



City of Rochester

400 Sixth Street
Rochester, MI 48307
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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	December 8, 2020	5:30 pm
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1. Call to Order
2. Roll Call
3. Audience Comments
4. New Business
 - a. Request for Recommendation – Ice Sculptures/Shopping Promotion
 - b. Recap - Festival of Trees 2020
 - c. Update - Neighborhood Light Fight
 - d. Joint Meeting with DDA – Wednesday, December 9, 7:00 pm
 - e. Set Date for 2021-22 Goals & Objectives Meeting
5. Reports
 - a. PSD Financial Report
 - b. Events & Marketing Update
 - c. Executive Director Report
6. Miscellaneous
7. Adjourn

MEMORANDUM

DATE: December 3, 2020
TO: PSD Board
FROM: Promotions
SUBJECT: Request for Recommendation – 2021 Ice Sculpture Event

We respectfully request your recommendation to City Council for approval of an Ice Sculpture Event on the following dates: Friday, January 15, Saturday, January 16 and Sunday, January 17.

Ice sculptures will be placed outside of sponsoring businesses throughout Downtown Rochester. A warming station will be located on E. Third between Main and the East Alley, which includes hot beverages and marshmallow roasting.

We are looking into hosting the Collegiate Ice Sculpture Competition on W. Fourth Street on Saturday, January 16. Along with ice sculptures in town, we are looking into a few other elements such as shopping promotions and potentially fireworks on Friday and Saturday night.

We will communicate with DPW, the Police Department and Fire Department to coordinate street closures and all details prior to the event.

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

GL NUMBER	DESCRIPTION	2020-21 AMENDED BUDGET	YTD BALANCE 11/30/2020	ACTIVITY FOR MONTH 11/30/2020	AVAILABLE BALANCE	% BDGT 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	52.00	(4,915.50)	27,948.00	0.19
493-000.000-618.000	BIG BRIGHT LIGHT SHOW	75,000.00	41,336.00	23,686.00	33,664.00	55.11
493-000.000-619.000	WINTER MAGAZINE	20,000.00	5,475.00	0.00	14,525.00	27.38
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	1,000.00	500.00	4,000.00	20.00
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	1,000.00	1,000.00	0.00	100.00
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	0.00	(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	12,500.00	130.00	17,500.00	41.67
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	85.73	0.00	(85.73)	100.00
493-000.000-676.000	ADMINISTRATIVE CROSS CHARGE	27,158.00	9,052.68	0.00	18,105.32	33.33
493-000.000-692.000	MISCELLANEOUS INCOME	10,000.00	90.00	0.00	9,910.00	0.90
493-000.000-699.805	TRANS FRM DDA-CONTRACTUAL SRV	446,658.00	446,658.00	0.00	0.00	100.00
Total Dept 000.000 - GENERAL LEDGER		701,916.00	526,734.41	20,400.50	175,181.59	75.04
TOTAL REVENUES		701,916.00	526,734.41	20,400.50	175,181.59	75.04
Expenditures						
Dept 701.000 - GENERAL & ADMINSTRATIVE - GA						
493-701.000-701.001	EMPLOYEE WAGES	85,680.00	30,599.21	6,119.84	55,080.79	35.71
493-701.000-701.002	PART-TIME WAGES	2,000.00	1,986.48	216.22	13.52	99.32
493-701.000-701.003	OVERTIME WAGES	13,477.00	7,971.01	818.64	5,505.99	59.15
493-701.000-715.000	FICA	8,000.00	2,940.72	525.40	5,059.28	36.76
493-701.000-716.000	HOSPITALIZATION	19,190.00	4,930.72	1,232.68	14,259.28	25.69
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	3,567.74	641.82	5,932.26	37.56
493-701.000-718.002	EMPLOYER RETIREMENT CONTRIBUTI	2,424.00	923.20	184.64	1,500.80	38.09
493-701.000-719.000	DENTAL/OPTICAL	800.00	335.00	67.00	465.00	41.88
493-701.000-801.000	ADMINISTRATIVE CROSS CHARGE	29,948.00	9,982.68	0.00	19,965.32	33.33
493-701.000-805.703	CONTRACT SVCS - EMPLOYMENT	23,230.00	3,766.40	1,224.08	19,463.60	16.21
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	1,912.35	334.88	3,137.65	37.87
Total Dept 701.000 - GENERAL & ADMINSTRATIVE - GA		206,994.00	68,915.51	11,365.20	138,078.49	33.29
Dept 708.000 - KRIS KRINGLE MARKET						
493-708.000-790.007	AD PR - SIGNAGE	1,848.00	75.00	75.00	1,773.00	4.06
493-708.000-861.000	EQUIPMENT RENTAL	13,858.00	0.00	0.00	13,858.00	0.00

