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ROCHESTER 

**Rochester Downtown
Development Authority**

Downtown Collaboration Studio
431 S. Main Street
Rochester, MI 48307
248.656.0060
DowntownRochesterMI.com

**Regular Meeting Agenda
Wednesday, February 16, 2022, 6:00 pm
Rochester Community House, 816 Ludlow**

1. Call to Order
2. Roll Call
3. Approval of Meeting Minutes – November 10, 2021
4. Audience Comments
5. Liaison Reports
 - A. City Council – Amanda Harrison
 - B. Chamber of Commerce – Marilyn Trent
 - C. Historical Commission – Don Sienkiewicz
 - D. Principal Shopping District – Paul Haig
6. General Business Agenda Items
 - A. Economic Development Update – Nik Banda
 - B. Main Street Oakland County Awards Catalog – Kristi Trevarrow
 - C. Fourth Street Reconstruction – Nik Banda
 - D. Volunteers for Budget Sub-Committee – Ben Giovanelli
 - E. Outdoor Dining Platforms – Nik Banda/Kristi Trevarrow
7. Receipt of Regular Reports
 - A. Executive Director Update
 - B. Events & Marketing Update
 - C. Financial Report for DDA
 - D. Business Development Committee
 - E. Site Development Committee
8. Miscellaneous
9. Adjournment

**The next regular meeting of the Rochester DDA is
Wednesday, March 16, 2022**

Downtown Development Authority
Regular Meeting Minutes

Wednesday, November 10, 2021
Rochester Municipal Building, 400 Sixth Street
7:00 p.m.

1) Call to Order

The regular meeting of the Downtown Development Authority Board of Directors was called to order by Chairman Ben Giovanelli at 7:00 p.m.

2) Roll Call

Board Members Present:	Chairman Ben Giovanelli, Mayor Stuart Bikson, Paul Haig, Erik Diana, Marilyn Trent, Lisa Germani Williams, Roger Knapp (arrived at 7:20 p.m.)
Board Members Absent:	Chris Johnson, Bob Bloomingdale, Tony Lipuma, Tonia Carsten
Council Liaison Absent:	Ann Peterson
Chamber Liaison Present:	Marilyn Trent
Historical Commission Liaison Present:	Don Sienkiewicz
PSD Liaison Present:	Paul Haig
DDA Executive Director Present:	Kristi Trevarrow

3) Approval of Meeting Minutes

Regular Meeting Minutes – September 15, 2021

Motion By:	Mayor Bikson to approve the September 15, 2021 Regular Meeting Minutes as presented.
Second By:	Erik Diana
In Favor:	All
Opposed:	None
Motion Passed	

4) Audience Comments

There were no audience comments.

5) Liaison Reports

A. City Council

Mayor Bikson highlighted the following from the November 8, 2021 City Council meeting:

- Council considered Parking Advisory Committee (PAC) recommendations
- Construction updates were presented by Engineer Aseel Putros

- Evaluations of the Financial Director/Treasurer were discussed
- Douglas Gould was welcomed to the City Council

B. Chamber of Commerce

Marilyn Trent shared the following:

- The 70th annual Christmas Parade will be held on December 5th. Mr. and Mrs. Bill Byers will serve as Grand Marshals. The Grand Marshal Gala will be held Thursday, December 2, 2021 from 6:00 p.m. – 9:00 p.m. at the Great Oaks Country Club.
- The Keller Williams Paint Creek ribbon cutting was held on November 4, 2021.

C. Historical Commission

Don Sienkiewicz reported that Founders Day will be held on March 20, 2022 from 2:00 p.m. to 5:00 p.m. at the Calf Barn at the Rochester Hills Museum. Both the Historical Commission and the Heritage Days Committee will be meeting on Thursday, November 11, 2021.

D. Principal Shopping District

Paul Haig reported the schedule for the following events:

- Festival of Trees – November 19, 2021
- Lagniappe – November 22, 2021
- Plaid Friday – November 26, 2021
- Small Business Saturday – November 27, 2021
- Neighborhood Light Fight – December 1, 2021 – December 12, 2021
- Kris Kringle Market – December 3, 2021 – December 4, 2021
- Downtown Rochester Cookie Stroll – December 4, 2021
- Our Town Gift Certificates – December 2, 2021
- Caroling in the City – December 12, 2021 (5:00 p.m. – 8:00 p.m.)
- Goals & Objectives meeting – January 11, 2022
- Snow Glow – January 14, 2022

Roger Knapp arrived at 7:20 p.m. Chairman Giovanelli introduced Mr. Knapp to the DDA.

6) General Business Agenda Items

A. Downtown Construction Project Update

Deputy City Manager Nik Banda provided an update on construction projects in and around the downtown district.

- Condominium project between Ferndale and Glendale
- Pine Street condominiums/research and office
- 134 University – 26 units
- Sports Memorabilia Facade
- Private club above Lytle's Pharmacy
- Keller Williams Paint Creek – new location
- Saint 1881
- Clean up of area behind Sargent's
- Removal and storage of dining platforms
- Paving of 2nd Street

- Completion of Mural
- Chapman House
- Village Shoe Inn

B. Light Pole Replacement Program Update

Kristi Trevarrow provided an update on the installation locations for the new forty-four (44) acorn light poles. The installation of the remaining lights will be completed once a crew from Dan’s Excavating is available.

C. Downtown Visioning Session Presentation

Kristi Trevarrow provided an overview of the findings from the Downtown Visioning Session, which was paid for through a grant from Main Street Oakland County. The session focused on the following four areas:

- What businesses would you like to see downtown?
- Where would you like to see art downtown?
- Where would you like placemaking projects downtown?
- What are your redevelopment ideas for downtown?

