



Love local  
ROCHESTER

Rochester Downtown  
Development Authority

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

**Regular Meeting Agenda  
Wednesday, July 20, 2022, 7:00 pm  
Rochester Municipal Building, 400 Sixth Street**

1. Call to Order
2. Roll Call
3. Approval of Meeting Minutes – June 15, 2022
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. Downtown Business Recognition Awards – Ben Giovanelli
    - i. Rochester Hills Public Library
    - ii. Trent Creative
    - iii. Vibe School of Dance
  - B. Bill Lipuma Community Spirit Award – Kristi Trevarrow
  - C. Main Street Next Gen Pilot – 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

**The next regular meeting of the Rochester DDA  
will be held on Wednesday, August 17, 2022.**

**DRAFT**

Downtown Development Authority  
Regular Meeting Minutes

Wednesday, June 15, 2022  
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:	<b>Chairman Ben Giovanelli, Mayor Stuart Bikson, Paul Haig, Marilyn Trent, Roger Knapp, Erik Diana, Tony Lipuma, Tonia Carsten</b>
Board Members Absent:	Lisa Germani Williams, Chris Johnson, Bob Bloomingdale
Council Liaison Absent:	Amanda Harrison
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 – April 20, 2022

Motion By:	Mayor Bikson to approve the April 20, 2022 Meeting Minutes as presented.
Second By:	Tony Lipuma
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 June 13, 2022 City Council meeting:

- Approved the Fire Department to purchase 25 replacement Air Pack bottles;
- Approved an agreement for Spongy Moth evaluation and treatment;
- Approved a request from the Fire Department to replace fire station furnaces;

## DRAFT

- Heard a presentation regarding the Dementia Certification Program from Beaumont Hospital;
- Authorized the signing of the letter of commitment to join the Mental Health Co-Responder (CORE) program.

### B. Chamber of Commerce

Marilyn Trent shared the following:

- The Chamber held two Memorial Day events: 1) a ceremony in Avon Cemetery in the morning; and 2) The Chamber Foundation parade.
- The Diversity and Inclusion Roundtable will be held on June 20, 2022 at 9:00 a.m. at the Rochester Community House.
- The ribbon cutting for Rochester's City Beautiful Commission Mural will be held on June 20, 2022 at 4:00 p.m. at the Rochester Municipal Park.
- The ribbon cutting for Aquest Wealth Strategies will be held on June 22, 2022 at 4:00 p.m. at 414 East Street.
- The ribbon cutting for Rochester Orthodontics will be held on June 16, 2022 at 4:00 p.m. at 1000 W. University Drive.

### C. Historical Commission

Don Sienkiewicz reported that the Heritage Festival was very well-attended after a three-year hiatus. There was a lot of interest in the mural. There were over 120 cars each day for the Lions car show and the Oakland Astronomy Club set up several telescopes interfaced with laptops to allow safe viewing of the sun in real time. The Revolutionary and Civil War reenactors provided educational and entertaining demonstrations throughout the weekend. Artists and non-profit vendors displayed unique handcrafts and goods. Three different dance troupes performed in the band shell. The Dinosaur Hill staff provided unique entertainment and educational opportunities for the children with their Pioneer Playground. The Historical Commission sold some of the DUR books and historical booklets during the Festival. Mr. Sienkiewicz thanked both the police department and the fire department for their involvement, as well as the City Parks Department.

### D. Principal Shopping District

Paul Haig reported the Farmers' Market continues and has been very successful. He also shared that Junk in the Trunk will be held on June 18, 2022 in the Farmers' Market upper lot.

## 6) General Business Agenda Items

### A. City Administration Update

Mayor Bikson provided an update on recent employment changes within the City. Nik Banda will be serving as the interim City Manager, following the resignation of Blaine Wing. The City has begun the process to find a new City Manager.

**DRAFT**

**B. Election of DDA Board Officers**

Motion By:	Erik Diana to nominate, and if there are no additional nominations, to appoint the following positions: Chairman – Ben Giovanelli Vice Chairman – Tony Lipuma Secretary – Marilyn Trent
Second By:	Tonia Carsten
In Favor:	All
Opposed:	None
Motion Passed	

**C. Employee Wage Adjustment**

City Finance Director Anthony Moggio provided a presentation on the request.

Motion By:	Erik Diana that based on the approved GovHR Wage and Compensation Study from the May 23, 2022 City Council meeting and the Points Matrix, approve the attached DDA salary adjustment spreadsheet for a total of \$28,767 for three DDA employees, effective May 2, 2022, with performance evaluation increases not to be evaluated until July 1, 2023.
Second By:	Mayor Bikson
In Favor:	Carsten, Knapp, Lipuma, Diana, Trent, Haig, Bikson, Giovanelli
Opposed:	None
Motion Passed	

**D. Bill Lipuma Community Spirit Award**

Tony Lipuma and Kristi Trevarrow presented a proposal to establish the Bill Lipuma Community Spirit Award. The concept is to create an annual award program, recognizing a member of the downtown business community that exhibits community pride, spirit and a love of Rochester. A plaque will be placed at the restaurant recognizing each year’s winner. The Board discussed the possibility of dedicating the portion of the trail and/or bridge next to the coney to the memory of Bill Lipuma. Additional information will be presented at the July 20, 2022 DDA meeting.

**E. Economic Development Update**

Nik Banda provided an update on his current role with the City and introduced Patrick Meagher, Community Development Director. The City has also hired Alek Mizikar to be the Director of Public Services and Economic Development.

Mr. Banda also provided an update on development in and around the downtown area, highlighting the following:

## DRAFT

- Condominium project between Ferndale and Glendale
- Pine Street condominiums/research and office
- 134 University – 26 units
- Saint 1881
- Condos on Main Street – 10 units
- Dearborn Federal Credit Union
- Rochester School of Martial Arts
- BP Gas Station
- Randazzo’s riverfront project
- Village Shoe Inn
- Paint Creek Village apartments
- Firestone/Sargent Appliance
- Library parking lots
- Post Office landscaping
- Sale of Royal Park Hotel
- Elevator Site
- Par Pharma
- Pfizer
- School building on Dequindre
- St. Johns Lutheran
- Update on Helen Street construction and infrastructure work
- Wilcox, Mahaffy and Oak Streets are complete
- Fourth Street work is almost complete
- 407 S. Main Street
- 411 S. Main Street
- Tea and Spice Shop
- Medical Spa
- Mural on GBB
- Community House
- Letica building
- Pure Green
- Penny Black
- Rochester Orthodontics
- Solaronics property
- New planting beds built by the DPW over the winter
- Apartments at Walnut and First Street
- Village Shoe Inn

### F. Main Street Now Conference Report

Kristi Trevarrow provided a presentation on the recent Main Street Now Conference in Richmond, Virginia. Kristi Trevarrow taught one of the sessions on the topic of “Think Big: Small Batch Promotions.” Jenna O’Dell was unable to attend the conference due to Covid. Alek Mizikar, Director of Public Services and Economic Development, attended in Jenna’s place. Chris Johnson also attended the conference. Kristi Trevarrow presented what the team learned from the City of Richmond, as well as what they learned from the sessions attended. The next Main Street Now Conference will be held in March 2023 in Boston, MA.

**DRAFT**

7) Receipt of Regular Reports

A. Executive Director Update

Kristi Trevarrow shared a new shoulder bag and lunch tote available at the Collaboration Studio. They are made using a historic map of Rochester.

**Main Street Next Gen Initiative Update**

The office has received notification from John Bry that this program is finally moving forward. There will be an initial planning call with Main Street America and Main Street Oakland County the week of June 20, 2022.

**Dementia Friendly City Program Update**

Chief Cieslik presented the program to City Council on June 13, 2022. Updates will continue as the City moves forward.

**Main Street Oakland County Annual Awards**

The Rochester DDA was the recipient of the Main Street Safe Award for the Downtown Collaboration Studio.

