.00

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Fund Group <None>						
Fund 493 - PRINCIPAL SHOPPING DISTRICT						
Expenditures						
Total Dept 719.000 - WINTER MAGAZINE		36,000.00	3,600.00	3,600.00	32,400.00	10.00
Dept 720.000 - SPRING MAGAZINE						
493-720.000-728.000	POSTAGE	7,262.00	0.00	0.00	7,262.00	0.00
493-720.000-790.003	AD PR - PRINTING/GRAPHICS	17,637.00	250.00	0.00	17,387.00	1.42
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	0.00	0.00	3,632.00	0.00
Total Dept 720.000 - SPRING MAGAZINE		36,000.00	250.00	0.00	35,750.00	0.69
Dept 736.000 - MOVIES IN THE MOONLIGHT						
493-736.000-790.007	AD PR - SIGNAGE	492.00	0.00	0.00	492.00	0.00
493-736.000-791.002	AD PL - NEWSPAPER ADV	886.00	0.00	0.00	886.00	0.00
493-736.000-805.000	CONTRACTUAL SERVICES	13,638.00	60.00	0.00	13,578.00	0.44
493-736.000-963.000	MISCELLANEOUS	984.00	0.00	0.00	984.00	0.00
Total Dept 736.000 - MOVIES IN THE MOONLIGHT		16,000.00	60.00	0.00	15,940.00	0.38
Dept 748.000 - HALLOWEEN EVENTS						
493-748.000-805.000	CONTRACTUAL SERVICES	1,600.00	0.00	0.00	1,600.00	0.00
493-748.000-963.000	MISCELLANEOUS	2,400.00	0.00	0.00	2,400.00	0.00
Total Dept 748.000 - HALLOWEEN EVENTS		4,000.00	0.00	0.00	4,000.00	0.00
Dept 752.000 - BIG BRIGHT LIGHTSHOW						
493-752.000-763.000	FESTIVAL OF TREES	19,437.00	3,509.33	3,234.33	15,927.67	18.05
493-752.000-805.000	CONTRACTUAL SERVICES	240,563.00	24,041.50	0.00	216,521.50	9.99
Total Dept 752.000 - BIG BRIGHT LIGHTSHOW		260,000.00	27,550.83	3,234.33	232,449.17	10.60
Dept 755.000 - JUNK IN THE TRUNK						
493-755.000-963.000	MISCELLANEOUS	2,000.00	0.00	0.00	2,000.00	0.00
Total Dept 755.000 - JUNK IN THE TRUNK		2,000.00	0.00	0.00	2,000.00	0.00
Dept 757.000 - DECK ART						
493-757.000-963.000	MISCELLANEOUS	2,000.00	942.58	765.00	1,057.42	47.13
Total Dept 757.000 - DECK ART		2,000.00	942.58	765.00	1,057.42	47.13
Dept 762.000 - ROCHESTER POSED						
493-762.000-790.003	AD PR - PRINTING/GRAPHICS	300.00	0.00	0.00	300.00	0.00
493-762.000-963.000	MISCELLANEOUS	1,200.00	0.00	0.00	1,200.00	0.00
Total Dept 762.000 - ROCHESTER POSED		1,500.00	0.00	0.00	1,500.00	0.00

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Fund Group <None>						
Fund 493 - PRINCIPAL SHOPPING DISTRICT						
Expenditures						
Dept 767.000 - FARMERS MARKET						
493-767.000-760.000	FARMERS MARKET - OP SUPPLIES	10,000.00	3,334.30	1,011.32	6,665.70	33.34
Total Dept 767.000 - FARMERS MARKET		10,000.00	3,334.30	1,011.32	6,665.70	33.34
Dept 769.000 - ROCHESTER EXPLORERS CLUB						
493-769.000-963.000	MISCELLANEOUS	6,000.00	709.02	0.00	5,290.98	11.82
Total Dept 769.000 - ROCHESTER EXPLORERS CLUB		6,000.00	709.02	0.00	5,290.98	11.82
Dept 770.000 - SMALL BUSINESS SATURDAY						
493-770.000-963.000	MISCELLANEOUS	1,500.00	0.00	0.00	1,500.00	0.00
Total Dept 770.000 - SMALL BUSINESS SATURDAY		1,500.00	0.00	0.00	1,500.00	0.00
Dept 774.000 - HOLIDAY PROGRAMS						
493-774.000-760.000	CAROLING IN THE CITY - OP SUPPLIES	8,921.00	0.00	0.00	8,921.00	0.00
Total Dept 774.000 - HOLIDAY PROGRAMS		8,921.00	0.00	0.00	8,921.00	0.00
TOTAL EXPENDITURES		701,916.00	75,528.62	20,523.18	626,387.38	10.76
Fund 493 - PRINCIPAL SHOPPING DISTRICT:						
TOTAL REVENUES		701,916.00	480,171.01	459,375.50	221,744.99	68.41
TOTAL EXPENDITURES		701,916.00	75,528.62	20,523.18	626,387.38	10.76
NET OF REVENUES & EXPENDITURES		0.00	404,642.39	438,852.32	(404,642.39)	100.00