



## City of Rochester

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400 Sixth Street  
Rochester, MI 48307  
P: (248) 651-9061  
F: (248) 651-2624  
[www.rochestermi.org](http://www.rochestermi.org)

### 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	October 5, 2022	5:30 pm
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1. Call to Order
2. Roll Call
3. General Business Agenda Items
  - a. New Member Welcome – Karen Malsbury
  - b. Request for Recommendation – Lagniappe
  - c. Request for Recommendation – Caroling in the City
  - d. Chief Financial Credit Union Annual Donation Agreement
  - e. Holiday Event Updates
    - Festival of Trees
    - Snowman Stroll
    - Gift Card Match Program
4. Reports
  - a. PSD Financial Report
  - b. Events & Marketing Update
  - c. Executive Director Report
5. Miscellaneous
6. Adjourn

## MEMORANDUM

DATE: September 20, 2022  
TO: PSD Board  
FROM: Promotions Committee  
SUBJECT: Request for Recommendation – Lagniappe

The Promotions Committee respectfully seeks approval of the 49<sup>th</sup> annual Lagniappe celebration on Monday, November 21, 6:00 - 9:00 pm.

As in, the past years 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.

## **MEMORANDUM**

DATE: October 5, 2022

TO: PSD Board

FROM: Kristi Trevarrow, Executive Director

SUBJECT: Request for Recommendation – Caroling in the City, December 11, 2022

We respectfully request your recommendation to City Council for approval of the Caroling in the City Event. The event will be held on Sunday, December 11 from 5-8 pm on Main Street, between Second and University.

The event will include choirs, strolling carolers, craft stations, music and more. We will need to have Main Street closed on Sunday at 4:30 pm, reopening after the conclusion of the event by 8:30 pm.

The detour route will be similar to the Hometown Christmas Parade, routing people east and west at Second Street and University. Advanced warning signage as well as, media advisories, online and social media posts will be used to communicate the detour to residents and visitors. We have received MDOT approval for the closure.

Thank you for your consideration.

User: mmoriwaki

DB: Rochester

PERIOD ENDING 08/31/2022

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

GL NUMBER	DESCRIPTION	2022-23 AMENDED BUDGET	YTD BALANCE 08/31/2022	ACTIVITY FOR MONTH 08/31/2022	AVAILABLE BALANCE	% BGD USED
Fund Group <None>						
Fund 245 - PRINCIPAL SHOPPING DISTRICT FUND						
Revenues						
Dept 000.000 - GENERAL LEDGER						
245-000.000-474.001	PSD INTEREST & PENALTIES	146.00	208.34	208.34	(62.34)	142.70
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	0.00	0.00	5,000.00	0.00
245-000.000-605.004	MUSIC FESTIVAL/DANCING	2,000.00	500.00	200.00	1,500.00	25.00
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	750.00	750.00	250.00	75.00
245-000.000-605.009	KRIS KRINGLE MARKET	28,000.00	0.00	0.00	28,000.00	0.00
245-000.000-605.011	BIG BRIGHT LIGHT SHOW	77,273.00	12,500.00	500.00	64,773.00	16.18
245-000.000-605.013	WINTER MAGAZINE	20,000.00	0.00	0.00	20,000.00	0.00
245-000.000-605.015	SPRING MAGAZINE	15,000.00	0.00	0.00	15,000.00	0.00
245-000.000-605.018	ANNUAL AWARENESS PROGRAMSOR	5,000.00	0.00	0.00	5,000.00	0.00
245-000.000-605.024	FIRE & ICE FESTIVAL	13,000.00	0.00	0.00	13,000.00	0.00
245-000.000-605.029	PUBLIC ART EVENT	26,000.00	8,000.00	8,000.00	18,000.00	30.77
245-000.000-605.030	MOVIES IN THE MOONLIGHT	7,212.00	2,175.00	1,650.00	5,037.00	30.16
245-000.000-605.044	HALLOWEEN EVENTS	1,000.00	0.00	0.00	1,000.00	0.00
245-000.000-605.050	JUNK IN THE TRUNK	4,639.00	1,910.00	905.00	2,729.00	41.17
245-000.000-605.052	DECK ART	500.00	0.00	0.00	500.00	0.00
245-000.000-605.057	ROCHESTER POSED	1,000.00	150.00	25.00	850.00	15.00
245-000.000-605.062	FARMERS MARKET	30,000.00	3,675.00	895.00	26,325.00	12.25
245-000.000-605.064	ROCHESTER EXPLORERS CLUB	6,197.00	1,000.00	125.00	5,197.00	16.14
245-000.000-605.065	SMALL BUSINESS SATURDAY	1,530.00	0.00	0.00	1,530.00	0.00
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	0.00	0.00	7,900.00	0.00
245-000.000-665.072	INTEREST -MICHIGAN CLASS	121.00	121.01	0.00	(0.01)	100.01
245-000.000-676.000	ADMINISTRATIVE CROSS CHARGE	27,703.00	0.00	0.00	27,703.00	0.00
245-000.000-692.000	MISCELLANEOUS INCOME	10,000.00	0.00	0.00	10,000.00	0.00
245-000.000-693.100	PRINCIPAL SHOPPING DISTRICT	300,158.00	286,025.74	56,207.83	14,132.26	95.29
245-000.000-699.805	TRANS FRM DDA-CONTRACTUAL SRV	150,000.00	0.00	0.00	150,000.00	0.00
Total Dept 000.000 - GENERAL LEDGER		746,909.00	317,015.09	69,466.17	429,893.91	42.44
TOTAL REVENUES		746,909.00	317,015.09	69,466.17	429,893.91	42.44
Expenditures						
Dept 703.000 - GENERAL & ADMINSTRATIVE - GA						
245-703.000-701.001	EMPLOYEE WAGES	82,000.00	15,921.97	7,960.98	66,078.03	19.42
245-703.000-701.002	PART-TIME WAGES	2,061.00	828.15	364.35	1,232.85	40.18
245-703.000-701.003	OVERTIME WAGES	13,748.00	4,384.25	1,920.90	9,363.75	31.89
245-703.000-715.000	FICA	8,050.00	1,602.77	776.83	6,447.23	19.91
245-703.000-716.000	HOSPITALIZATION	13,100.00	2,856.80	1,428.40	10,243.20	21.81
245-703.000-716.004	HOSPITALIZATION -HSA FUNDING	4,100.00	0.00	0.00	4,100.00	0.00
245-703.000-718.001	DEFINED CONTRIBUTION	8,950.00	1,878.33	914.06	7,071.67	20.99
245-703.000-718.002	EMPLOYER RETIREMENT CONTRIBUTI	2,400.00	369.28	184.64	2,030.72	15.39
245-703.000-719.000	INSURANCE OTHER THAN MEDICAL	775.00	76.00	38.00	699.00	9.81
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	0.00	0.00	2,576.00	0.00
245-703.000-864.008	CASH-SHORT OR OVER	0.00	9.24	9.44	(9.24)	100.00
245-703.000-963.002	MERCHANT SERVICE FEES	5,152.00	1,108.73	542.24	4,043.27	21.52
245-703.000-995.001	ADMINISTRATIVE CROSS CHARGE	30,549.00	0.00	0.00	30,549.00	0.00