**Downtown Utility Boxes**

Many of the utility boxes downtown have been tagged with graffiti. Rather than painting them, which is an ongoing maintenance expense, the office is researching using vinyl wraps. This could also be an additional opportunity to introduce original art into the community.

B. Events & Marketing Update

EVENTS

**Junk in the Trunk (June 18, 2022)**

Rochester's very own community-wide resale event, Junk in the Trunk, will take place from 9:00 a.m. to 1:00 p.m. in the Farmers' Market upper lot. The Junk in the Trunk lot filled up about two weeks ago with crafters, area residents and Rochester businesses. There will be over 50 vendors to visit.

**Sidewalk Sales (July 14-16, 2022)**

Chief Financial Credit Union is the presenting sponsor this year for Sidewalk Sales. We will have a kid's craft daily from noon to 3:00 p.m. Explorers Club registration will also take place at the DDA's Downtown Collaboration Studio during event hours.

**Dancin' in the Street (July 15, 2022)**

The Stewart Team is the presenting sponsor this year for Dancin' in the Street. Lia Catallo will be performing from 6:00 p.m. – 7:00 p.m. The SquarePegz will be the main act from 7:00 p.m. – 10:00 p.m. There will also be a TasteFest from local businesses from 6:00 p.m. – 10:00 p.m.

**Movies in the Moonlight (July 16, 23, 30 and August 6, 2022)**

The movie schedule is as follows: July 16 – Cruella; July 23 – Mamma Mia!; July 30 – Jungle Cruise; August 6 – Encanto

**DRAFT**

PROMOTIONS

**Farmers' Market**

Market days have been graced with good weather and robust crowds. There has been an increase in vendor interest. Since last month, three new vendors have joined the market, including Hell Fire Detroit (hot sauce), Mimiade Beverage Co. (handcrafted vinegars and drinking elixirs), and Asterism Artisan Chocolate. In the coming weeks, the MSU Extension master gardeners will return. Their volunteer base took a break starting in 2020 and now are beginning to get back to markets.

**Thursday Night Market**

Thursday Night Market kicked off two weeks ago in its new location on West Third Street. Each Thursday will feature approximately 25 vendors that are a mixture of specialty food vendors, crafters, artisan and local retailers. The market also offers live musical entertainment and corn hole.

**Business Directory**

The new 2022 business directories will be produced and printed in July.

C. Financial Report for DDA

The Revenue and Expenditure Report for period ending 05/31/2022 for Fund 494, Downtown Development Authority was included in the packet.

D. Business Development Committee

The annual meeting will be held on November 14, 2022. The Holiday Expo will return, partnering with the Chamber of Commerce. The quarterly Recognition Awards will be returning.

E. Site Development Committee

Tony Lipuma shared that the annual walk will be held on July 7, 2022. He invited everyone interested to meet at 8:30 a.m. at the Collaboration Studio.

8) Miscellaneous

Mayor Bikson shared that the memorial service for Lucy Strand, longtime member of the OPC Board, will be held on June 28, 2022 at 10:00 a.m. at St. John Lutheran Church.

Seeing no further business, Chairman Giovanelli adjourned the meeting at 8:47 p.m.

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Date Approved

Susan McCullough

## **6A. Downtown Business Recognition Awards**

We are pleased to continue our Downtown Business Recognition Awards Program. The purpose of the program is to recognize businesses for their outstanding achievements and contributions to our downtown community.

At this month's meeting, we will recognize the following businesses:

- Rochester Hills Public Library
- Trent Creative
- Vibe School of Dance



## **6B. Bill Lipuma Community Spirit Award**

As discussed at the June DDA Meeting, we have created an online application for the Bill Lipuma Community Spirit Award. Please click the link below to review the nomination form. The form will be open for nominations beginning Thursday, July 21. The link will be shared on our social media channels, as well as on downtownrochestermi.com.

<https://forms.gle/LrxQ4gBtMhqH3WuU8>

## **6C. Main Street Next Gen Pilot**

At the beginning of the month, we had our initial Main Street Next Gen Pilot Conference Call with Main Street America and Main Street Oakland County. During that meeting, we reviewed the initial goals of the program and offered feedback on the program going forward. The presentation deck from that meeting is attached.

The team from Main Street America will be visiting each of the (4) pilot communities the week of August 22.

# NXGEN MAIN STREET

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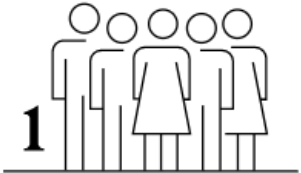
A Research and Development Initiative of Main Street America in  
partnership with Main Street Oakland County

# Understanding Main Street post-Covid

Exhibit 2

Companies need to think and act across five horizons.

The five horizons



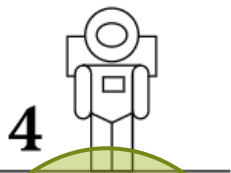
**1 Resolve**  
Address the immediate challenges that COVID-19 represents to institution's workforce, customers, technology, and business partners



**2 Resilience**  
Address near-term cash-management challenges and broader resiliency issues during virus-related shutdowns and economic knock-on effects



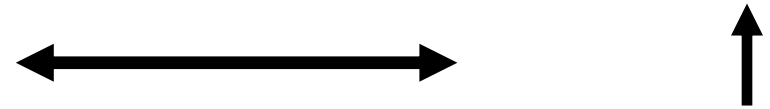
**3 Return**  
Create detailed plan to return business to scale quickly as COVID-19 situation evolves and knock-on effects become clearer



**4 Reimagination**  
Reimagine the next normal: what a discontinuous shift looks like and implications for how institutions should reinvent



**5 Reform**  
Be clear about how regulatory and competitive environments in industry may shift



# The NxGen Main Street Initiative

- Explores 4 Themes to understand Impacts on 4 Point Approach and thus our work
- Can create areas for “communities of practice” – sub networks of Main Streets
- Themes to explore
  - Societal Shifts
  - Technology Shifts
  - Economic Shifts
  - Archetypes
    - Organizational
    - Place Design