D. Consumers Energy Our Town Gift Certificate Match Program

The office received word that Consumers Energy will once again host their Our Town Gift Certificate Match Program. This year the program will take place in 63 cities throughout Michigan. The program provides matching funds, allowing customers to purchase a \$50 downtown gift certificate and receive a \$100 downtown gift certificate.

This program was incredibly successful last year, with Consumers Energy funding two rounds of the program, plus private sector donors that donated matching funds, allowing us to host the program multiple times. The program raised awareness of our gift certificate program and, including the matching fund incentive, we sold over \$100,000 in downtown gift certificates between November 15, 2020 and December 24, 2020.

This year, Consumers Energy is granting \$10,000 in matching funds. Chief Financial Credit Union will renew their \$5,000 matching funds commitment.

There is an opportunity for the DDA Board to add matching funds as well. If the DDA would choose to participate in the program, funds could be taken from the COVID Restaurant Relief Reimbursement from Oakland County. The balance of that fund is \$8,400.

Motion By:	Erik Diana to approve the allocation of \$5,000.00 from the refunded \$8,400.00 reimbursement from the COVID Restaurant Relief Reimbursement from Oakland County to be used as additional grant matching funds for the Our Town Gift Certificate Match Program.
Second By:	Lisa Germani Williams

In Favor:	Chairman Giovanelli, Mayor Bikson, Erik Diana, Lisa Germani Williams, Paul Haig, Roger Knapp, Marilyn Trent
Opposed:	None
Motion Passed	

Motion By:	Paul Haig that if either or both of the other participating parties (Consumers Energy, Chief Financial Credit Union) withdraw from their commitment, the DDA is committed to continuing with the program at the \$5,000.00 level.
Second By:	Erik Diana
In Favor:	Chairman Giovanelli, Mayor Bikson, Erik Diana, Lisa Germani Williams, Paul Haig, Roger Knapp, Marilyn Trent
Opposed:	None
Motion Passed	

E. Set Date for FYE 2023 DDA Goals & Objectives Meeting

The Goals & Objectives Meeting will be held on January 19, 2022 at 7:00 p.m. The regular DDA meeting will be held at 6:00 p.m.

7) Receipt of Regular Reports

A. Executive Director Update

Outdoor Dining Platforms

The platforms and parklet are scheduled to be removed to storage this week.

DIA Mural Ribbon Cutting

The DIA Mural Ribbon Cutting was held on Wednesday, October 27th. It was a great event, recognizing the partnership between the Detroit Institute of Arts, DTE Energy, Paint Creek Center for the Arts and the DDA.

December DDA Meeting

As a reminder, the DDA meets the 2nd Wednesday of the month in December. The next meeting will be on December 8, 2021.

Main Street Now Conference 2022

Kristi Trevarrow and Jenna O’Dell have been selected to host a session at the 2022 Main Street Now Conference. The topic will be “Think Big: Small Batch Promotions.” The conference will be held May 16-18, 2022 in Richmond, Virginia.

B. Events & Marketing Update

PAST EVENTS

Rochester Posed – October 7, 2021

Rochester Posed was a HUGE success! The streets were packed, and there has been nothing but positive feedback from the public and the merchants. Twenty-five businesses

participated and each featured a different “Famous Duo” in their storefront window using live mannequins. SMS texting was used for the public to vote for their favorite windows via text message. A panel of judges also scored the windows as well. The People’s Choice first place winner was The Ski Company (Mikaella Herman and Elizabeth Kinney) with Laverne & Shirley, second place was 4th Street Boutique with Joe Exotic and Carole Baskin, and third place was Hello Fancy Boutique (Camilla & Sophia Person) with Tinkerbell and Periwinkle. The Judges’ Choice first place winner was 4th Street Boutique with Joe Exotic and Carole Baskin, second place was Aurum Design Jewelry with Wilma & Betty and third place was @ Home Furniture (Motor City Irish Dance) with Clark Kent and Lois Lane.

Trick-or-Treat Downtown – October 16, 2021

Trick-or-Treating took place on October 16th. The streets were packed. There were also large crowds for the Halloween Fest. The Little Donut Factory sold hot, fresh donuts, the Detroit Ghostbusters were in attendance once again with Ecto-1, the Rochester Hills Public Library’s Book Bike was onsite, and the Linda Rea Team was in attendance and passed out all 200 pumpkins.

Mini Goals & Objectives Meeting

The Promotions Committee Mini Goals & Objectives met last month to discuss plans for 2022. The Committee will continue to discuss and finalize the event schedule for PSD.

UPCOMING EVENTS

Holiday Window Contest: November 15 -21, 2021

Over 20 downtown businesses will be decorating their storefront windows for the holiday season. The public will decide which window is their favorite by texting to vote for their favorite window. Texting is open to the public from November 15-20. Specific details will be listed on each window. There will also be a judge’s choice winner. Winners will be announced on stage at Lagniappe on November 22nd.

Festival of Trees – November 19-21, 2021

The Festival of Trees will be held at the Rochester Community House with a cocktail preview on November 19, 2021 at 7:00 p.m., and will be open to the public on November 20, 2021 from 10:00 a.m. to 8:00 p.m. and on November 21, 2021 from 10:00 a.m. to 5:00 p.m.

