



City of Rochester

400 Sixth Street
Rochester, MI 48307
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PRINCIPAL SHOPPING DISTRICT BOARD MEETING AGENDA

*Members: Patti Eisenbraun, Lisa Germani Williams, Amanda H. Keighley,
Suzette Louise, Patrick Mulrenin & Kevin Stewart*

City Hall, 400 Sixth Street	February 11, 2020	5:30 pm
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1. Call to Order
2. Roll Call
3. Audience Comments
4. Approval of Meeting Minutes – January 14, 2020
5. New Business
 - a. Recommendation for Approval – Deck Art 2020
 - b. Update – 2020 Holiday Program
 - c. Save the Date – Main Street Oakland County Main Event – May 7
6. Reports
 - a. PSD Financial Report
 - b. Events & Marketing Update
 - c. Executive Director Report
7. Miscellaneous
8. Adjourn

CITY OF ROCHESTER
PRINCIPAL SHOPPING DISTRICT
REGULAR MEETING MINUTES

*Principal Shopping District Members: Patti Eisenbraun, Lisa Germani Williams,
Mary Kaverley, Amanda H. Keighley, Suzette Louise, Patrick Mulrenin,
& Kevin Stewart*

400 Sixth Street Rochester, MI 48307	January 14, 2020	5:30 pm
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CALL TO ORDER

Chairman Stewart called the meeting to order at 5:30 pm and welcome new City Council Member Amanda H. Keighley to the PSD Board.

ROLL CALL

Members Present: Eisenbraun, Kaverley, Keighley, Louise, Stewart

Members Absent: Mulrenin

DDA Liaison Present: Lisa Germani Williams

Staff Present: DDA Executive Director Kristi Trevarrow, Deputy City Manager Nik Banda, Events Coordinator Jenna O'Dell, Marketing Coordinator Taylor Clayton

AUDIENCE COMMENTS

There were no audience comments.

2019 Holiday Event Recap

A. Downtown Rochester Festival of Trees

Kristi reported that all items were sold, including all 10 non-profit trees. Revenue was the second highest in the history of the event.

B. Lagniappe

Jenna shared that the event was well-attended, with the Window Decorating Contest being awarded to Home Bakery for their Star Wars window.

C. Small Business Saturday

Jenna reported strong sales again for Small Business Saturday. Many merchants have commented that Black Friday was just as good, if not better in terms of sales.

D. Winter Farmers' Market

Taylor reported that traffic was consistent for the event. The addition of weekly promotions helped to drive traffic to the Market.

E. The Big, Bright Light Show

Kristi reported that the mild weather was wonderful as we had great crowds coming down to enjoy the light show. Kristi stated that she had more news to share regarding the light show and would do during the next part of the agenda.

F. Kris Kringle Market

Taylor shared that the Market had great crowds both Friday and Saturday, and that vendors were very pleased with their sales. We continue to seek ways to expand the event site.

G. Caroling in the City

Kristi shared a synopsis of the event. The event was once again well-attended and our new sponsor, Lake Michigan Credit Union seemed quite pleased with their activity booth participation.

2020-21 Goals & Objectives Discussion

A. New Event Proposal – Halloween Bootique

Kristi reviewed this new fundraising idea that would take place in late September at the Rochester Community House. To capitalize on our city's attraction as a destination for holiday activities year-round, the Bootique would include local crafters as well as small trees decorated by the committee for sale at the event.

The Board expressed interest in the concept. Kristi will put together a budget for the Board's consideration.

B. New Promotion Proposal – Downtown Rochester Taste of Fall

To promote the restaurants, the Promotions Committee is proposing the Taste of Fall Event that would invite restaurants to create 1-2 fall themed food or beverage items that would be marketing through the Taste of Fall event. The event would kick off Art & Apples weekend and continue until our Halloween events begin.

The Board reviewed a sample brochure from a similar event at Disney Springs in Florida. The Board was enthusiastic about the event and asked for it to be including in the upcoming proposed budget.

C. Discussion – Kris Kringle Market Vendor Pricing

Taylor presented pricing for our Market compared to the rates charged by the Birmingham PSD for a similar event. The Board discussed the pros and cons of increasing the vendor rates.