# Society



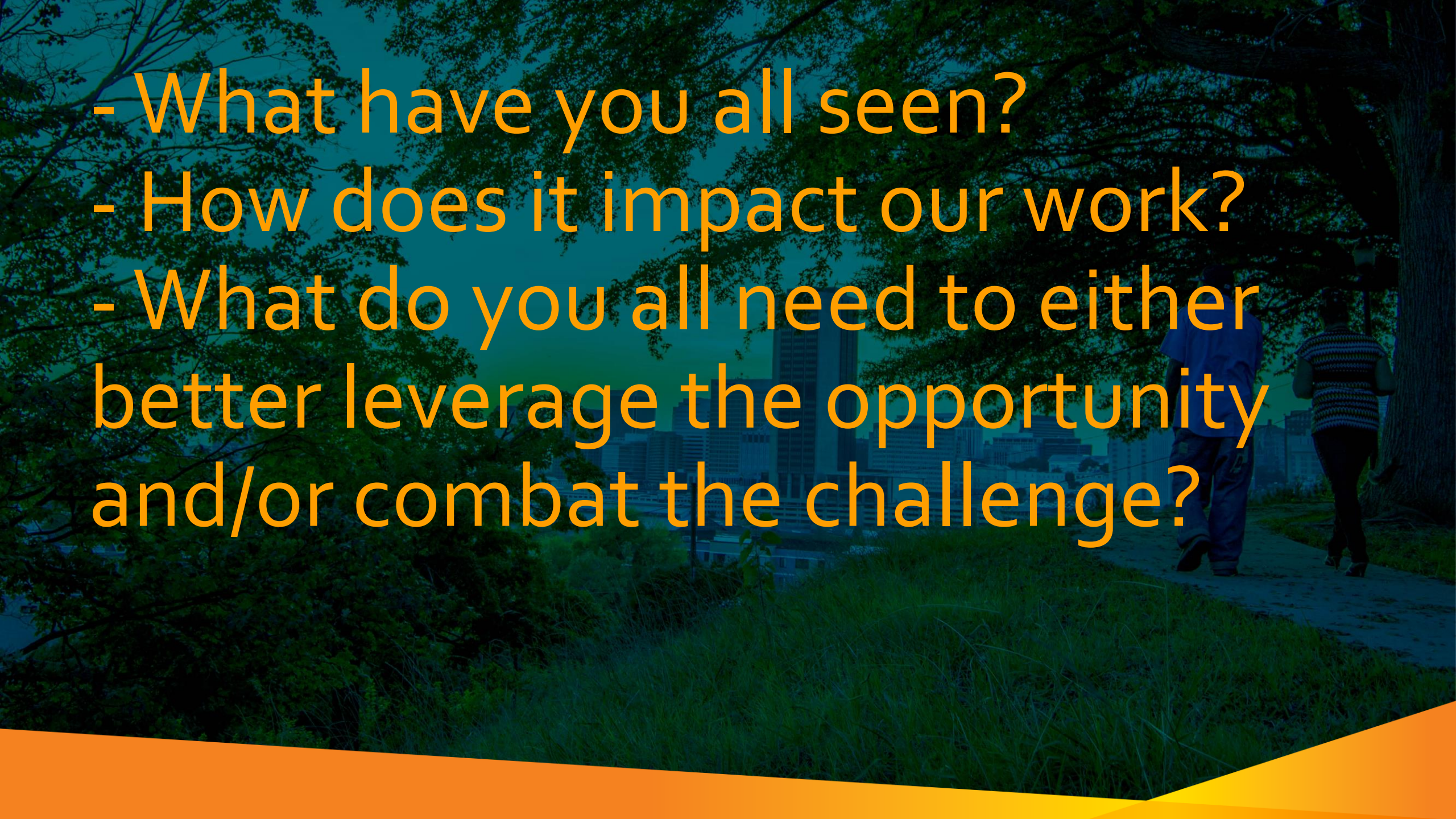
# Societal Shifts

- Main Street volunteer hours declined with committee structure challenged
- Political division has the potential to now divide our downtowns and districts – Concern about how not to get drawn in
- Greater focus on equity and inclusion as we think about what does successful revitalization really look like. Greater than just economic data.
- The fight against dispersion and regaining connectiveness.

# Some of our thinking...

- Encourage greater opportunities for innovative volunteer structures:
  - Project Teams; Individual Volunteer Jobs; Task Forces; Joint Organizational Work Planning
- More tools around community engagement and training in equity and inclusiveness (AARP Initiative)
- Look at more reflective metrics....how do we define successful revitalization?
- How downtowns can bring place to dispersion (e.g. telemedicine, education, etc)



- 
- What have you all seen?
  - How does it impact our work?
  - What do you all need to either better leverage the opportunity and/or combat the challenge?



Economic

# Workforce Constraints Remain, Resulting in Accelerated Technology Integration and Further Business Model Shifts

- March 2022 Quit Rates:
  - 6.1 percent for restaurant employees
  - 4.5 percent for retail employees
  - Average industry 3.0 percent
- 4.5 million workers left their jobs in November 2021. Restaurants and hotels represented the largest segment of separations. However, they also logged the biggest decline in openings.
- This suggests they are making adjustments

# Blurring lines between ecommerce and Bricks-and-Mortar Stores

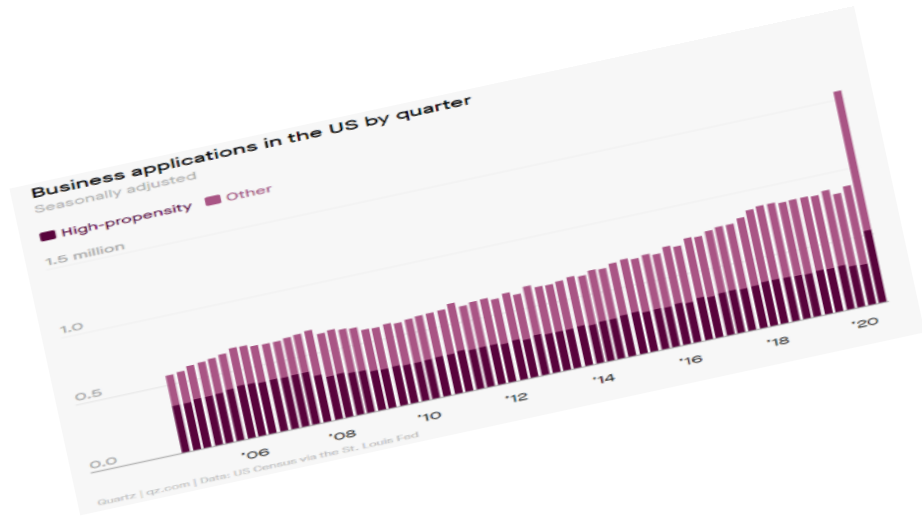
- UBS is estimating that about 80,000 retail stores, which is 9% of total stores, will shut across the country by 2026. That assumes e-commerce sales rise to represent 27% of total retail sales by then, up from 18% today.
- Bricks and Clicks will allow retail to shift uses and functions of space...moving to more “showrooming” concepts, thus carrying far less inventory. This showrooming model helps retailers that can’t afford to rent out a huge space to accommodate a full store’s worth of inventory.
- Watch for more pure e-commerce stores to develop showrooms as well. This past week Meta launched their first ever store.

SQUARE FEET

## *Online Brands Try a Traditional Marketing Strategy: Physical Stores*

As digital advertising costs rise, more direct-to-consumer retailers are opening shops, leasing turnkey options or securing short-term spaces in other stores.

# The Pandemic and the Rise of the "COVIDPreneur"



BUSINESS > Posted Yesterday at 4:00 AM

INCREASE FONT SIZE **A+**

## 'Covidpreneurs' forge ahead with new business ventures despite, or because of, pandemic

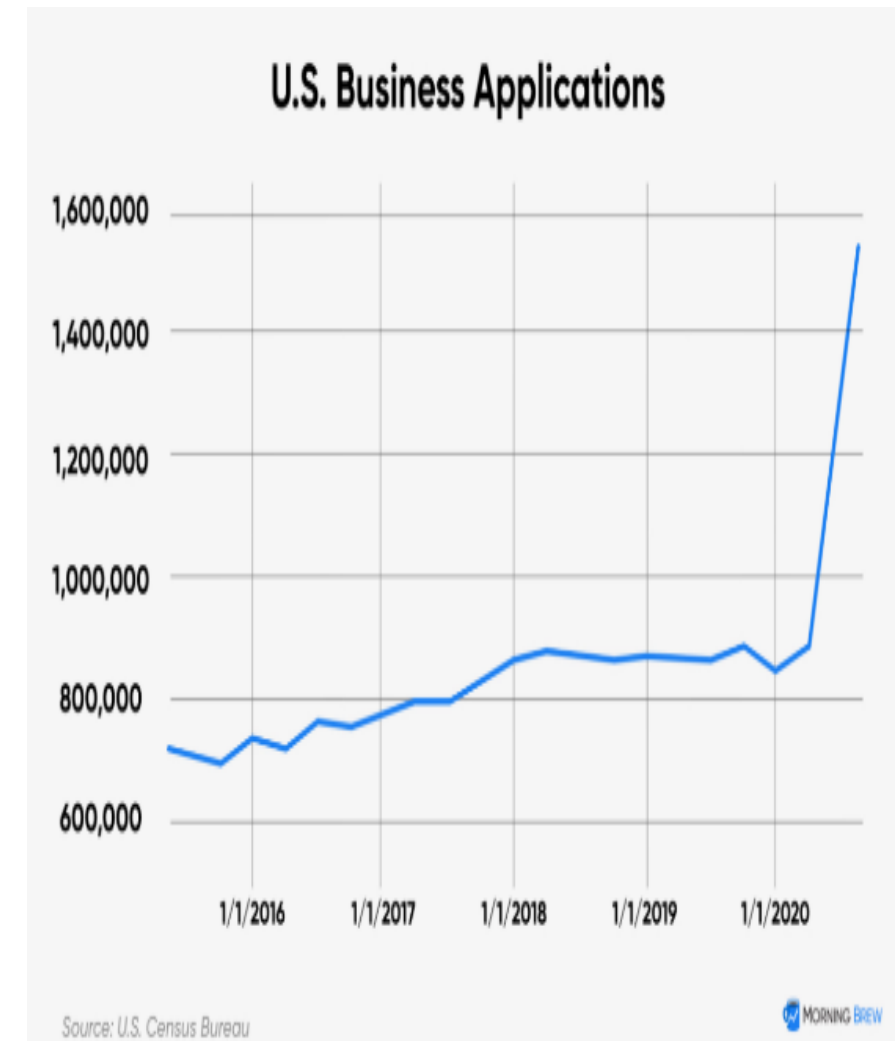
Is this really the time to be starting a new business? Plenty of Mainers seem to think so.



