



## City of Rochester

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### PRINCIPAL SHOPPING DISTRICT BOARD MEETING AGENDA

*Members: Donna Bourgoïn, Patti Eisenbraun, Doug Gould,  
Suzette Louise, Jill Lutz & Kevin Stewart*

Downtown Collaboration Studio, 431 S. Main	June 1, 2022	5:30 pm
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1. Call to Order
2. Roll Call
3. Approval of Meeting Minutes – April 6, 2022
4. General Business Agenda Items
  - a. Welcome Alek Mizikar, Director of Public Services & Economic Development, City of Rochester
  - b. Request for Recommendation – Rochester Posed
  - c. Report – Main Street Now Conference
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, Paul Haig,  
Doug Gould, Jill Lutz & Kevin Stewart*

Downtown Collaboration Studio, 431 Main	April 6, 2022	5:30 pm
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**CALL TO ORDER**

Chairman Stewart called the meeting to order at 5:31 pm.

**ROLL CALL**

Members Present: Bourgoin, Gould, Lutz & Stewart

Members Absent: Eisenbraun, Louise

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

**AUDIENCE COMMENTS**

There were no audience comments.

**3. Approval of Meeting Minutes – February 2, 2022**

**MOTION**

Motion by Gould, seconded by Lutz to approve the February 2, 2022 Meeting Minutes.

Yes: Bourgoin, Gould, Lutz, Stewart No: None

**4. General Business Agenda Items**

A. Request for Recommendation – Sidewalk Sales – July 14-16

Jenna reviewed the details for this year's Sidewalk Sales event.

**MOTION**

Motion by Gould, seconded by Lutz to recommend approval of Sidewalk Sales to City Council.

Yes: Bourgoin, Gould, Louise, Lutz, Stewart No: None

B. Request for Recommendation – Dancin’ in the Street – July 15

Jenna reviewed the details for this year’s event. Last year’s band, The Square Pegz, will be the band again this year.

**MOTION**

Motion by Bourgoin, seconded by Lutz to recommend approval of Dancin’ in the Street to City Council

Yes: Bourgoin, Gould, Lutz, Stewart No: None

C. Review of Proposed FYE 2023 Budget

Kristi reviewed the draft budget that was presented to City Council on March 28. The Council had no comments on the budget, but was pleased to see that we planned to continue and potentially enhance the Snow Glow Event. Kevin encouraged board members review the budget and to contact Kristi if they had any questions.

D. Farmers’ Market Update

Taylor provided an update on the upcoming Farmers’ Market Season. Two new vendors will be joining the Market this year – Freeman Meat Co. and Moxie Eats. This year’s tote bags have arrived and will be filled with offers/items from downtown merchants and distributed on Opening Day, May 7. Staff is also investigating creating some outdoor health programs, utilizing Heroes Point at the Rochester Fire Department.

**5. Reports**

A. PSD Financial Report

The current financial report was included in the packet. There were no questions.

B. Events & Marketing

Jenna reported that Deck Art Registration is closing soon and board will begin arriving shortly. Junk in Trunk Registration will begin later this month.

Taylor shared the winning cover design for Spring/Summer Edition of the In Town Magazine from the MOD + Rochester Contest. The winning artist is Tim Gralewski. Magazines are due in homes the week of April 18.

C. Executive Director Report

Kristi reported that Rochester: No Filter will be returning again this year. Last year, the 50 cameras sold out on the first day. This year, a Opening Reception will be held to coincide with the Thursday Night Market on June 9. The exhibition will continue through June 30.

Kristi recapped the DDA's budget presentation to City Council. Highlights included the allocation of funds for Art Downtown and monies set aside for the Front Porch/Town Square.