MOTION

Motion by Kaverley, seconded by Louise to increase the Kris Kringle Market vendor fees from \$275 to \$300. Yes: Eisenbraun, Kaverley, Keighley, Louise, Stewart. No: None.

D. Proposed 2020 Event Calendar

Jenna presented the proposed event calendar for 2020. She noted that she had been contacted by (3) businesses that would like the Sidewalk Sales moved to the third week of July. To accommodate that request, we would have to move Dancin' in the Street as well. The band has already been booked and we would forfeit our \$1500 deposit if we switched the date. The Board discussed the issue and decided to leave the event on the dates proposed for this year, and to move it to the third week of July for 2021. Chairman Stewart will reach out to the businesses that asked for the change to explain the Board's decision.

E. Discussion – 2020 Holiday Season

Kristi shared that it 2020 will mark the 15th season of The Big, Bright Light Show. Additionally, we have been contacted by ABC's Great Christmas Light Fight to audition for their show. With these two opportunities, she feels that it is time to add some new elements to the show. She presented several ideas from light displays to overhead garlands. Kristi stated that she would be giving a similar presentation to the DDA Board at their Goals & Objectives Meeting to see if they would consider assisting with funding any potential new light show elements.

MISCELLANEOUS

A. Market Master Resignation

Taylor reported that long-time Market Master Sandy Kondos is retiring from her position. We will begin the search for a new Market Master in February.

B. Update – Front Porch Project

Kristi shared that the DDA Board is discussing at their Goals & Objectives Meeting pursuing transforming the Parking Lot at Third & Water into a Town Square/Front Porch. More details to come.

ADJOURN

Seeing no further business, the meeting adjourned at 7:30 pm

Respectfully submitted,

Kristi Trevarrow, Executive Director

MEMORANDUM

DATE: February 4, 2020
TO: PSD Board
FROM: Promotions Committee
SUBJECT: Request for Recommendation –Deck Art 2020, May 14 & 15

We respectfully request your recommendation to City Council for approval Deck Art 2020 scheduled for May 14 & 15.

Deck Art is a skateboard art competition and exhibition. Artists from all around metro Detroit and beyond are recruited to provide one-of-a-kind artwork on a blank skateboard deck. The decks are then displayed inside participating Rochester businesses (May 14 – 21) and will be judged by Paint a Miracle on creativity and uniqueness in a variety of categories.

South Street Skateshop will once again spearhead registration and deck distribution. All other event details will be organized by the PSD. This year's event is expected to include as many as 50 local merchants, transforming Deck Art into a downtown Rochester crawl for both Thursday and Friday evening from 5:00 – 9:00 pm. Completed artwork will be artfully displayed throughout participating restaurants and businesses for onlookers to enjoy. Last year's Deck Art drew over 400 artists from all over South Eastern Michigan. In the past, the states of Arizona, California, Indiana, Illinois, Kansas, New York, Ohio, Pennsylvania, as well as Canada were represented.

We will need assistance from DPW trash pick-ups and some setup. Separate communication will be made with Police, Fire and DPW to coordinate all details prior to the events.

Thank you for your consideration.