Lagniappe – November 22, 2021

Plans are moving forward according to schedule. All elements have been booked, a press release has already been sent out and the last minute touches are underway. Somerset Lending Corporation/Andrews Realty Group is sponsoring Santa. The program begins at 6:20 p.m. and the lights turn on at 7:00 p.m. From 7:00 p.m. – 9:00 p.m. children can visit with Santa at the stage on E. 4th Street.

Plaid Friday – November 26, 2021

Shoppers are encouraged to wear plaid and head to Downtown Rochester for a fun day of shopping. Plaid Friday celebrates the diversity and creativity of local and independent businesses. It is a fun alternative to the consumer frenzy of “Black Friday.” Shoppers will enjoy store discounts and promotions as well as a “Shopping with my Gnomies” selfie scavenger hunt. Find all six “Gnomies” hidden throughout businesses, take a selfie with

each of them and tag Downtown Rochester for your chance to win a \$100 gift certificate. Plaid Friday is sponsored by Genisys Credit Union.

Small Business Saturday – November 27, 2021

Now in its 12th year, Small Business Saturday serves as the ceremonial kickoff to the holiday shopping season for small businesses across the United States. Shoppers can enjoy discounts and promotions in Downtown Rochester.

Downtown Rochester Cookie Stroll – December 4, 2021

The stroll takes place on Saturday, December 4th (National Cookie Day) from 10:00 a.m. – 3:00 p.m. The concept is that customers will pre-order a Custom Cookie Tin online from the DDA store, along with a certificate that would allow them to pick up one cookie at twelve (12) Cookie Stations to complete the Cookie Stroll. All proceeds from the event will benefit downtown events and promotions.

Snow Glow – January 14-15, 2022

This event will return in 2022. More details will be forthcoming.

PROMOTIONS

In Town Magazine

In Town Magazine is being printed this week and will be delivered to businesses and sent to homes the week of November 8, 2021. The issue has a special feature article with Walter, the Rochester Police Department’s new Emotional Support Dog. It will also highlight the retailers with the annual gift guide, restaurants with the holiday edition of Drink Local, upcoming Cookie Stroll and much more.

Farmers’ Market

Trick-or-Treat at the Market was held on Saturday, October 23, 2021 from 10:00 a.m. to Noon. The DDA passed out complimentary goodie bags and children were able to create a Halloween craft for free. The 2021 season has now concluded.

Kris Kringle Market

The Kris Kringle Market roster is full. Some new vendors include The New Ewe, Cindy Lou Ceramics, The Almond Hut, Bliss Soap Co., P.S. I Love You and Kutchev Family Farm. “Day-of” logistics are being scheduled, mugs have been ordered, entertainment is being scheduled, and volunteers are being sought. All social media promotion will be launched in the coming weeks.

C. Financial Report for DDA

The Revenue and Expenditure Report for period ending 09/30/2021 for Fund 494, Downtown Development Authority was included in the packet.

D. Business Development Committee

E. Site Development Committee

8) Miscellaneous

The next regular meeting of the Rochester Downtown Development Authority is Wednesday, December 8, 2021.

9) Adjournment

Seeing no further business, Chairman Giovanelli adjourned the meeting at 8:12 p.m.

Date Approved

Susan McCullough

6A. Economic Development Update

Deputy City Manager Nik Banda will provide an update on projects in and around the downtown district.

6B. Main Street Oakland County Awards Catalog

Attached is the list of award catalog for this year's Main Street Oakland County's Main Event Awards Ceremony on May 5, 2022.



Awards CATALOG

Recognizing
Excellence in
Oakland County
Downtown
Development

Make Plans Today to Attend

The Main Event Awards Ceremony | May 5, 2022
Flagstar Strand Theatre for the Performing of Arts
12 N. Saginaw Street | Downtown Pontiac



Online Awards Submittal Form:
[Forms.OakGov.com/129](https://forms.oakgov.com/129)

Deadline: 5 p.m. on March 31, 2022



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Select Level

Berkley
Clawson
Farmington
Ferndale
Franklin
Highland
Holly
Lake Orion
Ortonville
Oxford
Pontiac
Rochester
Royal Oak

Partner (Associate) Level

Birmingham
Lathrup Village
Wixom

Allied (Affiliate) Level

Auburn Hills
Clarkston
Groveland Township
Hazel Park
Holly Township
Leonard
Madison Heights
Oak Park
South Lyon



Flagstar Strand Theatre for the Performing of Arts
12 N. Saginaw Street | Downtown Pontiac

INTRODUCTION

Main Street Oakland County Awards

The Awards

Welcome back, it has been a long two years with no Main Event, including missing out on the 20th Anniversary of Main Street Oakland County (MSOC) in 2020. But now we can all celebrate the amazing work that was done during a pandemic, proving just how valuable a strong downtown is to a community.

Each community has had impactful people, projects and/or events that have shaped their downtown and given it renewed direction over the last two years. Whether it be the *Community Influencer* who continues to lead the charge to use the Main Street model as the focus of keeping downtown businesses open; the saving of a *historic building* that the community rallied behind; an *event* that grew from 10 attendees to 1,000; or a development that improved the long-term economic outlook of the downtown.

The awards will represent your efforts and impact during difficult times, with one award representing each of the Main Street Approaches: Design, Economic Vitality, Promotion, and Organization.

Winning a MSOC award adds prestige to your downtown and allows your community to take a bow and highlight the value of the work being done. Winning could mean additional dollars for your budget. For example, the "Spirit of Main Street" award, sponsored by Genisys Credit Union, comes with a cash prize for the winner.

In every category, winners will receive a custom-made plaque with a handcrafted tile from Pewabic Pottery, plus recognition in Oakland County's post award press release and social media.