PERIOD ENDING 11/30/2020

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GL NUMBER	DESCRIPTION	2020-21 AMENDED BUDGET	YTD BALANCE 11/30/2020	ACTIVITY FOR MONTH 11/30/2020	AVAILABLE BALANCE	% BGD USED
Fund Group <None>						
Fund 493 - PRINCIPAL SHOPPING DISTRICT						
Expenditures						
493-708.000-963.000	MISCELLANEOUS	18,294.00	1,069.00	1,069.00	17,225.00	5.84
Total Dept 708.000 - KRIS KRINGLE MARKET		34,000.00	1,144.00	1,144.00	32,856.00	3.36
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	1,804.00	0.00	3,962.00	31.29
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	2,079.00	0.00	34,921.00	5.62
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	7,425.00	0.00	111.00	98.53
493-719.000-805.000	CONTRACTUAL SERVICES	3,817.00	4,100.00	0.00	(283.00)	107.41

PERIOD ENDING 11/30/2020

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Fund Group <None>						
Fund 493 - PRINCIPAL SHOPPING DISTRICT						
Expenditures						
Total Dept 719.000 - WINTER MAGAZINE		36,000.00	11,525.00	0.00	24,475.00	32.01
Dept 720.000 - SPRING MAGAZINE						
493-720.000-728.000	POSTAGE	7,262.00	7,054.79	0.00	207.21	97.15
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	7,304.79	0.00	28,695.21	20.29
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	660.00	0.00	12,978.00	4.84
493-736.000-963.000	MISCELLANEOUS	984.00	1,100.00	0.00	(116.00)	111.79
Total Dept 736.000 - MOVIES IN THE MOONLIGHT		16,000.00	1,760.00	0.00	14,240.00	11.00
Dept 748.000 - HALLOWEEN EVENTS						
493-748.000-805.000	CONTRACTUAL SERVICES	1,600.00	70.00	70.00	1,530.00	4.38
493-748.000-963.000	MISCELLANEOUS	2,400.00	3,209.24	3,209.24	(809.24)	133.72
Total Dept 748.000 - HALLOWEEN EVENTS		4,000.00	3,279.24	3,279.24	720.76	81.98
Dept 752.000 - BIG BRIGHT LIGHTSHOW						
493-752.000-763.000	FESTIVAL OF TREES	19,437.00	18,751.93	9,383.01	685.07	96.48
493-752.000-805.000	CONTRACTUAL SERVICES	240,563.00	268,267.50	244,226.00	(27,704.50)	111.52
Total Dept 752.000 - BIG BRIGHT LIGHTSHOW		260,000.00	287,019.43	253,609.01	(27,019.43)	110.39
Dept 755.000 - JUNK IN THE TRUNK						
493-755.000-963.000	MISCELLANEOUS	2,000.00	50.00	0.00	1,950.00	2.50
Total Dept 755.000 - JUNK IN THE TRUNK		2,000.00	50.00	0.00	1,950.00	2.50
Dept 757.000 - DECK ART						
493-757.000-963.000	MISCELLANEOUS	2,000.00	942.58	0.00	1,057.42	47.13
Total Dept 757.000 - DECK ART		2,000.00	942.58	0.00	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

REVENUE AND EXPENDITURE REPORT FOR CITY OF ROCHESTER
 PERIOD ENDING 11/30/2020

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

GL NUMBER	DESCRIPTION	2020-21 AMENDED BUDGET	YTD BALANCE 11/30/2020	ACTIVITY FOR MONTH 11/30/2020	AVAILABLE BALANCE	% BDGT USED
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	4,822.28	567.98	5,177.72	48.22
Total Dept 767.000 - FARMERS MARKET		10,000.00	4,822.28	567.98	5,177.72	48.22
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	1,175.16	1,125.16	324.84	78.34
Total Dept 770.000 - SMALL BUSINESS SATURDAY		1,500.00	1,175.16	1,125.16	324.84	78.34
Dept 774.000 - HOLIDAY PROGRAMS						
493-774.000-760.000	CAROLING IN THE CITY - OP SUPPLIES	8,921.00	1,600.00	0.00	7,321.00	17.94
Total Dept 774.000 - HOLIDAY PROGRAMS		8,921.00	1,600.00	0.00	7,321.00	17.94
TOTAL EXPENDITURES		701,916.00	392,326.01	271,090.59	309,589.99	55.89
Fund 493 - PRINCIPAL SHOPPING DISTRICT:						
TOTAL REVENUES		701,916.00	526,734.41	20,400.50	175,181.59	75.04
TOTAL EXPENDITURES		701,916.00	392,326.01	271,090.59	309,589.99	55.89
NET OF REVENUES & EXPENDITURES		0.00	134,408.40	(250,690.09)	(134,408.40)	100.00