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Fund Group <None>						
Fund 245 - PRINCIPAL SHOPPING DISTRICT FUND						
Expenditures						
Total Dept 703.000 - GENERAL & ADMINSTRATIVE - GA		197,158.00	29,035.52	14,139.84	168,122.48	14.73
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	1,520.71	1,092.43	15,691.29	8.84
245-729.000-760.001	CAROLING IN THE CITY	550.00	550.00	0.00	0.00	100.00
245-729.000-763.000	FESTIVAL OF TREES	20,606.00	2,186.13	2,186.13	18,419.87	10.61
245-729.000-790.002	AD PR - NEWSPAPER	625.00	0.00	0.00	625.00	0.00
245-729.000-790.003	IN TOWN MAGAZINE	42,975.00	0.00	0.00	42,975.00	0.00
245-729.000-790.007	TASTE OF FALL	5,899.00	0.00	0.00	5,899.00	0.00
245-729.000-791.001	SIDEWALK SALES	2,254.00	3,236.26	1,582.67	(982.26)	143.58
245-729.000-791.002	DANCIN' IN THE STREET	5,877.00	6,575.35	698.83	(698.35)	111.88
245-729.000-791.004	ANNUAL AWARENESS	27,012.00	0.00	0.00	27,012.00	0.00
245-729.000-791.009	LAGNIAPPE	550.00	550.00	0.00	0.00	100.00
245-729.000-791.011	MOVIES IN THE MOONLIGHT	11,530.00	12,582.09	1,192.09	(1,052.09)	109.12
245-729.000-791.013	JUNK IN THE TRUNK	239.00	238.89	0.00	0.11	99.95
245-729.000-791.014	DECK ART	26.00	26.00	26.00	0.00	100.00
245-729.000-791.016	ROCHESTER EXPLORERS CLUB	7,634.00	8,605.35	971.02	(971.35)	112.72
245-729.000-791.017	DOWNTOWN COOKIE STROLL	6,500.00	0.00	0.00	6,500.00	0.00
245-729.000-792.000	BANNERS	6,061.00	807.00	807.00	5,254.00	13.31
245-729.000-794.000	FARM TO TABLE DINNER	15,031.00	0.00	0.00	15,031.00	0.00
245-729.000-805.000	CONTRACTUAL SERVICES	314,088.00	0.00	0.00	314,088.00	0.00
245-729.000-963.000	MISCELLANEOUS	62,084.00	(26.00)	(26.00)	62,110.00	(0.04)
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		584,294.00	36,851.78	8,530.17	547,442.22	6.31
TOTAL EXPENDITURES		781,452.00	65,887.30	22,670.01	715,564.70	8.43
Fund 245 - PRINCIPAL SHOPPING DISTRICT FUND:						
TOTAL REVENUES		746,909.00	317,015.09	69,466.17	429,893.91	42.44
TOTAL EXPENDITURES		781,452.00	65,887.30	22,670.01	715,564.70	8.43
NET OF REVENUES & EXPENDITURES		(34,543.00)	251,127.79	46,796.16	(285,670.79)	727.00