Kristi shared that City Council did approve placement of the Outdoor Dining Decks for the restaurants again this year. The DDA also requested a waiver of the fees for use of the spaces in light of the monies paid to the Parking Fund by the DDA over the past two years. The vote was 3-3, so the matter will be brought to City Council again at the April 11 Meeting. Kevin shared his frustration with the issue, citing examples of how the restaurants have not fully recovered. Nik suggested that a compromise would be to ask the restaurants to pay the fees. Kristi expressed that for the DDA, it was more a philosophical issue than a financial issue. Many board members indicated that they would be in attendance at the next City Council Meeting to express their viewpoints.

7. Miscellaneous

Kristi shared that there is a date conflict for the May PSD Meeting, as the Just Us Girls Stroll will be using the Studio as their Registration Location. All summer events have been reviewed by the Board over the past two meetings. The Board elected to cancel the May 4 PSD Board Meeting.

**ADJOURN**

Seeing no further business, the meeting adjourned at 6:13 pm.

Respectfully submitted,

Kristi Trevarrow, Executive Director

## MEMORANDUM

DATE: May 24, 2022  
TO: PSD Board  
FROM: Promotions Committee  
SUBJECT: Request for Recommendation –Rochester Posed

We respectfully request your recommendation to City Council for approval of the 2022 Rochester Posed. This event will be held on Thursday, October 6 from 7:00 – 9:00 pm. Downtown Rochester businesses will turn their storefront windows into live mannequin displays. This year's theme for Rochester Posed is Storybooks. This year we will have a people's choice and a judge's choice for the winning window(s). We will be hosting a text to vote for the public and for the judge's choice we will have a panel of judges scoring each window.

Due to the nature of this event, we don't anticipate a need for additional support from police and fire.

Thank you for your consideration.