PERIOD ENDING 01/31/2020

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GL NUMBER	DESCRIPTION	2019-20 AMENDED BUDGET	YTD BALANCE 01/31/2020	ACTIVITY FOR MONTH 01/31/2020	AVAILABLE BALANCE	% BDGT USED
Fund Group <None>						
Fund 493 - PRINCIPAL SHOPPING DISTRICT						
Revenues						
Dept 000.000 - GENERAL LEDGER						
493-000.000-608.000	PRINCIPAL SHOPPING DISTRICT	293,158.00	278,602.14	620.70	14,555.86	95.03
493-000.000-609.000	SIDEWALK SALES	6,000.00	350.00	0.00	5,650.00	5.83
493-000.000-611.000	MUSIC FESTIVAL/DANCIN	2,000.00	0.00	0.00	2,000.00	0.00
493-000.000-611.003	DANCIN' - RESTAURANTS	0.00	450.00	0.00	(450.00)	100.00
493-000.000-614.000	LAGNIAPPE	2,000.00	1,600.00	0.00	400.00	80.00
493-000.000-616.001	KRIS KRINGLE MARKET	28,000.00	33,858.00	18,530.50	(5,858.00)	120.92
493-000.000-618.000	BIG BRIGHT LIGHT SHOW	75,000.00	84,383.00	50.00	(9,383.00)	112.51
493-000.000-619.000	WINTER MAGAZINE	20,000.00	15,875.00	2,725.00	4,125.00	79.38
493-000.000-621.000	SPRING MAGAZINE	20,000.00	7,600.00	0.00	12,400.00	38.00
493-000.000-622.000	SUMMER GENERAL AWARENESS PROG	5,000.00	0.00	0.00	5,000.00	0.00
493-000.000-622.002	ANNUAL AWARENESS PROGRAMSOR	0.00	3,250.00	0.00	(3,250.00)	100.00
493-000.000-624.001	FIRE & ICE FESTIVAL	13,000.00	10,152.98	1,520.00	2,847.02	78.10
493-000.000-624.011	GENERAL HOLIDAY	2,000.00	0.00	0.00	2,000.00	0.00
493-000.000-624.014	MOVIES IN THE MOONLIGHT	7,000.00	3,493.63	0.00	3,506.37	49.91
493-000.000-634.748	HALLOWEEN EVENTS	500.00	1,000.00	0.00	(500.00)	200.00
493-000.000-634.755	JUNK IN THE TRUNK	4,600.00	2,267.50	0.00	2,332.50	49.29
493-000.000-634.757	DECK ART	1,000.00	165.00	0.00	835.00	16.50
493-000.000-634.762	ROCHESTER POSED	3,000.00	25.00	0.00	2,975.00	0.83
493-000.000-634.764	CUP OF SUGAR FUND	0.00	2,250.00	0.00	(2,250.00)	100.00
493-000.000-634.766	MAD MONEY MARCH	3,000.00	950.00	0.00	2,050.00	31.67
493-000.000-634.767	FARMERS MARKET	30,000.00	7,472.93	252.93	22,527.07	24.91
493-000.000-634.769	ROCHESTER EXPLORERS CLUB	6,500.00	1,000.00	0.00	5,500.00	15.38
493-000.000-634.770	SMALL BUSINESS SATURDAY	1,000.00	0.00	0.00	1,000.00	0.00
493-000.000-634.773	FARM TO TABLE DINNER	7,500.00	2,500.00	0.00	5,000.00	33.33
493-000.000-634.775	CAROLING IN THE CITY	1,000.00	1,000.00	0.00	0.00	100.00
493-000.000-665.072	INTEREST -MICHIGAN CLASS	0.00	3,206.69	564.24	(3,206.69)	100.00
493-000.000-665.961	PSD INTEREST & PENALTIES	0.00	354.74	1.21	(354.74)	100.00
493-000.000-676.000	ADMINISTRATIVE CROSS CHARGE	26,888.00	15,684.69	2,240.67	11,203.31	58.33
493-000.000-692.000	MISCELLANEOUS INCOME	10,000.00	7,213.56	1.00	2,786.44	72.14
493-000.000-699.805	TRANS FRM DDA-CONTRACTUAL SRV	150,000.00	150,000.00	0.00	0.00	100.00
Total Dept 000.000 - GENERAL LEDGER		718,146.00	634,704.86	26,506.25	83,441.14	88.38
TOTAL REVENUES		718,146.00	634,704.86	26,506.25	83,441.14	88.38
Expenditures						
Dept 000.000 - GENERAL LEDGER						
493-000.000-716.004	HOSPITALIZATION -HSA FUNDING	0.00	739.60	739.60	(739.60)	100.00
Total Dept 000.000 - GENERAL LEDGER		0.00	739.60	739.60	(739.60)	100.00
Dept 701.000 - GENERAL & ADMINSTRATIVE - GA						
493-701.000-701.001	EMPLOYEE WAGES	76,469.00	44,998.96	8,999.79	31,470.04	58.85
493-701.000-701.002	PART-TIME WAGES	2,000.00	1,515.61	0.00	484.39	75.78
493-701.000-701.003	OVERTIME WAGES	13,344.00	12,225.87	1,630.25	1,118.13	91.62
493-701.000-715.000	FICA	9,418.00	4,605.83	802.68	4,812.17	48.90
493-701.000-716.000	HOSPITALIZATION	19,000.00	4,684.04	1,232.68	14,315.96	24.65
493-701.000-716.001	HOSPITALIZATION-LIEU/ COVERAG	0.00	2,153.92	0.00	(2,153.92)	100.00
493-701.000-716.004	HOSPITALIZATION -HSA FUNDING	0.00	4,550.00	4,200.00	(4,550.00)	100.00