**U.S. Census: 4.5 million more new business formed from January to October 2021 than same period 2019. That's a 56 percent increase over that period!**

# Main Streets Positioned to Lead Entrepreneurial Focused Economic Development

- Net new job growth (60%) results from small businesses.
- Small business provide for unique community identity
- Economic Development more often by Local Entrepreneurs and NOT from Outside Recruitment Activities (MSA Survey of 2,500 businesses – 2021)
  - **Overall, 70 percent of local businesses were started by individuals residing in those same communities.**
  - **At 92 percent, small-scale producers (like artisans, makers, value-add ag producers, and small manufacturers) were nearly always launched by local community residents.**
- For businesses employing between 11 and 20 employees, 81 percent started locally
- For employers of 20 plus employees, 57 percent were launched locally.



# Result: Increased Retail SPACE DEMAND Meets Low "READY" supply



## The Great Pivot Will Continue

- According to data from American Express' Entrepreneurial Spirit Trendex survey , **76% of business owners have pivoted** or are in the process of pivoting their business model to maintain revenue, and among those that already pivoted, **73% expect to pivot again over this year.**





## Impacts Due To the Rise of Remote Work...

- *More drop-in space arrangements for private business offices.*
- *Private building owners shifting to more Co-Work Spaces*
- *Further integration of third spaces into co-work spaces (e.g.*
- *More commercial movement in repurposing office space to housing or longer-term stay Airbnb managed units. In December 2021, month-long stays at Airbnbs increased by 68 percent, according to the company.*



# Housing Issues are Profound and Impacting Growth Opportunities



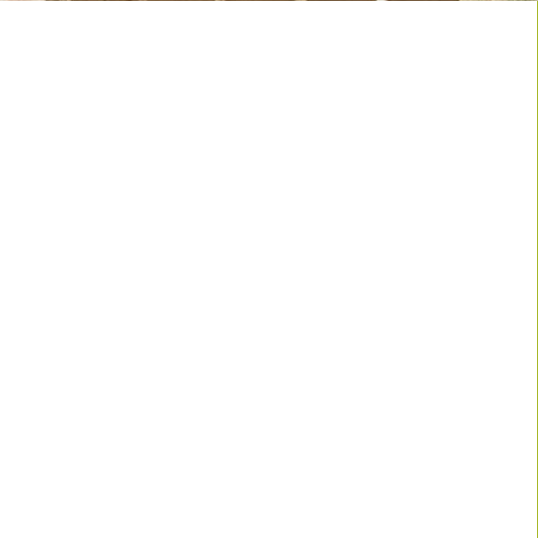
WELCOME TO THE  
**TOMORROW BUILDING**

[CRASH A FEW NIGHTS](#)

[CRASH FOR A WHILE](#)

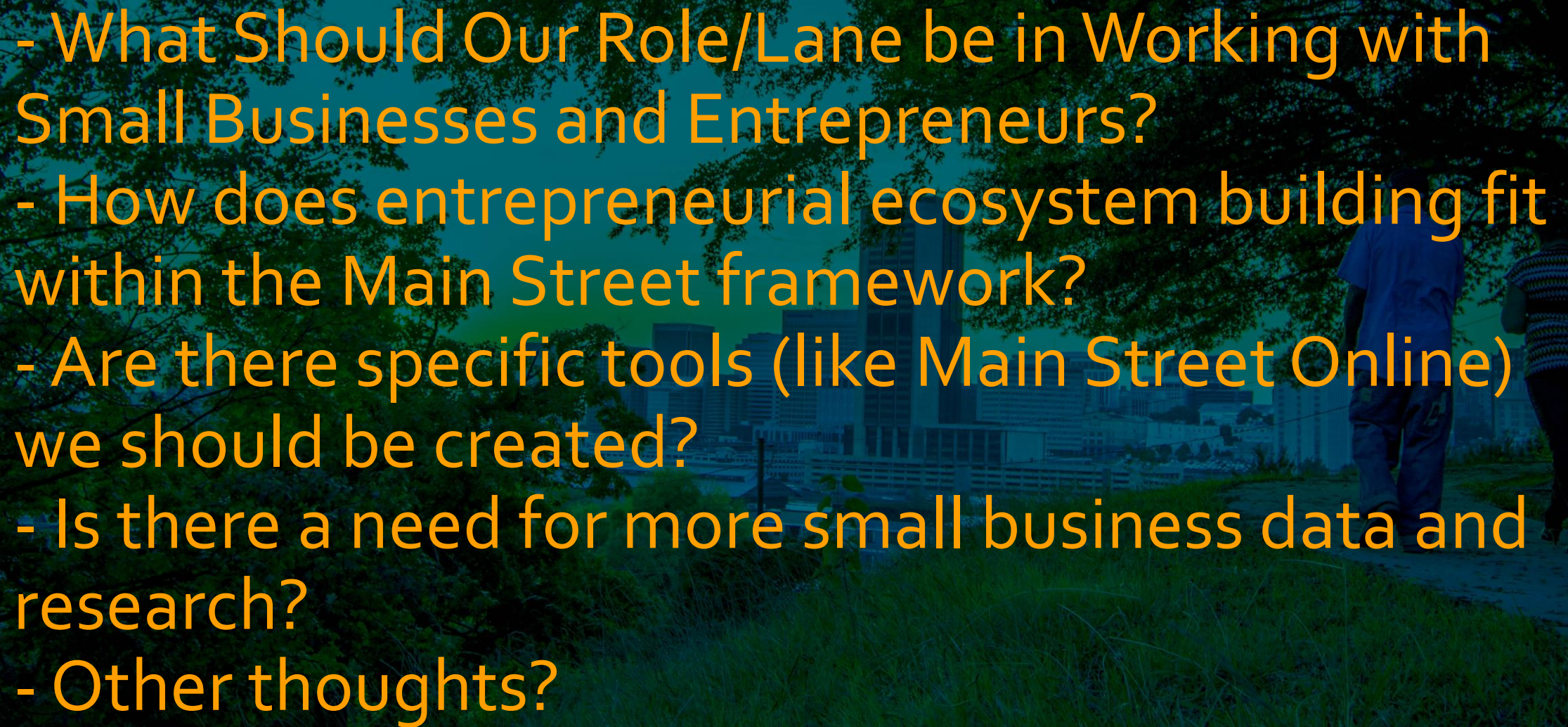
[CONTACT US](#)

[VIRTUAL TOUR](#)



# Some of our thinking

- Remotability Index – How to Assess Your Potential (Virginia Pilot)
- Pushing Small Scale Production
- Entrepreneurship Ecosystem Work Scales – Positioning Main Street as a Critical Connector, Convener and Owner of Place
- Housing Study (Recently Published)
- And examining our “lane” in assisting small businesses:
- How do these changes impact space and place – use and functions?
- Opportunities for new forms of retail and/or types – Pick Up Stores? No Staff Stores (Amazon); Co-op Delivery Businesses?

- 
- What Should Our Role/Lane be in Working with Small Businesses and Entrepreneurs?
  - How does entrepreneurial ecosystem building fit within the Main Street framework?
  - Are there specific tools (like Main Street Online) we should be created?
  - Is there a need for more small business data and research?
  - Other thoughts?

