



City of Rochester

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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	February 1, 2023	5:30 pm
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1. Call to Order
2. Roll Call
3. Approval of Meeting Minutes – January 4, 2023
4. General Business Agenda Items
 - a. Request for Recommendation – Movies in the Moonlight
 - b. Dancin’ in the Street Alcohol Inclusion Update
 - c. Snowman Stroll Update
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, Karen Malsbury, Jill Lutz & Kevin Stewart*

Downtown Collaboration Studio, 431 Main	January 4, 2023	5:30 pm
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CALL TO ORDER

Chairman Stewart called the meeting to order at 5:55 pm.

ROLL CALL

Members Present: Eisenbraun, Gould, Lutz, Malsbury & Stewart

Members Absent: Bourgoin

DDA Liaison Present: Paul Haig

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

3. FYE 2024 Goals & Objectives Discussion

Chairman Stewart reviewed the Goals & Objectives process with the Board members.

A. Promotions Committee Meeting Summary

Jenna reviewed the minutes from the Promotions Committee Goals & Objectives Meeting from October 25, 2022. Discussion included changes to Junk in the Trunk and Thursday Night Markets, which was on the agenda for consideration.

B. Proposed 2023 Event Calendar

Jenna presented the draft 2023 Downtown Calendar of Events and went over each event in detail. Kristi mentioned that she is looking at introducing a local celebrity component to this year's Rochester: No Filter event.

The Board discussed Sidewalk Sales and the decreased number of outdoor sales this year. Jenna indicated that many merchants did not have enough staff for both indoor and outdoor sales. Karen Malsbury suggested that we consider recruiting student volunteers from school

clubs such as DECA and Key Club to assist merchants that do not have staff to man their outdoor sales.

Jenna brought up the Downtown Cookie Stroll and the increasing popularity. She suggested possibly moving the date away from the Kris Kringle Market weekend. The Board was open to the change and asked that it come back for consideration at a future meeting.

C. Events for Discussion

Junk in the Trunk/Thursday Night Market Reinvention

Jenna reviewed the past Junk in the Trunk events. She shared that while the attendance was strong, the quality of the merchandise presented was becoming less crafty and more garage sale focused, which wasn't the original intent of the event. Taylor shared that while the vendors at the Thursday Night Market event were high quality, the traffic to the event was not as robust as we had hoped.

They presented a proposal to eliminate these two events in favor of a new event that would be "Maker-focused" and take place on a Saturday in June. The Board discussed possible locations for the reinvented Market concept. The staff was directed to develop a formal plan to present to the PSD Board at a future meeting.

Dancin' in the Street – Inclusion of Alcohol for Sale

Jenna shared that a few of the businesses that took part in the Taste Fest at last year's event, O'Connor's Public House and Rochester Corner Bar, were interested in selling alcohol at this year's event and were interested in the process to make that happen.

Kevin reported that he had done research on what we needed to do as an organization to make this happen, including pulling a Liquor License through our non-profit status. He also indicated that he had spoken with some of the officers working at last year's event and that they would be willing to monitor alcohol on the street.

Kristi shared that she had spoken with Chief Schettenhelm about the idea and that he had indicated that like the Kris Kringle Market, that we would have to provide a fenced in area for alcohol consumption, along with volunteers to monitor the entrance/exit. He did confirm that the easiest way to obtain the license would be for us to apply for it through the non-profit.

The Board discussed the pros and cons of the idea. Patti stated that the restaurants serving alcohol could not donate funds directly back to our organization, but rather would have to pursue a sponsorship option not linked to alcohol sales. The Board directed staff to do further research and bring it to a future meeting.

Snowman Stroll

The Board enthusiastically shared their thoughts on this year's Snowman Stroll event. Many stated that they received great feedback from customers and visitors. Kristi reported that we received a lot of media attention through this event. She also reported that we did have significant amount of vandalism as the event progressed.

The Board discussed continuing this event in 2023. Kristi was directed to research other object options and pricing.

Pancakes and PJs

Kristi reported that the event was successful, with over 125 tickets sold. She shared that more tickets could have been sold if the event took place on a different day than a Tuesday. The Board agreed and suggested picking a Thursday in December this year.

D. Additional Ideas & Discussion

Karen Malsbury suggested that we consider themed-events to bring people downtown, looking to current popular trends for inspiration (i.e. Yellowstone, Pickleball, etc.)