PERIOD ENDING 01/31/2020

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Fund Group <None>						
Fund 493 - PRINCIPAL SHOPPING DISTRICT						
Expenditures						
493-701.000-717.000	EMPLOYEE LIFE INSURANCE	614.00	253.21	0.00	360.79	41.24
493-701.000-718.001	DEFINED CONTRIBUTION	8,083.00	5,492.54	983.29	2,590.46	67.95
493-701.000-718.002	EMPLOYER RETIREMENT CONTRIBUTI	2,400.00	1,384.48	276.96	1,015.52	57.69
493-701.000-719.000	DENTAL/OPTICAL	1,200.00	364.90	100.50	835.10	30.41
493-701.000-801.000	ADMINISTRATIVE CROSS CHARGE	29,651.00	17,296.44	2,470.92	12,354.56	58.33
493-701.000-805.703	CONTRACT SVCS - EMPLOYMENT	23,000.00	6,964.12	2,905.56	16,035.88	30.28
493-701.000-863.000	TRAVEL/MEETINGS & CONFERENCES	2,500.00	0.00	0.00	2,500.00	0.00
493-701.000-961.000	CASH-SHORT OR OVER	0.00	(15.55)	(25.15)	15.55	100.00
493-701.000-963.002	MERCHANT SERVICE FEES	5,000.00	832.93	126.42	4,167.07	16.66
Total Dept 701.000 - GENERAL & ADMINSTRATIVE - GA		192,679.00	107,307.30	23,703.90	85,371.70	55.69
Dept 708.000 - KRIS KRINGLE MARKET						
493-708.000-790.007	AD PR - SIGNAGE	1,838.00	421.00	225.00	1,417.00	22.91
493-708.000-861.000	EQUIPMENT RENTAL	13,784.00	15,262.40	3,530.60	(1,478.40)	110.73
493-708.000-963.000	MISCELLANEOUS	18,378.00	18,104.95	12,454.92	273.05	98.51
Total Dept 708.000 - KRIS KRINGLE MARKET		34,000.00	33,788.35	16,210.52	211.65	99.38
Dept 709.000 - SIDEWALK SALES - SS						
493-709.000-790.002	AD PR - NEWSPAPER	625.00	332.50	0.00	292.50	53.20
493-709.000-790.007	AD PR - SIGNAGE	625.00	181.84	0.00	443.16	29.09
493-709.000-805.000	CONTRACTUAL SERVICES	3,125.00	3,433.14	0.00	(308.14)	109.86
493-709.000-963.000	MISCELLANEOUS	625.00	300.00	0.00	325.00	48.00
Total Dept 709.000 - SIDEWALK SALES - SS		5,000.00	4,247.48	0.00	752.52	84.95
Dept 711.000 - DANCIN IN THE STREETS						
493-711.000-805.000	CONTRACTUAL SERVICES	10,000.00	6,902.58	0.00	3,097.42	69.03
Total Dept 711.000 - DANCIN IN THE STREETS		10,000.00	6,902.58	0.00	3,097.42	69.03
Dept 714.000 - LAGNIAPPE - LAG						
493-714.000-790.007	AD PR - SIGNAGE	300.00	27.00	0.00	273.00	9.00
493-714.000-805.000	CONTRACTUAL SERVICES	6,700.00	5,234.45	0.00	1,465.55	78.13
Total Dept 714.000 - LAGNIAPPE - LAG		7,000.00	5,261.45	0.00	1,738.55	75.16
Dept 715.000 - ANNUAL AWARENESS PROGRAM						
493-715.000-790.003	AD PR - PRINTING/GRAPHICS	7,467.00	1,839.19	0.00	5,627.81	24.63
493-715.000-791.004	AD-PL-TV-HLDY PARADE/DT PROMO	30,000.00	30,000.00	28,571.43	0.00	100.00
493-715.000-792.000	BANNERS	6,533.00	9,331.00	469.00	(2,798.00)	142.83
493-715.000-963.000	MISCELLANEOUS	0.00	248.76	0.00	(248.76)	100.00
Total Dept 715.000 - ANNUAL AWARENESS PROGRAM		44,000.00	41,418.95	29,040.43	2,581.05	94.13