# Technology



# Automation

Throughout history from agriculture to manufacturing, mature industries adjust to control for rising labor costs through automation

Labor shortages and wage increases will move into retail at an accelerated rate

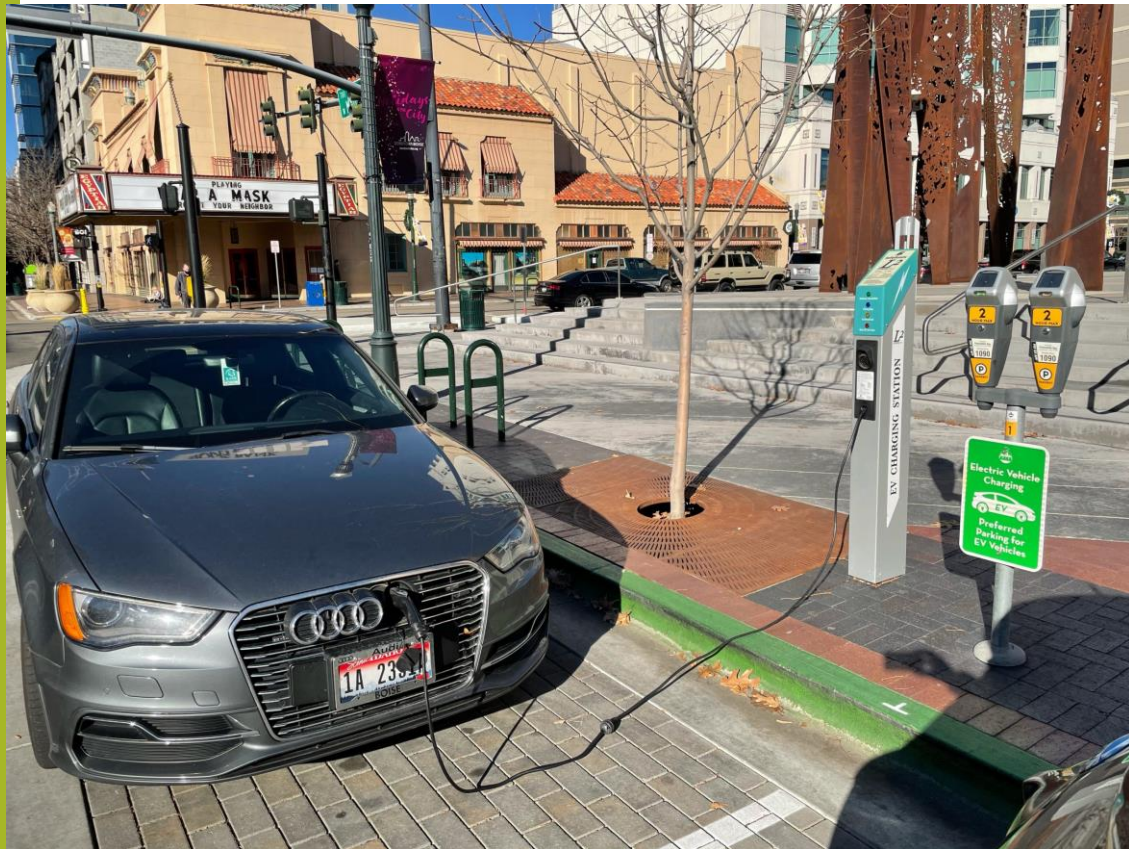
(Mordor Intelligence): The **retail automation** market is expected to grow at a CAGR of 15.41% over the forecast period (2021-2026).

Starbucks, for example, is partnering with Amazon on automated checkout technology. McDonalds even announced that it has been testing artificial intelligence through automated voice ordering at its drive throughs in 10 Chicago locations. This is on the heels of installing more automated cooking equipment such as fryers and soda dispensaries

And Walmart has removed nearly all staffed check-out lanes.



# The Growing Wave of Electric Car Adoption Combined with Sustainable Tourism Will Provide Opportunities for More downtown Tourism Development



- A report by the International Council on Clean Transportation (ICCT) assessed the rapidly growing market for zero-emission vehicles in the United States and projected that the number of electric vehicles riding the roads would top 26 million by 2030.
- electric charges taking anywhere from 20 minutes to 8 hours
- *density of activity will be critical test as to where electric car tourists will make their stops.*



- Are there technology tools that you all could use to make your work easier?

Are you seeing technology use grow in your businesses or even in public infrastructure?

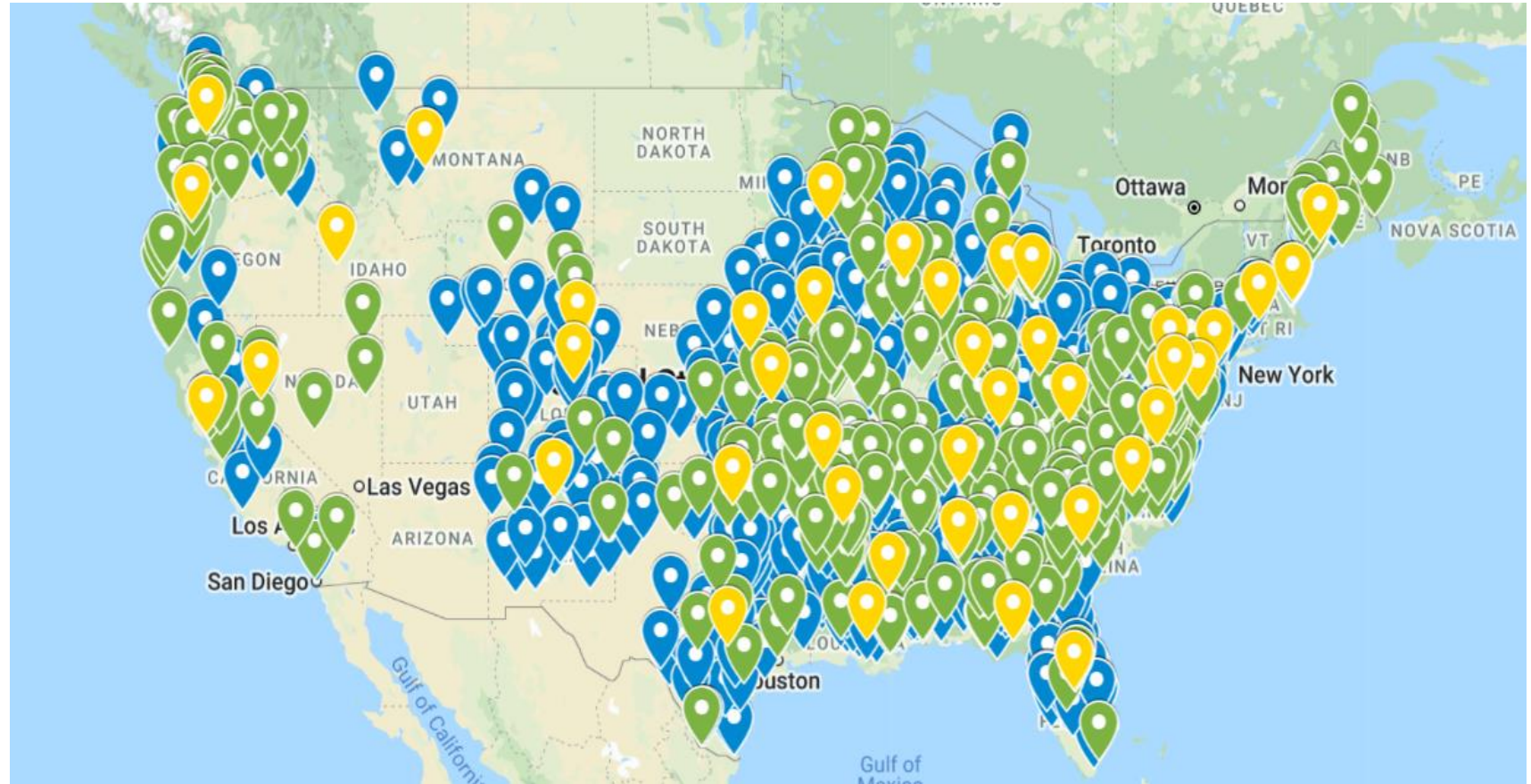


# Main Street Archetypes

The image features a city skyline in the background, viewed from an elevated position on a grassy hillside. The foreground is dominated by lush green grass and the branches of trees. Two individuals are walking away from the viewer on a paved path that curves through the grass. The entire scene is overlaid with a semi-transparent blue filter. At the bottom of the image, there is a decorative graphic consisting of overlapping yellow and orange shapes.