4. Reports

A. PSD Financial Report

The current financial report had not been received from the City.

B. Events & Marketing

Jenna recapped the holiday events and provided an update on the upcoming Fire & Ice Festival. Taylor shared a recap of the Kris Kringle Market, indicating another successful year. Kristi reviewed the Caroling in the City event and the Gift Card Match Program, which sold out in less than an hour.

C. Executive Director Report

Kristi reported that our Main Street Oakland County Evaluation is scheduled for February 2. Details would be shared once we received information from the County.

Kristi shared that the DDA would be having their Goals & Objectives Meeting on Wednesday, January 18. A recap of that meeting would be provided at the February PSD Meeting.

5. Miscellaneous

Nothing at this time.

ADJOURN

Seeing no further business, the meeting adjourned at 7:33 pm.

Respectfully submitted,

Kristi Trevarrow, Executive Director

MEMORANDUM

DATE: January 27, 2023
TO: PSD Board
FROM: Promotions Committee
SUBJECT: Request for Recommendation – Movies in the Moonlight

We respectfully request your recommendation to City Council for approval of the 2023 Movies in the Moonlight schedule.

Movies in the Moonlight is a family-friendly film festival held on four Saturday evenings –July 15, 22, 29 and August 5. The hours of each event are 6:30 – 11:30 p.m. and will be held in the Farmers’ Market parking lot at the corner of E. Third and Water Street. Setup will begin following the close of the Farmers’ Market each week. Admission is free and guests are encouraged to bring their own seating. Featured movies begin at dusk (approximately 9:15 pm) and pre-shows start at 8:30 pm.

The Little Donut Factory will be selling fresh hot mini donuts, popcorn, water and soft drinks, but guests are welcome to bring their own goodies (no alcohol or glass containers allowed).

Schedule: TBD – Promotions will be making their 2023 selections on Tuesday, January 31st.

7/15:

7/22:

7/29:

8/5:

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

GL NUMBER	DESCRIPTION	2022-23 AMENDED BUDGET	YTD BALANCE 01/31/2023	ACTIVITY FOR MONTH 01/31/2023	AVAILABLE BALANCE	% BGD USED
Fund Group <None>						
Fund 245 - PRINCIPAL SHOPPING DISTRICT FUND						
Revenues						
Dept 000.000 - GENERAL LEDGER						
245-000.000-474.001	PSD INTEREST & PENALTIES	221.00	220.64	0.00	0.36	99.84
245-000.000-601.001	MAGICAL MURAL TOUR	1,250.00	0.00	0.00	1,250.00	0.00
245-000.000-605.002	FOODIE FEBRUARY	2,250.00	0.00	0.00	2,250.00	0.00
245-000.000-605.003	SIDEWALK SALES	5,000.00	0.00	0.00	5,000.00	0.00
245-000.000-605.004	MUSIC FESTIVAL/DANCING	2,000.00	1,100.00	0.00	900.00	55.00
245-000.000-605.005	LOVE LOCAL MONTH	2,000.00	0.00	0.00	2,000.00	0.00
245-000.000-605.007	LAGNIAPPE	1,000.00	1,500.00	0.00	(500.00)	150.00
245-000.000-605.009	KRIS KRINGLE MARKET	28,000.00	46,729.00	0.00	(18,729.00)	166.89
245-000.000-605.011	BIG BRIGHT LIGHT SHOW	77,273.00	98,750.00	40,245.00	(21,477.00)	127.79
245-000.000-605.013	WINTER MAGAZINE	20,000.00	16,975.00	0.00	3,025.00	84.88
245-000.000-605.015	SPRING MAGAZINE	15,000.00	200.00	0.00	14,800.00	1.33
245-000.000-605.018	ANNUAL AWARENESS PROGRAMSOR	5,000.00	4,500.00	0.00	500.00	90.00
245-000.000-605.024	FIRE & ICE FESTIVAL	13,000.00	13,200.00	3,000.00	(200.00)	101.54
245-000.000-605.029	PUBLIC ART EVENT	26,000.00	15,600.00	0.00	10,400.00	60.00
245-000.000-605.030	MOVIES IN THE MOONLIGHT	7,212.00	4,525.00	0.00	2,687.00	62.74
245-000.000-605.044	HALLOWEEN EVENTS	1,000.00	1,500.00	0.00	(500.00)	150.00
245-000.000-605.050	JUNK IN THE TRUNK	4,639.00	1,910.00	0.00	2,729.00	41.17
245-000.000-605.052	DECK ART	500.00	10.00	0.00	490.00	2.00
245-000.000-605.057	ROCHESTER POSED	1,000.00	250.00	0.00	750.00	25.00
245-000.000-605.062	FARMERS MARKET	30,000.00	17,050.00	10,000.00	12,950.00	56.83
245-000.000-605.064	ROCHESTER EXPLORERS CLUB	6,197.00	1,000.00	0.00	5,197.00	16.14
245-000.000-605.065	SMALL BUSINESS SATURDAY	1,530.00	1,500.00	0.00	30.00	98.04
245-000.000-605.070	CAROLING IN THE CITY	1,030.00	0.00	0.00	1,030.00	0.00
245-000.000-605.071	DOWNTOWN COOKIE STROLL	7,900.00	6,895.00	0.00	1,005.00	87.28
245-000.000-665.072	INTEREST -MICHIGAN CLASS	588.00	3,884.22	0.00	(3,296.22)	660.58
245-000.000-676.000	ADMINISTRATIVE CROSS CHARGE	27,703.00	16,160.06	2,308.58	11,542.94	58.33
245-000.000-692.000	MISCELLANEOUS INCOME	10,000.00	319.00	0.00	9,681.00	3.19
245-000.000-693.100	PRINCIPAL SHOPPING DISTRICT	300,158.00	288,248.87	0.00	11,909.13	96.03
245-000.000-699.805	TRANS FRM DDA-CONTRACTUAL SRV	150,000.00	0.00	0.00	150,000.00	0.00
Total Dept 000.000 - GENERAL LEDGER		747,451.00	542,026.79	55,553.58	205,424.21	72.52
TOTAL REVENUES		747,451.00	542,026.79	55,553.58	205,424.21	72.52
Expenditures						
Dept 703.000 - GENERAL & ADMINSTRATIVE - GA						
245-703.000-701.001	EMPLOYEE WAGES	82,000.00	59,707.42	7,961.00	22,292.58	72.81
245-703.000-701.002	PART-TIME WAGES	2,061.00	2,076.60	0.00	(15.60)	100.76
245-703.000-701.003	OVERTIME WAGES	13,748.00	12,514.40	1,082.20	1,233.60	91.03
245-703.000-715.000	FICA	8,050.00	5,631.71	685.06	2,418.29	69.96
245-703.000-716.000	HOSPITALIZATION	13,100.00	11,596.48	1,870.14	1,503.52	88.52
245-703.000-716.004	HOSPITALIZATION -HSA FUNDING	4,100.00	6,300.00	6,300.00	(2,200.00)	153.66
245-703.000-718.001	DEFINED CONTRIBUTION	8,950.00	6,680.54	836.51	2,269.46	74.64
245-703.000-718.002	EMPLOYER RETIREMENT CONTRIBUTI	2,400.00	1,384.48	184.64	1,015.52	57.69
245-703.000-719.000	INSURANCE OTHER THAN MEDICAL	775.00	287.20	39.10	487.80	37.06
245-703.000-805.050	CONTRACT SVCS - EMPLOYMENT	23,697.00	0.00	0.00	23,697.00	0.00
245-703.000-863.000	TRAVEL/MEETINGS & CONFERENCES	2,576.00	0.00	0.00	2,576.00	0.00
245-703.000-864.008	CASH-SHORT OR OVER	0.00	9.30	0.00	(9.30)	100.00
245-703.000-963.002	MERCHANT SERVICE FEES	5,152.00	6,265.70	1,770.55	(1,113.70)	121.62
245-703.000-995.001	ADMINISTRATIVE CROSS CHARGE	30,549.00	17,820.25	2,545.75	12,728.75	58.33