PERIOD ENDING 01/31/2020

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Fund Group <None>						
Fund 493 - PRINCIPAL SHOPPING DISTRICT						
Expenditures						
Dept 716.000 - FIRE & ICE FESTIVAL						
493-716.000-731.000	LICENSE AND FEES	9,534.00	13,995.00	13,945.00	(4,461.00)	146.79
493-716.000-790.003	AD PR - PRINTING/GRAPHICS	347.00	770.89	370.89	(423.89)	222.16
493-716.000-790.007	AD PR - SIGNAGE	1,213.00	27.00	0.00	1,186.00	2.23
493-716.000-805.000	CONTRACTUAL SERVICES	8,906.00	8,903.90	8,803.90	2.10	99.98
Total Dept 716.000 - FIRE & ICE FESTIVAL		20,000.00	23,696.79	23,119.79	(3,696.79)	118.48
Dept 719.000 - WINTER MAGAZINE						
493-719.000-728.000	POSTAGE	6,749.00	0.00	0.00	6,749.00	0.00
493-719.000-790.003	AD PR - PRINTING/GRAPHICS	17,213.00	25,797.19	0.00	(8,584.19)	149.87
493-719.000-794.000	GRAPHIC DESIGN	7,327.00	7,200.00	0.00	127.00	98.27
493-719.000-805.000	CONTRACTUAL SERVICES	3,711.00	3,462.01	0.00	248.99	93.29
Total Dept 719.000 - WINTER MAGAZINE		35,000.00	36,459.20	0.00	(1,459.20)	104.17
Dept 720.000 - SPRING MAGAZINE						
493-720.000-728.000	POSTAGE	7,061.00	163.51	0.00	6,897.49	2.32
493-720.000-790.003	AD PR - PRINTING/GRAPHICS	17,147.00	0.00	0.00	17,147.00	0.00
493-720.000-794.000	GRAPHIC DESIGN	7,262.00	0.00	0.00	7,262.00	0.00
493-720.000-805.000	CONTRACTUAL SERVICES	3,530.00	0.00	0.00	3,530.00	0.00
Total Dept 720.000 - SPRING MAGAZINE		35,000.00	163.51	0.00	34,836.49	0.47
Dept 736.000 - MOVIES IN THE MOONLIGHT						
493-736.000-790.007	AD PR - SIGNAGE	488.00	104.22	0.00	383.78	21.36
493-736.000-791.002	AD PL - NEWSPAPER ADV	878.00	262.50	0.00	615.50	29.90
493-736.000-805.000	CONTRACTUAL SERVICES	13,658.00	10,684.00	0.00	2,974.00	78.23
493-736.000-963.000	MISCELLANEOUS	976.00	2,288.28	0.00	(1,312.28)	234.45
Total Dept 736.000 - MOVIES IN THE MOONLIGHT		16,000.00	13,339.00	0.00	2,661.00	83.37
Dept 748.000 - HALLOWEEN EVENTS						
493-748.000-805.000	CONTRACTUAL SERVICES	1,600.00	450.00	0.00	1,150.00	28.13
493-748.000-963.000	MISCELLANEOUS	2,400.00	920.31	0.00	1,479.69	38.35
Total Dept 748.000 - HALLOWEEN EVENTS		4,000.00	1,370.31	0.00	2,629.69	34.26
Dept 752.000 - BIG BRIGHT LIGHTSHOW						
493-752.000-763.000	FESTIVAL OF TREES	20,000.00	31,602.36	776.96	(11,602.36)	158.01
493-752.000-805.000	CONTRACTUAL SERVICES	250,000.00	24,705.66	0.00	225,294.34	9.88
Total Dept 752.000 - BIG BRIGHT LIGHTSHOW		270,000.00	56,308.02	776.96	213,691.98	20.85
Dept 755.000 - JUNK IN THE TRUNK						
493-755.000-963.000	MISCELLANEOUS	4,000.00	405.40	0.00	3,594.60	10.14

