



City of Rochester

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PRINCIPAL SHOPPING DISTRICT BOARD MEETING AGENDA

*Members: Donna Bourgoin, Patti Eisenbraun, Doug Gould,
Jill Lutz, Karen Malsbury & Kevin Stewart*

Downtown Collaboration Studio, 431 S. Main	October 4, 2023	5:30 pm
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1. Call to Order
2. Roll Call
3. Approval of Meeting Minutes – September 6, 2023
4. General Business Agenda Items
 - a. Request for Recommendation – Caroling in the City
 - b. Holiday Downtown Gift Certificate Promotion
 - c. Holiday Event Updates
 - Downtown Cookie Stroll
 - Festival of Trees
 - The Big, Bright Light Show
 - Lagniappe
 - Snowman Stroll
 - Kris Kringle Market
 - Pancakes & PJs
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 Bourgoin, Patti Eisenbraun,
Doug Gould, Paul Haig, Karen Malsbury, Jill Lutz & Kevin Stewart*

Downtown Collaboration Studio, 431 Main	September 6, 2023	5:30 pm
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CALL TO ORDER

Chairman Stewart called the meeting to order at 5:32 pm.

ROLL CALL

Members Present: Bourgoin, Lutz, Malsbury, Stewart

Members Absent: Eisenbraun, Gould

DDA Liaison Present: Paul Haig

Staff Present: Executive Director Kristi Trevarrow, DDA Events Coordinator Jenna O'Dell,
DDA Marketing Coordinator Taylor Knuth, City Permit Coordinator Jeremy Peckens

3. Approval of Meeting Minutes – June 7, 2023

MOTION

Motion by Lutz, support by Malsbury to approved the June 7, 2023 PSD Meeting Minutes.

YES: Bourgoin, Lutz, Malsbury, Stewart; NO: None.

4. General Business Agenda Items

A. Request for Recommendation – Halloween Events

Jenna reviewed the event memo for Trick-or-Treat Downtown and the Halloween Fest on Saturday, October 21.

MOTION

Motion by Lutz, support by Malsbury to recommend approval of Trick-or-Treat Downtown and Halloween Fest to City Council.

YES: Bourgoin, Lutz, Malsbury, Stewart; NO: None.

B. Request for Recommendation – Lagniappe

Jenna presented the event memo for Lagniappe. Jenna also noted that this year marks the 50th Anniversary of the event. In recognition of this milestone, we are working with a local music group, The Keynote Sisters, to write an original Christmas song to be performed at Lagniappe. The Board also discussed additional ideas to make the celebration even more memorable.

MOTION

Motion by Malsbury, support by Lutz to recommend approval of Lagniappe to City Council.

YES: Bourgoin, Lutz, Malsbury, Stewart; NO: None.

C. Request for Recommendation – Kris Kringle Market

Taylor presented the event memo for the Kris Kringle Market, to take place on December 1 & 2

MOTION

Motion by Bourgoin, support by Lutz to recommend approval of the Kris Kringle Market to City Council.

YES: Bourgoin, Lutz, Malsbury, Stewart; NO: None.

D. Holiday Event Updates

Festival of Trees – Kristi shared that we have 42 trees already committed for the Festival through sponsorships, non-profits and local businesses.

Snowman Stroll – The Call for Artists is complete and the snowmen should be arriving this month.

The Big, Bright Light Show – The lights have already arrived and installation will begin by the end of the month.

E. Consideration of Sick/Leave Time Additions for Staff

As discussed during Goals & Objectives, the DDA/PSD Staff does not receive the same leave time benefits as City employees. Attached is the memo detailing the change requested. The DDA will be considering this agenda item at their September 20, 2023 Board Meeting.

MOTION

Motion by Bourgoin, support by Lutz to approve the Sick/Leave Time Additions for DDA/PSD Staff.

YES: Bourgoin, Lutz, Malsbury, Stewart; NO: None.

5. Reports

A. PSD Financial Report

The current financial report was included in the meeting packet.

B. Events & Marketing

Jenna reviewed the current Taste of Fall campaign and Rochester Posed.

Taylor reported on the Dog Days of Summer Promotion held at the Farmers' Market this summer. Kris Kringle Market applications are in and will be reviewed shortly. Holiday Marketing Kits are out and we are receiving a good response from the merchants.

C. Executive Director Report

Kristi shared that The Front Porch Project is temporarily on hold while the DDA waits for notifications on their grant applications. The next round of acorn lightpoles has been delivered and will be installed next month. The winners of the 2nd Annual Bill Lipuma Community Spirit Award will be announced at the September 20 DDA Board Meeting.

ADJOURN

Seeing no further business, the meeting adjourned at 6:22 pm.

Respectfully submitted,

Kristi Trevarrow, Executive Director

MEMORANDUM

DATE: October 4, 2023

TO: PSD Board

FROM: Kristi Trevarrow, Executive Director

SUBJECT: Request for Recommendation – Caroling in the City, December 10, 2023

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 10 from 5-8 pm on Main Street, between Second and University.

The event will include choirs, carolers, a marching band, dance team, 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.