# MAIN STREET AMERICA members across the map

- 1200 MSA programs
- Approximately 300,000 small businesses nationwide
- 70% Rural
- 70-80% LMI



# Orlando's Market Streets

## Curry Ford West Main Street

One of Orlando's newest accredited Main Street districts, Curry Ford West is also its most uniquely charming. What had become a pass-through for commuters is being revitalized by passionate business owners and championed by a new generation of residents eager to build community and see local culture thrive.

Visitors to the district will enjoy a vast collection of craft beer, both locally brewed and from all over the world. They can also select from diverse dining options including Greek, Lebanese, Mexican, Cuban, Irish, Italian, and arguably the best local pizza in Orlando – demanding a return visit to try a new favorite next time.

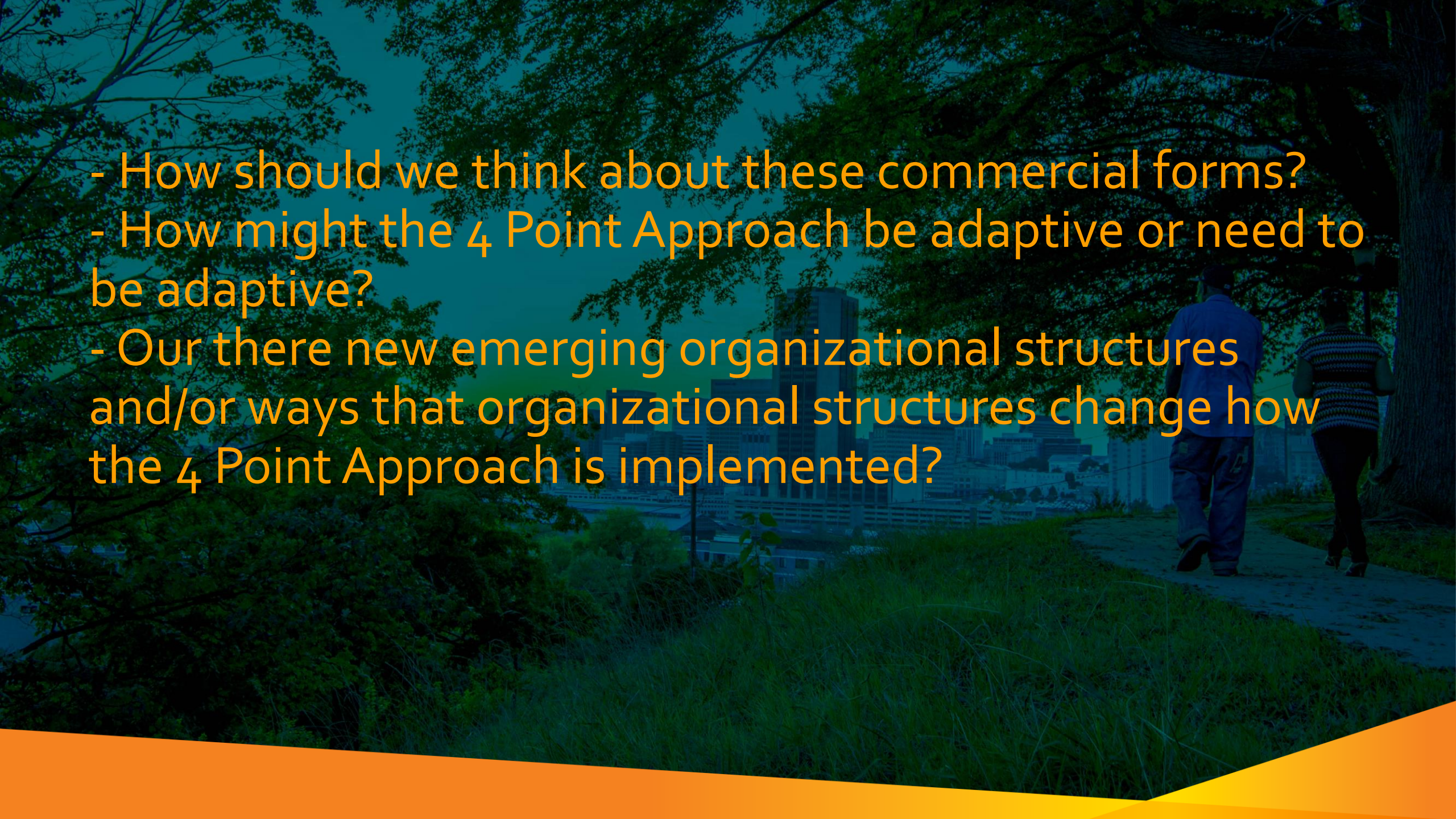


# Oakland County, MI – Birmingham Downtown



# Goldsboro, Florida



- 
- How should we think about these commercial forms?
  - How might the 4 Point Approach be adaptive or need to be adaptive?
  - Our there new emerging organizational structures and/or ways that organizational structures change how the 4 Point Approach is implemented?

# Overall Process

- On Site – Design Context – July 2022 (1/2 Day in each of the communities)
- 4 Focus Group Web Meetings – August 2022
  - Technology Group
  - Societal Shifts Group
  - Economic Shifts Group
  - Design/Spatial/Real Estate Use and Function Group
- Case Study Report on Each Community w/Recommendations
- Joint National Webinar on Findings

# Next Steps

- Establish Visit and Meeting Dates
- Provide list of “types” of invitees for the focus group meetings
- Discuss with each community what we should plan to see/experience on visit.



## **7A. Executive Director Update**

### **Business Development Annual Meeting**

The Business Development Annual Meeting will be held on Monday, August 15, 6-8 pm at the Royal Park Hotel. This agenda features updates on new developments and businesses happening around the City. Invitations will be going out this week.

### **Christmas in July**

Holiday planning is in full swing at the Studio. We have opened the 2022 Festival of Trees Sponsorships and have received an amazing initial response, with (10) 7 Foot Trees and (5) 4 Foot Trees already sponsored. The sponsorship materials are attached. If you know anyone who might be interested in sponsoring a tree, please feel free to pass along the information.

### **Rochester Explorers Club**

Over the Sidewalk Sales weekend, we signed up 774 Explorers! This partnership with the City of Rochester has grown to be a community favorite and we are proud to continue to bring this activity to our community!

### **Magical Mural Tour**

Applications are now open for the 3<sup>rd</sup> Annual Magical Mural Tour. All submission materials are available online at <https://www.downtownrochestermi.com/magical-mural-tour>



# 2022 Sponsorships

Sponsor a tree at the Downtown Rochester Festival of Trees, November 18-20!  
 Select either a 4' or 7' Tree Theme and our talented designers will do the rest!  
 Every tree sponsorship includes (2) tickets for the  
 Cocktail Preview on November 18.  
 All proceeds benefit The Big, Bright Light Show!