PERIOD ENDING 01/31/2020

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Fund Group <None>						
Fund 493 - PRINCIPAL SHOPPING DISTRICT						
Expenditures						
Total Dept 755.000 - JUNK IN THE TRUNK		4,000.00	405.40	0.00	3,594.60	10.14
Dept 757.000 - DECK ART						
493-757.000-963.000	MISCELLANEOUS	2,000.00	0.00	0.00	2,000.00	0.00
Total Dept 757.000 - DECK ART		2,000.00	0.00	0.00	2,000.00	0.00
Dept 762.000 - ROCHESTER POSED						
493-762.000-790.003	AD PR - PRINTING/GRAPHICS	600.00	460.24	0.00	139.76	76.71
493-762.000-963.000	MISCELLANEOUS	2,400.00	434.67	0.00	1,965.33	18.11
Total Dept 762.000 - ROCHESTER POSED		3,000.00	894.91	0.00	2,105.09	29.83
Dept 766.000 - MAD MONEY MARCH						
493-766.000-963.000	MISCELLANEOUS	3,000.00	0.00	0.00	3,000.00	0.00
Total Dept 766.000 - MAD MONEY MARCH		3,000.00	0.00	0.00	3,000.00	0.00
Dept 767.000 - FARMERS MARKET						
493-767.000-760.000	FARMERS MARKET - OP SUPPLIES	10,000.00	5,944.51	414.22	4,055.49	59.45
Total Dept 767.000 - FARMERS MARKET		10,000.00	5,944.51	414.22	4,055.49	59.45
Dept 769.000 - ROCHESTER EXPLORERS CLUB						
493-769.000-963.000	MISCELLANEOUS	7,000.00	1,284.35	0.00	5,715.65	18.35
Total Dept 769.000 - ROCHESTER EXPLORERS CLUB		7,000.00	1,284.35	0.00	5,715.65	18.35
Dept 770.000 - SMALL BUSINESS SATURDAY						
493-770.000-963.000	MISCELLANEOUS	1,500.00	1,206.04	0.00	293.96	80.40
Total Dept 770.000 - SMALL BUSINESS SATURDAY		1,500.00	1,206.04	0.00	293.96	80.40
Dept 773.000 - FARM TO TABLE DINNER						
493-773.000-963.000	MISCELLANEOUS	6,000.00	3,125.00	0.00	2,875.00	52.08
Total Dept 773.000 - FARM TO TABLE DINNER		6,000.00	3,125.00	0.00	2,875.00	52.08
Dept 774.000 - HOLIDAY PROGRAMS						
493-774.000-760.000	CAROLING IN THE CITY - OP SUPPLIES	7,000.00	9,956.62	4,764.74	(2,956.62)	142.24
Total Dept 774.000 - HOLIDAY PROGRAMS		7,000.00	9,956.62	4,764.74	(2,956.62)	142.24

PERIOD ENDING 01/31/2020

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Fund Group <None>						
Fund 493 - PRINCIPAL SHOPPING DISTRICT						
Expenditures						
TOTAL EXPENDITURES		716,179.00	353,819.37	98,770.16	362,359.63	49.40
Fund 493 - PRINCIPAL SHOPPING DISTRICT:						
TOTAL REVENUES		718,146.00	634,704.86	26,506.25	83,441.14	88.38
TOTAL EXPENDITURES		716,179.00	353,819.37	98,770.16	362,359.63	49.40
NET OF REVENUES & EXPENDITURES		1,967.00	280,885.49	(72,263.91)	(278,918.49)	4,279.89