



## City of Rochester

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[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	December 7, 2022	5:30 pm
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1. Call to Order
2. Roll Call
3. General Business Agenda Items
  - a. Request for Recommendation – Fire & Ice Festival
  - b. Festival of Trees Event Recap
  - c. Snowman Stroll Update
  - d. Set Date for Goals & Objectives Meeting
4. Reports
  - a. PSD Financial Report
  - b. Events & Marketing Update
  - c. Executive Director Report
5. Miscellaneous
6. Adjourn

## MEMORANDUM

DATE: November 11, 2022

TO: PSD Board

FROM: Promotions, Fire & Ice Committees

SUBJECT: Request for Recommendation – 2023 Fire & Ice Festival

We respectfully request your recommendation to City Council for approval of the 2023 Fire & Ice Festival on the following dates:

Friday, January 20, 5:00 – 9:00pm  
Saturday, January 21, 10:00 am – 9:00 pm

We are partnering with Oakland County again this year and will maintain the same basic activities as the 2020 event; this encompasses Frank Rewold's property at East Third and Water – in between Rochester Mills & the Fire Department.

Ice sculptures will be placed outside of sponsoring businesses throughout Downtown Rochester, as in previous years. The Lions' warming station will be located on E. Third between Main and the East Alley, which includes hot beverages and marshmallow roasting. Restaurants will have the opportunity to participate in the Taste Fest Tent which will also be located on Frank Rewold's lot. If we do not fill the tent with downtown restaurants, we will solicit other area restaurants. There will be 6 food trucks located on Water Street in between E. 3<sup>rd</sup> and the back of the Rochester Mill's parking lot. (Map on page 2).

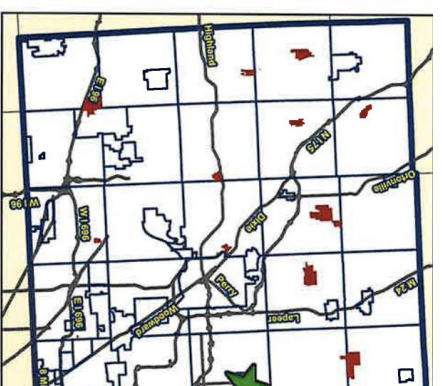
East Third Street between Main Street and East Alley will need to be closed at 7:00 am on Wednesday, January 20. Additionally, barricades and road closure signage will need to be placed on Water Street and the end of E. 3<sup>rd</sup>.

Fire & Ice activities include Taste Fest, Food Truck Rally, fireworks, skating rink, snowshoeing, Ice Carving Competition, Pet adoption and more. We are still finalizing all details and activities.

The Taste Fest will again take place in the food tent and the sales and consumption of alcoholic beverages will be coordinated by the Rochester Mills Beer Co. The Rochester Mills will be working with Liquor Control Commission to obtain the proper liquor licensing for our food & beverage tent. Beer and wine will be contained within the event area in accordance with the Liquor Control Commission Regulations.






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





Location Map

Legend/ Map Symbols

-  Fire & Ice Festival Location
-  Stage
-  Ice Rink
-  Food Tent
-  Oakland County Parks



Fire & Ice Festival 2023  
Downtown Rochester, MI