PERIOD ENDING 04/30/2022

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GL NUMBER	DESCRIPTION	2021-22 AMENDED BUDGET	YTD BALANCE 04/30/2022	ACTIVITY FOR MONTH 04/30/2022	AVAILABLE BALANCE	% BDGT USED
Fund Group <None>						
Fund 493 - PRINCIPAL SHOPPING DISTRICT						
Revenues						
Dept 000.000 - GENERAL LEDGER						
493-000.000-601.001	MAGICAL MURAL TOUR	1,250.00	0.00	0.00	1,250.00	0.00
493-000.000-606.000	TASTE OF FALL	1,250.00	0.00	0.00	1,250.00	0.00
493-000.000-607.000	FOODIE FEBRUARY	1,000.00	0.00	0.00	1,000.00	0.00
493-000.000-608.000	PRINCIPAL SHOPPING DISTRICT	300,158.00	291,712.86	0.00	8,445.14	97.19
493-000.000-609.000	SIDEWALK SALES	5,000.00	5,700.00	0.00	(700.00)	114.00
493-000.000-611.000	MUSIC FESTIVAL/DANCIN	2,000.00	0.00	0.00	2,000.00	0.00
493-000.000-611.001	DANCIN' - SPONSORSHIP	0.00	1,000.00	0.00	(1,000.00)	100.00
493-000.000-611.003	DANCIN' - RESTAURANTS	0.00	550.00	0.00	(550.00)	100.00
493-000.000-612.000	LOVE LOCAL MONTH	2,000.00	0.00	0.00	2,000.00	0.00
493-000.000-614.000	LAGNIAPPE	1,000.00	1,000.00	0.00	0.00	100.00
493-000.000-616.001	KRIS KRINGLE MARKET	28,000.00	40,228.00	0.00	(12,228.00)	143.67
493-000.000-618.000	BIG BRIGHT LIGHT SHOW	75,000.00	58,679.49	0.00	16,320.51	78.24
493-000.000-619.000	WINTER MAGAZINE	20,000.00	16,825.00	0.00	3,175.00	84.13
493-000.000-621.000	SPRING MAGAZINE	15,000.00	6,862.50	0.00	8,137.50	45.75
493-000.000-622.002	ANNUAL AWARENESS PROGRAMSOR	5,000.00	4,250.00	0.00	750.00	85.00
493-000.000-624.001	FIRE & ICE FESTIVAL	13,000.00	19,220.00	220.00	(6,220.00)	147.85
493-000.000-624.013	PUBLIC ART EVENT	26,000.00	4,000.00	0.00	22,000.00	15.38
493-000.000-624.014	MOVIES IN THE MOONLIGHT	3,500.00	4,310.00	0.00	(810.00)	123.14
493-000.000-634.748	HALLOWEEN EVENTS	1,000.00	1,000.00	0.00	0.00	100.00
493-000.000-634.755	JUNK IN THE TRUNK	4,600.00	2,180.00	0.00	2,420.00	47.39
493-000.000-634.757	DECK ART	500.00	210.00	10.00	290.00	42.00
493-000.000-634.762	ROCHESTER POSED	1,000.00	250.00	0.00	750.00	25.00
493-000.000-634.767	FARMERS MARKET	30,000.00	21,188.00	225.00	8,812.00	70.63
493-000.000-634.769	ROCHESTER EXPLORERS CLUB	6,100.00	450.00	0.00	5,650.00	7.38
493-000.000-634.770	SMALL BUSINESS SATURDAY	1,500.00	1,500.00	0.00	0.00	100.00
493-000.000-634.775	CAROLING IN THE CITY	0.00	1,500.00	0.00	(1,500.00)	100.00
493-000.000-665.072	INTEREST -MICHIGAN CLASS	0.00	50.63	0.00	(50.63)	100.00
493-000.000-665.961	PSD INTEREST & PENALTIES	0.00	828.69	0.00	(828.69)	100.00
493-000.000-676.000	ADMINISTRATIVE CROSS CHARGE	27,428.00	22,856.70	2,285.67	4,571.30	83.33
493-000.000-692.000	MISCELLANEOUS INCOME	10,000.00	0.00	0.00	10,000.00	0.00
493-000.000-699.805	TRANS FRM DDA-CONTRACTUAL SRV	150,000.00	150,000.00	150,000.00	0.00	100.00
Total Dept 000.000 - GENERAL LEDGER		731,286.00	656,351.87	152,740.67	74,934.13	89.75
TOTAL REVENUES		731,286.00	656,351.87	152,740.67	74,934.13	89.75
Expenditures						
Dept 701.000 - GENERAL & ADMINSTRATIVE - GA						
493-701.000-701.001	EMPLOYEE WAGES	80,500.00	65,530.94	6,242.26	14,969.06	81.40
493-701.000-701.002	PART-TIME WAGES	2,040.00	348.31	0.00	1,691.69	17.07
493-701.000-701.003	OVERTIME WAGES	13,612.00	10,396.68	87.78	3,215.32	76.38
493-701.000-715.000	FICA	8,000.00	5,761.45	477.23	2,238.55	72.02
493-701.000-716.000	HOSPITALIZATION	13,000.00	8,880.60	840.24	4,119.40	68.31
493-701.000-716.004	HOSPITALIZATION -HSA FUNDING	4,100.00	4,200.00	0.00	(100.00)	102.44
493-701.000-718.001	DEFINED CONTRIBUTION	8,900.00	7,023.32	585.52	1,876.68	78.91
493-701.000-718.002	EMPLOYER RETIREMENT CONTRIBUTI	2,400.00	1,938.40	184.64	461.60	80.77
493-701.000-719.000	DENTAL/OPTICAL	750.00	770.14	72.32	(20.14)	102.69
493-701.000-728.000	POSTAGE	0.00	10.85	0.00	(10.85)	100.00
493-701.000-801.000	ADMINISTRATIVE CROSS CHARGE	30,247.00	25,205.80	2,520.58	5,041.20	83.33
493-701.000-805.703	CONTRACT SVCS - EMPLOYMENT	18,000.00	10,589.18	0.00	7,410.82	58.83