PERIOD ENDING 01/31/2023

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

GL NUMBER	DESCRIPTION	2022-23 AMENDED BUDGET	YTD BALANCE 01/31/2023	ACTIVITY FOR MONTH 01/31/2023	AVAILABLE BALANCE	% BDGT USED
Fund Group <None>						
Fund 245 - PRINCIPAL SHOPPING DISTRICT FUND						
Expenditures						
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Total Dept 703.000 - GENERAL & ADMINSTRATIVE - GA		197,158.00	130,274.08	23,274.95	66,883.92	66.08
Dept 729.000 - ECONOMIC DEVELOPMENT						
245-729.000-728.000	POSTAGE	14,228.00	0.00	0.00	14,228.00	0.00
245-729.000-731.000	LICENSE AND FEES	9,534.00	0.00	0.00	9,534.00	0.00
245-729.000-760.000	FARMERS MARKET	17,212.00	4,094.35	0.00	13,117.65	23.79
245-729.000-760.001	CAROLING IN THE CITY	550.00	1,899.50	249.50	(1,349.50)	345.36
245-729.000-762.000	FIRE & ICE	0.00	18,459.51	11,959.51	(18,459.51)	100.00
245-729.000-763.000	FESTIVAL OF TREES	20,606.00	35,262.39	957.99	(14,656.39)	171.13
245-729.000-790.002	AD PR - NEWSPAPER	625.00	0.00	0.00	625.00	0.00
245-729.000-790.003	IN TOWN MAGAZINE	42,975.00	39,385.15	0.00	3,589.85	91.65
245-729.000-790.007	TASTE OF FALL	5,899.00	1,785.00	0.00	4,114.00	30.26
245-729.000-790.011	KRIS KRINGLE MARKET	3,840.00	36,915.78	11,941.99	(33,075.78)	961.35
245-729.000-791.001	SIDEWALK SALES	3,236.00	3,236.26	0.00	(0.26)	100.01
245-729.000-791.002	DANCIN' IN THE STREET	6,575.00	10,325.35	0.00	(3,750.35)	157.04
245-729.000-791.004	ANNUAL AWARENESS	27,012.00	33,934.52	18,121.20	(6,922.52)	125.63
245-729.000-791.009	LAGNIAPPE	550.00	1,803.80	86.80	(1,253.80)	327.96
245-729.000-791.011	MOVIES IN THE MOONLIGHT	12,986.00	12,986.09	0.00	(0.09)	100.00
245-729.000-791.012	HALLOWEEN	4,038.00	6,862.98	0.00	(2,824.98)	169.96
245-729.000-791.013	JUNK IN THE TRUNK	239.00	238.89	0.00	0.11	99.95
245-729.000-791.014	DECK ART	26.00	26.00	0.00	0.00	100.00
245-729.000-791.015	ROCHESTER POSED	107.00	1,546.02	0.00	(1,439.02)	1,444.88
245-729.000-791.016	ROCHESTER EXPLORERS CLUB	8,605.00	8,605.35	0.00	(0.35)	100.00
245-729.000-791.017	DOWNTOWN COOKIE STROLL	6,500.00	4,829.41	25.31	1,670.59	74.30
245-729.000-792.000	BANNERS	6,061.00	7,760.72	3,260.00	(1,699.72)	128.04
245-729.000-794.000	FARM TO TABLE DINNER	15,031.00	0.00	0.00	15,031.00	0.00
245-729.000-805.000	CONTRACTUAL SERVICES	314,088.00	290,573.00	260,663.00	23,515.00	92.51
245-729.000-963.000	MISCELLANEOUS	62,084.00	12,678.58	0.00	49,405.42	20.42
245-729.000-995.002	EQUIPMENT RENTAL	13,779.00	0.00	0.00	13,779.00	0.00
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Total Dept 729.000 - ECONOMIC DEVELOPMENT		596,386.00	533,208.65	307,265.30	63,177.35	89.41
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TOTAL EXPENDITURES		793,544.00	663,482.73	330,540.25	130,061.27	83.61
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Fund 245 - PRINCIPAL SHOPPING DISTRICT FUND:						
TOTAL REVENUES		747,451.00	542,026.79	55,553.58	205,424.21	72.52
TOTAL EXPENDITURES		793,544.00	663,482.73	330,540.25	130,061.27	83.61
NET OF REVENUES & EXPENDITURES		(46,093.00)	(121,455.94)	(274,986.67)	75,362.94	263.50



Thank you for including
us in this year's Kris
Kringles! We were able
to create 150 hours of
employment for people with
disabilities. Thank you!

Jenny