Each award description and eligibility requirements are detailed on the following pages. MSOC may award more than one winner for each category if it is deemed appropriate by the judging committees.

MSOC designated districts may apply for only one award per category (*i.e., Select Level communities may apply for up to eight awards. Partner (Associate) and Allied (Affiliate) Level communities may apply for up to five awards*).

Submissions

All submissions will be made to MSOC via an [online awards submittal form](#) available at MainStreetOaklandCounty.com

Please enter one nomination per form. Enter community name, nomination name, etc. using this form. Select the award category from the pulldown menu. Nominations for additional categories can be submitted using the same online form/link.

Deadline

All award nominations must be received by Oakland County's Department of Economic Development by 5 p.m., March 31, 2022. If you have any questions regarding the submission process, you may contact John Bry at (248) 858-5444 or by email at bryj@oakgov.com

INTRODUCTION *(cont.)*

Extensions

There are no extensions to the deadline — no exceptions. Late entries will not be accepted, so please start early.

Award Judging

Award judging panels may be comprised of Oakland County Department of Economic Development staff and/or other professionals in the fields of downtown development.

Helpful Tips

- Do not assume that the judges know your community or project.
- When reviewing the specific award criteria, think of ways that you can communicate why your nominee qualifies for the award.
- Be specific and provide short descriptions or bullet points highlighting the impact the individual or project has had on your Main Street program or community.
- Pictures are worth a thousand words; so, include photos where available to offer insight on the impact of your nomination/nominee.
- Scan in (vs. using links) press clippings, letters of support, awards or other items that substantiate the reason you have made the specific nomination.

AWARDS *for*

AIMSOC COMMUNITIES





SPIRIT OF MAIN STREET

A Video Essay sponsored by Genisys Credit Union

Every MSOC community is eligible to enter and compete to win \$2,000 for its local program. Your video must be between 2-3 minutes in length, as one complete edited video. The video will be judged on content and production quality. Videos should be enthusiastic, energetic, and tell your story. The video needs to impart the spirit of your program and district.

Rules & Eligibility

- Video must be between 2-3 minutes in length, as a final edited version
- Video must be new
- Video must not be a contracted, professionally produced product
- Past submitted videos are not eligible

Judging Criteria

- Running time 2-3 minutes total
- Quality of imagery and audio
- Story line and delivery
- Originality and creativity
- People and/or places highlighted
- Excitement and energy conveyed
- Collaboration in production

The Prize

\$2,000 will be presented to the winner by Genisys Credit Union at The Main Event.

Tips

- Decide what your “Spirit of Main Street” story is
- Develop a story line. It could be all-encompassing or a single, unique event/challenge/accomplishment that demonstrates your district’s spirit
- Determine who or what will tell the story; get it on video
- Include images in the video to demonstrate a particular point
- Give it a title — it helps the viewer understand what they are seeing
- Music is always good

Deadline of intent to participate

5 p.m. | March 31, 2022

Notification of intent to participate to:

John Bry, MSOC Program Coordinator
(248) 858-5444 | bryj@oakgov.com

Deadline for video submission:

April 21, 2022

MAIN STREET LEADER

Through the use of the Main Street model, communities have proven to be able to adapt to whatever is thrown at them. In 2020 and 2021, we faced a challenge that nobody could have foreseen, and we saw individuals and teams rise to the occasion, keeping our Downtowns and Main Streets the center of our communities.

These were the people who went above and beyond in committing time, talent and treasure, to safely keep doors open and visitors coming to Main Street. This award honors that special individual(s) who has invested considerable personal time and energy over the last two years to enhance the downtown and/or organization.

Rules & Eligibility

- Nominee must be an elected or appointed public official or an employee of the municipality in the Main Street Community
- Nominee no longer needs be active with the Program/Downtown, but must have had a significant impact to the downtown during the last two years

Judging Criteria

- Nominee's contribution toward preserving district goals and assisting with activities to keep the downtown, organization, and/or local business open during the pandemic
- Extent of the nominee's participation, the quality and amount of the time donated (e.g., time volunteered, money raised, programs initiated, etc.)
- Degree which nominee's commitment went above and beyond expectations

Deadline

5 p.m. | March 31, 2022

Need Help? Contact:

John Bry, MSOC Program Coordinator
(248) 858-5444 | bryj@oakgov.com

MAIN STREET SAFE

As our downtowns maneuvered through many obstacles, each one developed industries and strategies to keep their Downtown/Main Street at the heart of their communities. The Oakland County Main Streets acted as the hub for information and community spirit. This award honors this spirit by recognizing what the programs did to keep people safe while not losing the uniqueness of their community. This may have been the rethinking of a community event or even launching something new to encourage virtual participation, creating new public spaces that encouraged safe gathering, or something else that encouraged the public to know that all things will pass eventually.

Rules & Eligibility

- Nominee must represent programming that was initiated after the onset of the pandemic, implemented to keep the downtown public areas open and safe over the last two years
- Program can be public, private, or combined partnership
- Action could target areas, districts, and/or properties
- Action could be a single initiative or a series taken over time

Judging Criteria

- Nominee's contribution toward preserving district goals and assisting with activities to keep the downtown, organization, or local business open during the pandemic
- Broad-based involvement and support in the development of the project
- Quality and innovation
- Safety for the public
- Measurable results or impact upon the district

Deadline

5 p.m. | March 31, 2022

Need Help? Contact:

John Bry, MSOC Program Coordinator
(248) 858-5444 | bryj@oakgov.com

MAIN STREET OPEN

Local businesses are the foundation of our Main Streets. Many small, locally-owned shops faced challenges to keep their doors open, employees paid, and provide the goods and services their communities needed. This award recognizes the efforts our DDA's and Main Streets took on to support their business community during hard times. Whether it was helping businesses to pivot to curbside service, improving their online sales, supporting the purchase of gift cards to be used at a later date, converting unused space to increase business capacity, or finding ways to assist small businesses by providing much needed services or equipment. Over the last two years, through creativity and hard work, our Main Streets weathered the storm. As our local economies begin to rebound, there have been structural changes to how business is conducted downtown. This award honors the best projects, programming, and ideas that came out of necessity—and may continue even after we have fully recovered.