## 7' TREE THEMES \$1,000

- |  |                                |                               |
|--|--------------------------------|-------------------------------|
| AMERICANA CHRISTMAS <b>SOLD</b>          | EVERGREEN CHRISTMAS            | SANTA'S SLEIGH                |
| ANGELS WE HAVE HEARD ON HIGH <b>SOLD</b> | GINGERBREAD                    | SWEET SHOPPE                  |
| AROUND THE WORLD                         | THE GRINCH <b>SOLD</b>         | SNOW BUSINESS (PENGUINS)      |
| CARDINALS                                | MIRACLE ON 34TH STREET         | SNOWMAN                       |
| CHRISTMAS IN PARIS <b>SOLD</b>           | NORTH POLE EXPRESS <b>SOLD</b> | VINTAGE CHRISTMAS <b>SOLD</b> |
| COTTAGE CHIC                             | PLAID & PINE                   | WHITE CHRISTMAS <b>SOLD</b>   |
| COUNTRY CHRISTMAS <b>SOLD</b>            | REINDEER GAMES                 | WINTER WOODLAND               |

## 4' TREE THEMES \$500

- |                               |                              |                        |
|-------------------------------|------------------------------|------------------------|
| CANDY CANE LANE               | ELF                          | THE NUTCRACKER         |
| CHARLIE BROWN CHRISTMAS       | GRINCH                       | RUDOLPH                |
| CHRISTMAS KITCHEN <b>SOLD</b> | LETTERS TO SANTA <b>SOLD</b> | SANTA PAWS <b>SOLD</b> |
| COCOA & CHRISTMAS             | MOD CHRISTMAS <b>SOLD</b>    | SANTA'S WORKSHOP       |
| DISNEY                        | MRS. CLAUS KITCHEN           | UP NORTH               |

## YES, I WANT TO BE A TREE SPONSOR!

CONTACT NAME: \_\_\_\_\_  
 BUSINESS NAME: \_\_\_\_\_  
 ADDRESS: \_\_\_\_\_  
 CITY, STATE, ZIP: \_\_\_\_\_  
 TREE THEME: \_\_\_\_\_  
 EMAIL: \_\_\_\_\_

\_\_\_\_\_ CHECK ENCLOSED (PAYABLE TO ROCHESTER DDA)  
 \_\_\_\_\_ CREDIT CARD  
 CARD NUMBER: \_\_\_\_\_  
 EXP. DATE: \_\_\_\_\_ SECURITY CODE: \_\_\_\_\_

**PLEASE RETURN FORM & PAYMENT BY WEDNESDAY, AUGUST 31** TO THE ROCHESTER DDA,  
 DOWNTOWN COLLABORATION STUDIO, 431 MAIN, ROCHESTER, MI 48307 OR  
 EMAIL [KRISTI@DOWNTOWNROCHESTERMI.COM](mailto:KRISTI@DOWNTOWNROCHESTERMI.COM). QUESTIONS? 248/656-0060



Rochester DDA Board Meeting  
July 11, 2022  
Events Coordinator Report

Current Events

- **Sidewalk Sales** – July 14-16. Sidewalk Sales begins this week. Kids are able to sign up for Explorers Club at the DDA booth (431 Main) during Sidewalk Sale hours. We also have a fingerprint magnet kids craft available daily from 12-3pm in front of SEE Eyewear (417 Main). School of Rock will be performing Thursday night on E. 4<sup>th</sup> Street from 6 – 9 pm. Sidewalk Sales is presented by Chief Financial Credit Union.
- **Dancin' in the Street** – July 15. Dancin' in the street will take place on W. Fourth Street from 6-10pm. Our first performer are the Keynote Sisters and our main act will be The SquarePegz. There will be a Tasefest from 7 local eateries including, Back Door Tacos, Dessert Oasis, Ernie's on the Creek, The Little Donut Factory, O'Connor's Public House, Penny Black, and Rochester Mills. Dancin' in the Street is presented by Stewart Team Real Estate Partners.
- **Movies in the Moonlight** – July 16, 23, 30 & August 6 – Movies in the Moonlight kicks off this weekend with Cruella. The Linda Rea Team is the presenting sponsor and will be conducting the pre-show activity. Movies in the Moonlight takes place in the Farmers' Market lot and movies begin at dusk (around 9:15 pm). The Little Donut Factory will be attending each movie this season. They will be selling fresh hot mini donuts with a variety of toppings, popcorn, lemonade, soda and bottled water. If you decide to bring your own goodies, please remember no alcohol or glass containers allowed in the movie lot.

Upcoming movies:

7/23: Mamma Mia! (Sponsored by Genisys Credit Union)

7/30: Jungle Cruise (Sponsored by Bright Loritos)

8/6: Encanto (Sponsored by Lake Michigan Credit Union)

- **Junk in the Trunk – August 13** – Rochester's very own community-wide resale event, Junk in the Trunk will take place 9:00am-1:00pm in the Farmers' Market Upper Lot. Event participation is now open to area residents, Crafters, and Businesses. There are roughly 75 parking spaces in the upper lot. Residents and businesses may purchase parking spaces to sell their treasures. It is up to them what they do with that space- they can bring in tables, pop-up tents or simply open their trunk. The spaces will be sold for \$35 each or two for \$50. Registration forms will be sent out to interested vendors and published online this week.

**DOWNTOWN DEVELOPMENT AUTHORITY BOARD MEETING**  
**July 2022**  
**Marketing Coordinator Update**

**PROMOTION**

**Farmers' Market:**

Market days have been graced with good weather and robust crowds! Attendance has remained increasingly strong through the beginning of July – as we are now seeing more produce selection such as Strawberries, greens and more!

MSU extension Master Gardeners are back and present each week at the market. Their volunteer base took a break starting in 2020 and now beginning to get back to markets. That knowledge and insight on-site has been sought after, so we are excited to welcome them back!

Starting in August our friends from Taste the Local Difference will be hosting three cooking demos in partnership with Parker Grant and Genysis Credit Union. Save the date August 6 – 20

**Thursday Night Market:**

Thursday Night Market's concluded the last week of June. We were able to build relationships with 20 – 25 vendors all diverse in the maker space as well as, small food businesses. Traffic was steady through each Thursday. However, I received constant feedback from vendors that evening market crowds are often more casual shoppers, not as mission focused as we might experience in our Saturday market. Therefore, ultimately spending less overall. We are researching the potential of morphing this market and Junk in the Trunk into a different concept.

**Kris Kringle Market:** Later this month we will be applications will be sent out to previously participating Kringle vendors. In addition staff will be discussing any changes to logistics and reaching out to sponsors.

**Business Directory:** New 2022 business directories will be produced and printed in July. Keep your eye out for the latest edition!