PERIOD ENDING 04/30/2022

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GL NUMBER	DESCRIPTION	2021-22 AMENDED BUDGET	YTD BALANCE 04/30/2022	ACTIVITY FOR MONTH 04/30/2022	AVAILABLE BALANCE	% BDGT USED
Fund Group <None>						
Fund 493 - PRINCIPAL SHOPPING DISTRICT						
Expenditures						
493-701.000-863.000	TRAVEL/MEETINGS & CONFERENCES	2,550.00	0.00	0.00	2,550.00	0.00
493-701.000-961.000	CASH-SHORT OR OVER	0.00	16.15	0.00	(16.15)	100.00
493-701.000-963.002	MERCHANT SERVICE FEES	5,101.00	8,267.76	291.05	(3,166.76)	162.08
Total Dept 701.000 - GENERAL & ADMINSTRATIVE - GA		189,200.00	148,939.58	11,301.62	40,260.42	78.72
Dept 702.000 - TASTE OF FALL						
493-702.000-790.007	AD PR - SIGNAGE	1,500.00	2,718.78	0.00	(1,218.78)	181.25
Total Dept 702.000 - TASTE OF FALL		1,500.00	2,718.78	0.00	(1,218.78)	181.25
Dept 707.000 - FOODIE FEBRUARY						
493-707.000-805.000	CONTRACTUAL SERVICES	2,000.00	932.03	0.00	1,067.97	46.60
Total Dept 707.000 - FOODIE FEBRUARY		2,000.00	932.03	0.00	1,067.97	46.60
Dept 708.000 - KRIS KRINGLE MARKET						
493-708.000-790.007	AD PR - SIGNAGE	1,838.00	706.58	0.00	1,131.42	38.44
493-708.000-861.000	EQUIPMENT RENTAL	13,779.00	14,624.84	0.00	(845.84)	106.14
493-708.000-963.000	MISCELLANEOUS	18,383.00	22,719.44	0.00	(4,336.44)	123.59
Total Dept 708.000 - KRIS KRINGLE MARKET		34,000.00	38,050.86	0.00	(4,050.86)	111.91
Dept 709.000 - SIDEWALK SALES - SS						
493-709.000-790.002	AD PR - NEWSPAPER	625.00	472.20	0.00	152.80	75.55
493-709.000-790.007	AD PR - SIGNAGE	625.00	169.00	0.00	456.00	27.04
493-709.000-805.000	CONTRACTUAL SERVICES	3,124.00	985.09	0.00	2,138.91	31.53
493-709.000-963.000	MISCELLANEOUS	625.00	724.97	0.00	(99.97)	116.00
Total Dept 709.000 - SIDEWALK SALES - SS		4,999.00	2,351.26	0.00	2,647.74	47.03
Dept 711.000 - DANCIN IN THE STREETS						
493-711.000-805.000	CONTRACTUAL SERVICES	10,000.00	7,072.33	0.00	2,927.67	70.72
Total Dept 711.000 - DANCIN IN THE STREETS		10,000.00	7,072.33	0.00	2,927.67	70.72
Dept 712.000 - MAGICAL MURAL TOUR						
493-712.000-805.000	CONTRACTUAL SERVICES	1,500.00	1,000.00	0.00	500.00	66.67
Total Dept 712.000 - MAGICAL MURAL TOUR		1,500.00	1,000.00	0.00	500.00	66.67
Dept 714.000 - LAGNIAPPE - LAG						
493-714.000-790.007	AD PR - SIGNAGE	236.00	101.00	0.00	135.00	42.80
493-714.000-805.000	CONTRACTUAL SERVICES	5,264.00	6,726.17	0.00	(1,462.17)	127.78