Rules & Eligibility

- Nominee must represent programming that was initiated after the onset of the pandemic, implemented to keep businesses open over the last two years
- Program can be public, private, or combined partnership
- Action could target areas, districts, and/or properties
- Action could be a single initiative or a series taken over time

Judging Criteria

- Nominee's contribution toward preserving district goals and assisting with activities to keep the downtown, or organization open during the pandemic
- Broad-based involvement and support in the development of the project
- Quality and innovation
- Safety for the public
- Measurable results or impact upon the district

Deadline

5 p.m. | March 31, 2022

Need Help? Contact:

John Bry, MSOC Program Coordinator
(248) 858-5444 | bryj@oakgov.com

AWARDS *for*

Select

LEVEL COMMUNITIES



MAIN STREET INNOVATOR

The Main Street model is a grass roots, community-driven program. Look over the past several years for an individual(s) who was instrumental in instilling a desire for downtown revitalization, through the Main Street program. Good board members, volunteers, elected officials, and other local leaders and influencers are the life blood of every local program. They offer time, talent and treasure to drive the revitalization or management process. They serve on boards and committees, lead projects, lend a helping hand when needed and serve as positive community ambassadors for the district and its ongoing success. This award honors that special individual(s) who has invested considerable personal time and energy to enhance the downtown and organization during the last few years. This award is for the individual(s) who has so positively influenced the community that their impact will continue to be felt for many years.

Rules & Eligibility

Nominee no longer needs be active with the Program/Downtown, but must have had a significant impact to the downtown for an extended period of time.

Judging Criteria

- Nominee's contribution toward achieving district goals and assisting with activities
- Extent of the nominee's participation, the quality and amount of the time donated (e.g., time volunteered, money raised, programs initiated, etc.)
- Degree which nominee's commitment went above and beyond expectations

Deadline

5 p.m. | March 31, 2022

Need Help? Contact:

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(248) 858-5444 | bryj@oakgov.com

POWER IN OUR PLACES

Every downtown has places that make it special and unique: From historic landmarks/buildings to trails and green spaces, to public gathering spaces and any other space important to your Main Street. Main Street Oakland County's historic commercial districts are defined by places with unique characteristics. This award recognizes an outstanding historic preservation effort or placemaking project or initiative that has had a significant impact to the downtown over the last several years.

Examples: Historic building(s) rehabilitation, major streetscape enhancements, road diet implementation, public space creation, preservation plan and/or ordinance, public art program, or other project that improved the placemaking and uniqueness of your Main Street.

Rules & Eligibility

- Project can be publicly-developed or a combination of private and public partnership
- Project must be accessible or visible to the public
- Action can target areas, districts and/or properties
- Action can be a single initiative or a series taken over time
- Action must support high standards of preservation, restoration and design

Judging Criteria

- Relevance to the district's strategies and goals
- Broad-based involvement and support in the development of the project
- Quality and innovation of final design
- Accessibility by the public
- Measurable results or impact upon the district

Deadline

5 p.m. | March 31, 2022

Need Help? Contact:

John Bry, MSOC Program Coordinator
(248) 858-5444 | bryj@oakgov.com

CAMPAIGN FOR MAIN STREET

Getting people downtown to shop, eat and drink, have fun, explore, and live is a goal of all Main Street organizations. It is important to continuously sell the community and communicate the importance of a vibrant downtown for the entire community. This award recognizes an outstanding special event, image campaign, or public relations campaign that has had a significant impact on your Main Street over the last several years.

Examples: Special events, stakeholder engagement events or programs, websites or social media programs, and advertising campaigns to promote the work of the downtown organization.

Rules & Eligibility

- Project can be publicly-developed or a combination of private and public partnership
- Project can be a reoccurring activity or one-time event
- Project may be an event, image campaign, website/mobile app, promotional piece

Judging Criteria

- Relevance to the district's strategies and goals
- Broad-based involvement and support in the development of the project
- Collaboration and innovative partnerships
- Measurable outcomes leading to positive change

Deadline

5 p.m. | March 31, 2022

Need Help? Contact:

John Bry, MSOC Program Coordinator
(248) 858-5444 | bryj@oakgov.com

TRANSFORMING THE ECONOMY

The Main Street approach is one of the leading Economic Development tools for downtowns throughout the U.S. A strong local economy is the goal of every program in Oakland County, but what represents Economic Vitality in each Main Street can vary greatly. This award recognizes the biggest development or best program leading to the transformation of your local economy. This award is not an apples-to-apples comparison, think specifically about your Main Street program and the downtown and what has moved the needle in a positive direction for your community over the last several years.

Examples: New anchor business that increased employment and/or foot traffic, a new business filling a market demand, infill development that improved the quality of life downtown, parking, infrastructure, trails, wayfinding and/or other downtown destination development that improved the perception and sense of place of the Main Street and led to increased economic activity.