User: mmoriwaki

PERIOD ENDING 06/30/2022

DB: Rochester

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

GL NUMBER	DESCRIPTION	2021-22 AMENDED BUDGET	YTD BALANCE 06/30/2022	ACTIVITY FOR MONTH 06/30/2022	AVAILABLE BALANCE	% BDGT USED
Fund Group <None>						
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Revenues						
Dept 000.000 - GENERAL LEDGER						
248-000.000-402.000	CURRENT PROPERTY TAXES	1,650,000.00	1,702,932.69	0.00	(52,932.69)	103.21
248-000.000-528.000	OTHER GRANTS	0.00	250.00	0.00	(250.00)	100.00
248-000.000-573.000	LOCAL COMMUNITY STABILIZATION	40,000.00	62,361.04	0.00	(22,361.04)	155.90
248-000.000-588.001	MAIN STREET OAKLAND COUNTY GRANT	0.00	5,681.24	741.03	(5,681.24)	100.00
248-000.000-605.032	DDA BUSINESS DEVELOPMENT	20,000.00	19,460.50	1,242.00	539.50	97.30
248-000.000-665.072	INTEREST -MICHIGAN CLASS	0.00	1,888.13	0.00	(1,888.13)	100.00
248-000.000-676.000	ADMINISTRATIVE CROSS CHARGE	43,238.00	43,238.04	3,603.17	(0.04)	100.00
248-000.000-692.000	MISCELLANEOUS INCOME	1,040.00	1,776.00	0.00	(736.00)	170.77
Total Dept 000.000 - GENERAL LEDGER		1,754,278.00	1,837,587.64	5,586.20	(83,309.64)	104.75
TOTAL REVENUES		1,754,278.00	1,837,587.64	5,586.20	(83,309.64)	104.75
Expenditures						
Dept 703.000 - DOWNTOWN DEVELOPMENT AUTHORITY						
248-703.000-701.000	SUPERVISOR SALARIES	79,000.00	82,432.44	13,040.92	(3,432.44)	104.34
248-703.000-701.002	PART-TIME WAGES	0.00	2,157.30	198.90	(2,157.30)	100.00
248-703.000-710.101	LONGEVITY	2,100.00	2,100.00	1,050.00	0.00	100.00
248-703.000-715.000	FICA	6,444.00	6,641.37	1,094.29	(197.37)	103.06
248-703.000-716.000	HOSPITALIZATION	22,206.00	16,515.83	1,890.48	5,690.17	74.38
248-703.000-716.004	HOSPITALIZATION -HSA FUNDING	4,200.00	4,200.00	0.00	0.00	100.00
248-703.000-718.000	RETIREMENT CONTRIBUTION	10,997.00	10,997.00	0.00	0.00	100.00
248-703.000-718.002	EMPLOYER RETIREMENT CONTRIBUT	0.00	1,200.16	138.48	(1,200.16)	100.00
248-703.000-719.000	INSURANCE OTHER THAN MEDICAL	950.00	1,661.94	193.26	(711.94)	174.94
248-703.000-719.002	LOCAL MILEAGE ALLOWANCE	1,097.00	109.98	109.98	987.02	10.03
248-703.000-720.000	WORKER'S COMP. INSURANCE	0.00	302.11	0.00	(302.11)	100.00
248-703.000-721.000	UNEMPLOYMENT COMP. INSURANCE	16.00	275.44	0.00	(259.44)	1,721.50
248-703.000-728.000	POSTAGE	3,168.00	937.85	9.00	2,230.15	29.60
248-703.000-729.000	PRINTING & OFFICE SUPPLIES	21,000.00	16,632.63	805.74	4,367.37	79.20
248-703.000-757.000	OPERATING SUPPLIES	2,600.00	701.87	26.99	1,898.13	27.00
248-703.000-760.000	FARMERS MARKET - OP SUPPLIES	0.00	50.00	50.00	(50.00)	100.00
248-703.000-803.000	LEGAL SERVICES	2,112.00	1,725.00	0.00	387.00	81.68
248-703.000-804.000	AUDITING	3,118.00	2,525.00	0.00	593.00	80.98
248-703.000-805.000	CONTRACTUAL SERVICES	0.00	504.46	0.00	(504.46)	100.00
248-703.000-805.009	CONTRACT SVCS - BUS. DEV COMM	10,445.00	20,311.78	2,931.00	(9,866.78)	194.46
248-703.000-805.010	CONTRACT SVCS - D.P.W.	10,000.00	10,000.00	0.00	0.00	100.00
248-703.000-805.011	CONTRACT SVCS - MAINTENANCE	23,439.00	4,378.16	600.00	19,060.84	18.68
248-703.000-805.027	CABLE CASTING	4,224.00	1,725.00	0.00	2,499.00	40.84
248-703.000-805.030	CONTRACT SVCS - DUMPSTERS	122,764.00	121,861.20	15,669.84	902.80	99.26
248-703.000-805.050	CONTRACT SVCS - EMPLOYMENT	1,795.00	1,365.00	150.00	430.00	76.04
248-703.000-811.000	GENERAL INSURANCE	15,573.00	17,602.00	0.00	(2,029.00)	113.03
248-703.000-850.000	TELECOMMUNICATIONS	5,189.00	6,052.96	553.37	(863.96)	116.65
248-703.000-861.002	EQUIPMENT LEASE - COPY MACHIN	15,000.00	15,511.01	1,240.88	(511.01)	103.41
248-703.000-863.001	PROFESSIONAL DEVELOPMENT	9,000.00	5,099.51	5,450.51	3,099.49	65.56
248-703.000-863.002	TRAVEL	1,584.00	2,550.49	0.00	(966.49)	161.02
248-703.000-921.000	LIGHT & POWER	36,960.00	43,896.25	3,854.12	(6,936.25)	118.77
248-703.000-922.000	HEAT-BUILDING	603.00	663.28	76.12	(60.28)	110.00
248-703.000-931.000	MAINTENANCE & REPAIRS - EQUIP	528.00	1,202.82	0.00	(674.82)	227.81
248-703.000-940.000	RENTAL OF LAND	32,761.00	33,151.56	2,675.00	(390.56)	101.19
248-703.000-955.002	COMMUNITY AFFAIRS- EXTERNAL	5,000.00	4,583.25	1,334.79	416.75	91.67

User: mmoriwaki

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Fund Group <None>						
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Expenditures						
248-703.000-957.000	DUES & SUBSCRIPTIONS	1,689.00	3,084.46	304.56	(1,395.46)	182.62
248-703.000-995.001	ADMINISTRATIVE CROSS CHARGE	80,272.00	78,200.04	4,444.67	2,071.96	97.42
248-703.000-995.004	COMPUTER RENTAL	0.00	2,072.00	2,072.00	(2,072.00)	100.00
Total Dept 703.000 - GENERAL & ADMINSTRATIVE - GA		535,834.00	525,782.15	59,964.90	10,051.85	98.12
Dept 729.000 - ECONOMIC DEVELOPMENT						
248-729.000-805.000	CONTRACTUAL SERVICES	150,000.00	150,000.00	0.00	0.00	100.00
Total Dept 729.000 - ECONOMIC DEVELOPMENT		150,000.00	150,000.00	0.00	0.00	100.00
Dept 900.000 - CAPITAL CONTROL						
248-900.000-974.019	CAPITAL ASSETS - MAINT & MINO	151,000.00	208,533.80	26,012.27	(57,533.80)	138.10
248-900.000-974.121	SIDEWALK RECONSTRUCTION	212,922.00	169,282.91	0.00	43,639.09	79.50
248-900.000-974.210	STREET LIGHTING REPLACEMENT	250,000.00	249,920.00	0.00	80.00	99.97
248-900.000-989.000	COVID-19 RESPONSE	100,444.00	11,842.72	10,822.72	88,601.28	11.79
Total Dept 900.000 - CAPITAL CONTROL		714,366.00	639,579.43	36,834.99	74,786.57	89.53
Dept 965.000 - APPROPRIATIONS TO OTHER FUNDS						
248-965.000-995.202	TRANS TO MVH MAJOR STREET FUN	40,000.00	40,000.00	0.00	0.00	100.00
248-965.000-995.203	TRANS TO MVH LOCAL STREET FUN	401,708.00	633.33	0.00	401,074.67	0.16
248-965.000-995.516	TRANS TO AUTO PARKING FUND	162,164.00	162,164.00	0.00	0.00	100.00
Total Dept 965.000 - APPROPRIATIONS TO OTHER FUNDS		603,872.00	202,797.33	0.00	401,074.67	33.58
TOTAL EXPENDITURES		2,004,072.00	1,518,158.91	96,799.89	485,913.09	75.75
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:						
TOTAL REVENUES		1,754,278.00	1,837,587.64	5,586.20	(83,309.64)	104.75
TOTAL EXPENDITURES		2,004,072.00	1,518,158.91	96,799.89	485,913.09	75.75
NET OF REVENUES & EXPENDITURES		(249,794.00)	319,428.73	(91,213.69)	(569,222.73)	127.88
Fund Group <None>:						
TOTAL REVENUES		2,485,564.00	2,534,144.33	22,984.35	(48,580.33)	101.95
TOTAL EXPENDITURES		2,740,198.00	2,283,922.52	123,727.30	456,275.48	83.35
NET OF REVENUES & EXPENDITURES		(254,634.00)	250,221.81	(100,742.95)	(504,855.81)	98.27
TOTAL REVENUES - ALL FUNDS		2,485,564.00	2,534,144.33	22,984.35	(48,580.33)	101.95
TOTAL EXPENDITURES - ALL FUNDS		2,740,198.00	2,283,922.52	123,727.30	456,275.48	83.35
NET OF REVENUES & EXPENDITURES		(254,634.00)	250,221.81	(100,742.95)	(504,855.81)	98.27