Rules & Eligibility

- Project/strategy can be publicly-developed, privately-developed, or a combination
- Project/strategy must contribute to strengthening the district's economic vitality

Judging Criteria

- Relevance to the district's long-term strategy and transformative goals
- Broad-based involvement and support in the development of the project
- Collaboration and innovation
- Degree the project transformed the economic vitality of the district
- Measurable results or impact upon the district

Deadline

5 p.m. | March 31, 2022

Need Help? Contact:

John Bry, MSOC Program Coordinator
(248) 858-5444 | bryj@oakgov.com

AWARDS *for*

Partner^{*}
& Allied^{**}
LEVEL COMMUNITIES



*Formerly Associate

**Formerly Affiliate

PROGRAM ON THE RISE

Economic Vitality

Revitalizing a downtown or neighborhood commercial district requires focusing on the underlying economic vitality of the district. This work is rooted in a commitment to making the most of a community's unique sense of place and existing historic assets, harnessing local economic opportunity and creating a supportive business environment for small business owners and the growing scores of entrepreneurs, innovators and locals alike. With the nationwide growing interest in living downtown, supporting downtown housing is also a key element of building economic vitality.

Design

A focus on design supports a community's transformation by enhancing the physical elements of a downtown while capitalizing on the unique assets that set the commercial district apart. Main Streets enhance their appeal to residents and visitors alike with attention to public space through the creation of pedestrian-friendly streets, inclusion of public art in unexpected areas, visual merchandising, adaptive reuse of older and historic buildings, more efficiently designed buildings, transit-oriented development and much more.

Promotion

Promoting Main Street takes many forms, but the ultimate goal is to position the downtown or commercial district as the center of the community and the hub of economic activity, while creating a positive image that showcases a community's unique characteristics. This can be done through highlighting cultural traditions, celebrating and preserving important architecture and history, encouraging local businesses to market cooperatively, offering coordinated specials and sales and hosting special events aimed at changing perceptions of the district, if needed, by communicating to residents, investors, businesses and property owners how and why this place is special. *(Continued)*

PROGRAM ON THE RISE *(cont.)*

Organization

A strong organizational foundation is key for a sustainable Main Street revitalization effort. This can take many forms, from a stand-alone non-profit organization, to a special assessment district, to a program housed in a municipality or existing community development entity. Regardless of the organizational type, the focus is on ensuring that all organizational resources (partners, funding, volunteers etc.) are mobilized to effectively implement the community's transformative strategies.

Rules & Eligibility

- Effort/project/program should show the growth and progression of the Main Street program
- Effort/project/program can involve one or more of the Four Points: Economic Vitality, Design, Promotion, and Organization for the award nomination
- Effort/project/program can be public, private or partnership

Judging Criteria

- Relevance to the district's strategies and goals
- Understanding of the Main Street Approach™
- Defined purpose and measurable outcomes
- Volunteer, public and/or private sector engagement
- Impact on establishing an ongoing Main Street program

Deadline

5 p.m. | March 31, 2022

Need Help? Contact:

John Bry, MSOC Program Coordinator
(248) 858-5444 | bryj@oakgov.com

Thank You
FOR ALL YOU DO!

If you have any questions regarding the award submissions, contact John Bry:
(248) 858-5444 | bryj@oakgov.com

Online Awards Submittal Form, visit:
Forms.OakGov.com/129



6C. Fourth Street Reconstruction

Nik Banda will review the scope and timeline for the Fourth Street Reconstruction Project planned for 2022.

6D. Volunteers for Budget Sub-Committee

If you are interested in joining the Budget Sub-Committee, please reach out to Ben. The committee typically meets 2-3 times to complete their work.

6E. Outdoor Dining Platforms

The Executive Committee would like the DDA Board to consider if they would like to continue to provide the Outdoor Dining Platforms to the restaurants again this year. If so, a request will be prepared for consideration by City Council.

7A. Executive Director Update

In Town Magazine Cover Art Contest

We are launching a call for artists to submit designs for the Spring/Summer Issue of the In Town Magazine.

Main Street Now Conference 2022

Jenna and I have been selected to host a session at next year's Main Street Now Conference. Our topic will be Think Big: Small Batch Promotions. The conference will be held May 16-18 in Richmond, VA.

Vacation

I will be out of the office February 7-12. If you need anything in my absence, please contact Jenna or Nik.



Rochester DDA Board Meeting

February 1, 2022

Events Coordinator Report

Events

- **Foodie February** – During the month of February if you dine in or carry out from any Downtown Rochester restaurant, make sure to save your receipts and you will have a chance to win restaurant gift cards and a \$25 Downtown Rochester gift card each week in February! Receipts can be brought to the Downtown Collaboration Studio, 431 S. Main Street. February 1-28. If you are unable to see us during our regular business hours, you can text FOODIE to 866-603-4005 and you will be prompted to send in a picture of your receipt. Each receipt will receive one entry, eligible for both the weekly and grand prize drawings. Grand Prize Winners will be announced and contacted on Tuesday, March 1.



- **Deck Art Registration** – Deck Art registration opens February 1st. You can register for Deck Art 2022 now through April 8th at South Street Skateshop (410 Main). Registration forms are found online at www.downtownrochestermi.com/deck-art. The event itself is scheduled for May 12 & 13. More details to come in the upcoming months.

DOWNTOWN DEVELOPMENT AUTHORITY BOARD MEETING
January 2022
Marketing Coordinator Update

PROMOTION

Farmers' Market: We are in the early stages of planning for the 2022 season. In the coming weeks existing vendor applications will be sent out and new vendor recruitment will come to follow. I recently met with our friends at Ascension Providence, they shared that they foresee continuing our partnership, until further notice.

Once Farmers' Market applications go out – I will also be working on recruitment and marketing for Thursday Night Markets. We are currently awaiting PSD's approval but, if approved as expected Thursday Night Market will be hosted Thursdays in June from 5 – 9 pm on W. Fourth St. between Main and Walnut.

In Town Magazine: Next we we will send out participation opportunities for the upcoming Spring Magazine. That would include merchandise features, display ads and coupon ads.

PERIOD ENDING 01/31/2022

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

GL NUMBER	DESCRIPTION	2021-22 AMENDED BUDGET	YTD BALANCE 01/31/2022	ACTIVITY FOR MONTH 01/31/2022	AVAILABLE BALANCE	% BDGT USED
Fund Group <None>						
Fund 494 - DOWNTOWN DEVELOPMENT AUTHORITY						
Revenues						
Dept 000.000 - GENERAL LEDGER						
494-000.000-402.000	CURRENT PROPERTY TAXES	1,650,000.00	1,696,832.76	26,985.57	(46,832.76)	102.84
494-000.000-573.000	LOCAL COMMUNITY STABILIZATION	40,000.00	62,361.04	0.00	(22,361.04)	155.90
494-000.000-626.000	DDA BUSINESS DEVELOPMENT	20,000.00	15,140.00	545.00	4,860.00	75.70
494-000.000-665.072	INTEREST -MICHIGAN CLASS	0.00	114.50	0.00	(114.50)	100.00
494-000.000-676.000	ADMINISTRATIVE CROSS CHARGE	43,238.00	21,619.02	0.00	21,618.98	50.00
494-000.000-692.000	MISCELLANEOUS INCOME	1,040.00	77.00	0.00	963.00	7.40
Total Dept 000.000 - GENERAL LEDGER		1,754,278.00	1,796,144.32	27,530.57	(41,866.32)	102.39
TOTAL REVENUES		1,754,278.00	1,796,144.32	27,530.57	(41,866.32)	102.39
Expenditures						
Dept 736.000 - MOVIES IN THE MOONLIGHT						
494-736.000-790.007	AD PR - SIGNAGE	0.00	54.76	0.00	(54.76)	100.00
Total Dept 736.000 - MOVIES IN THE MOONLIGHT		0.00	54.76	0.00	(54.76)	100.00
Dept 752.000 - BIG BRIGHT LIGHTSHOW						
494-752.000-805.000	CONTRACTUAL SERVICES	150,000.00	0.00	0.00	150,000.00	0.00
Total Dept 752.000 - BIG BRIGHT LIGHTSHOW		150,000.00	0.00	0.00	150,000.00	0.00
Dept 896.000 - DOWNTOWN DEVELOPMENT AUTHORITY						
494-896.000-701.000	SUPERVISOR SALARIES	79,000.00	45,249.21	6,035.58	33,750.79	57.28
494-896.000-701.002	PART-TIME WAGES	0.00	1,721.25	0.00	(1,721.25)	100.00
494-896.000-710.101	LONGEVITY	2,100.00	1,050.00	0.00	1,050.00	50.00
494-896.000-715.000	FICA	6,444.00	3,679.10	462.46	2,764.90	57.09
494-896.000-716.000	HOSPITALIZATION	22,206.00	9,584.07	1,260.32	12,621.93	43.16
494-896.000-716.004	HOSPITALIZATION -HSA FUNDING	4,200.00	4,200.00	4,200.00	0.00	100.00
494-896.000-718.000	RETIREMENT CONTRIBUTION	10,997.00	9,900.00	0.00	1,097.00	90.02
494-896.000-718.002	EMPLOYER RETIREMENT CONTRIBUT	0.00	692.40	92.32	(692.40)	100.00
494-896.000-719.000	DENTAL/OPTICAL	950.00	953.32	128.84	(3.32)	100.35
494-896.000-720.000	WORKER'S COMP. INSURANCE	0.00	302.11	0.00	(302.11)	100.00
494-896.000-721.000	UNEMPLOYMENT COMP. INSURANCE	16.00	10.39	2.57	5.61	64.94
494-896.000-728.000	POSTAGE	3,168.00	556.67	30.35	2,611.33	17.57
494-896.000-729.000	PRINTING & OFFICE SUPPLIES	21,000.00	10,730.42	2,278.76	10,269.58	51.10
494-896.000-757.000	OPERATING SUPPLIES	2,600.00	576.91	0.00	2,023.09	22.19
494-896.000-801.000	ADMINISTRATIVE CROSS CHARGE	78,200.00	39,100.02	0.00	39,099.98	50.00
494-896.000-803.000	LEGAL SERVICES	2,112.00	300.00	0.00	1,812.00	14.20
494-896.000-804.000	AUDITING	3,118.00	2,525.00	2,525.00	593.00	80.98
494-896.000-805.000	CONTRACTUAL SERVICES	0.00	474.46	0.00	(474.46)	100.00
494-896.000-805.009	CONTRACT SVCS - BUS. DEV COMM	10,445.00	10,362.32	1,101.79	82.68	99.21
494-896.000-805.010	CONTRACT SVCS - D.P.W.	10,000.00	10,000.00	0.00	0.00	100.00
494-896.000-805.011	CONTRACT SVCS - MAINTENANCE	23,439.00	1,310.00	160.00	22,129.00	5.59
494-896.000-805.027	CABLE CASTING	4,224.00	975.00	0.00	3,249.00	23.08
494-896.000-805.030	CONTRACT SVCS - DUMPSTERS	122,764.00	60,350.10	15,669.84	62,413.90	49.16
494-896.000-805.703	CONTRACT SVCS - EMPLOYMENT	1,795.00	560.00	0.00	1,235.00	31.20
494-896.000-850.000	TELECOMMUNICATIONS	5,189.00	3,286.00	550.56	1,903.00	63.33

User: mmoriwaki

PERIOD ENDING 01/31/2022

DB: Rochester

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

GL NUMBER	DESCRIPTION	2021-22 AMENDED BUDGET	YTD BALANCE 01/31/2022	ACTIVITY FOR MONTH 01/31/2022	AVAILABLE BALANCE	% BDGT USED
Fund Group <None>						
Fund 494 - DOWNTOWN DEVELOPMENT AUTHORITY						
Expenditures						
494-896.000-860.000	COMPUTER RENTAL	2,072.00	1,036.00	0.00	1,036.00	50.00
494-896.000-861.002	EQUIPMENT LEASE - COPY MACHIN	15,000.00	7,817.55	1,364.97	7,182.45	52.12
494-896.000-863.001	PROFESSIONAL DEVELOPMENT	9,000.00	0.00	0.00	9,000.00	0.00
494-896.000-863.002	TRAVEL	1,584.00	1,750.49	1,043.20	(166.49)	110.51
494-896.000-864.000	LOCAL MILEAGE ALLOWANCE	1,097.00	0.00	0.00	1,097.00	0.00
494-896.000-883.000	COMMUNITY AFFAIRS- EXTERNAL	5,000.00	2,406.34	0.00	2,593.66	48.13
494-896.000-912.000	GENERAL INSURANCE	15,573.00	849.00	0.00	14,724.00	5.45
494-896.000-921.000	LIGHT & POWER	36,960.00	26,653.35	5,551.26	10,306.65	72.11
494-896.000-922.000	HEAT-BUILDING	603.00	169.74	43.40	433.26	28.15
494-896.000-931.000	MAINTENANCE & REPAIRS - EQUIP	528.00	1,202.82	0.00	(674.82)	227.81
494-896.000-940.000	RENTAL OF LAND	32,761.00	17,101.56	0.00	15,659.44	52.20
494-896.000-957.000	DUES & SUBSCRIPTIONS	1,689.00	2,018.70	290.00	(329.70)	119.52
Total Dept 896.000 - DOWNTOWN DEVELOPMENT AUTHORIT		535,834.00	279,454.30	42,791.22	256,379.70	52.15
Dept 900.000 - CAPITAL CONTROL						
494-900.000-974.019	CAPITAL ASSETS - MAINT & MINO	151,000.00	105,833.61	0.00	45,166.39	70.09
494-900.000-974.121	SIDEWALK RECONSTRUCTION	212,922.00	169,282.91	0.00	43,639.09	79.50
494-900.000-974.210	STREET LIGHTING REPLACEMENT	250,000.00	173,800.00	0.00	76,200.00	69.52
494-900.000-989.000	COVID-19 RESPONSE	100,444.00	0.00	0.00	100,444.00	0.00
Total Dept 900.000 - CAPITAL CONTROL		714,366.00	448,916.52	0.00	265,449.48	62.84
Dept 965.000 - APPROPRIATIONS TO OTHER FUNDS						
494-965.000-999.202	TRANS TO MVH MAJOR STREET FUN	40,000.00	40,000.00	0.00	0.00	100.00
494-965.000-999.203	TRANS TO MVH LOCAL STREET FUN	401,708.00	633.33	0.00	401,074.67	0.16
494-965.000-999.516	TRANS TO AUTO PARKING FUND	162,164.00	0.00	0.00	162,164.00	0.00
Total Dept 965.000 - APPROPRIATIONS TO OTHER FUNDS		603,872.00	40,633.33	0.00	563,238.67	6.73
TOTAL EXPENDITURES		2,004,072.00	769,058.91	42,791.22	1,235,013.09	38.37
Fund 494 - DOWNTOWN DEVELOPMENT AUTHORITY:						
TOTAL REVENUES		1,754,278.00	1,796,144.32	27,530.57	(41,866.32)	102.39
TOTAL EXPENDITURES		2,004,072.00	769,058.91	42,791.22	1,235,013.09	38.37
NET OF REVENUES & EXPENDITURES		(249,794.00)	1,027,085.41	(15,260.65)	(1,276,879.41)	411.17
Fund Group <None>:						
TOTAL REVENUES		2,485,564.00	2,268,899.79	53,447.56	216,664.21	91.28
TOTAL EXPENDITURES		2,740,198.00	1,089,680.98	106,326.69	1,650,517.02	39.77
NET OF REVENUES & EXPENDITURES		(254,634.00)	1,179,218.81	(52,879.13)	(1,433,852.81)	463.10

REVENUE AND EXPENDITURE REPORT FOR CITY OF ROCHESTER
 PERIOD ENDING 01/31/2022

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

GL NUMBER	DESCRIPTION	2021-22	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDGT
		AMENDED BUDGET	01/31/2022	MONTH 01/31/2022	BALANCE	USED
TOTAL REVENUES - ALL FUNDS		2,485,564.00	2,268,899.79	53,447.56	216,664.21	91.28
TOTAL EXPENDITURES - ALL FUNDS		2,740,198.00	1,089,680.98	106,326.69	1,650,517.02	39.77
NET OF REVENUES & EXPENDITURES		(254,634.00)	1,179,218.81	(52,879.13)	(1,433,852.81)	463.10