PERIOD ENDING 04/30/2022

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Fund Group <None>						
Fund 493 - PRINCIPAL SHOPPING DISTRICT						
Expenditures						
Total Dept 714.000 - LAGNIAPPE - LAG		5,500.00	6,827.17	0.00	(1,327.17)	124.13
Dept 715.000 - ANNUAL AWARENESS PROGRAM						
493-715.000-790.003	AD PR - PRINTING/GRAPHICS	6,880.00	4,556.83	0.00	2,323.17	66.23
493-715.000-791.004	AD-PL-TV-HLDY PARADE/DT PROMO	27,099.00	30,000.00	0.00	(2,901.00)	110.71
493-715.000-792.000	BANNERS	6,021.00	6,934.00	1,452.00	(913.00)	115.16
493-715.000-963.000	MISCELLANEOUS	0.00	275.00	0.00	(275.00)	100.00
Total Dept 715.000 - ANNUAL AWARENESS PROGRAM		40,000.00	41,765.83	1,452.00	(1,765.83)	104.41
Dept 716.000 - FIRE & ICE FESTIVAL						
493-716.000-731.000	LICENSE AND FEES	9,534.00	17,337.50	0.00	(7,803.50)	181.85
493-716.000-790.003	AD PR - PRINTING/GRAPHICS	347.00	164.80	0.00	182.20	47.49
493-716.000-790.007	AD PR - SIGNAGE	1,213.00	274.40	0.00	938.60	22.62
493-716.000-805.000	CONTRACTUAL SERVICES	8,906.00	14,320.74	0.00	(5,414.74)	160.80
Total Dept 716.000 - FIRE & ICE FESTIVAL		20,000.00	32,097.44	0.00	(12,097.44)	160.49
Dept 719.000 - WINTER MAGAZINE						
493-719.000-728.000	POSTAGE	6,942.00	7,252.39	0.00	(310.39)	104.47
493-719.000-790.003	AD PR - PRINTING/GRAPHICS	17,705.00	17,255.87	0.00	449.13	97.46
493-719.000-794.000	GRAPHIC DESIGN	7,536.00	7,200.00	0.00	336.00	95.54
493-719.000-805.000	CONTRACTUAL SERVICES	3,817.00	3,072.82	350.00	744.18	80.50
Total Dept 719.000 - WINTER MAGAZINE		36,000.00	34,781.08	350.00	1,218.92	96.61
Dept 720.000 - SPRING MAGAZINE						
493-720.000-728.000	POSTAGE	7,262.00	7,269.86	7,269.86	(7.86)	100.11
493-720.000-790.003	AD PR - PRINTING/GRAPHICS	17,638.00	0.00	0.00	17,638.00	0.00
493-720.000-794.000	GRAPHIC DESIGN	7,470.00	7,200.00	3,600.00	270.00	96.39
493-720.000-805.000	CONTRACTUAL SERVICES	3,631.00	5,431.88	333.67	(1,800.88)	149.60
Total Dept 720.000 - SPRING MAGAZINE		36,001.00	19,901.74	11,203.53	16,099.26	55.28
Dept 722.000 - LOVE LOCAL MONTH						
493-722.000-805.000	CONTRACTUAL SERVICES	3,000.00	0.00	0.00	3,000.00	0.00
Total Dept 722.000 - LOVE LOCAL MONTH		3,000.00	0.00	0.00	3,000.00	0.00
Dept 735.000 - PUBLIC ART EVENT						
493-735.000-963.000	MISCELLANEOUS	25,000.00	14,125.00	0.00	10,875.00	56.50
Total Dept 735.000 - PUBLIC ART EVENT		25,000.00	14,125.00	0.00	10,875.00	56.50
Dept 736.000 - MOVIES IN THE MOONLIGHT						
493-736.000-790.007	AD PR - SIGNAGE	488.00	551.66	0.00	(63.66)	113.05



PERIOD ENDING 04/30/2022

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Fund Group <None>						
Fund 493 - PRINCIPAL SHOPPING DISTRICT						
Expenditures						
493-736.000-791.002	AD PL - NEWSPAPER ADV	878.00	300.00	0.00	578.00	34.17
493-736.000-805.000	CONTRACTUAL SERVICES	13,658.00	9,508.71	0.00	4,149.29	69.62
493-736.000-963.000	MISCELLANEOUS	975.00	943.65	0.00	31.35	96.78
Total Dept 736.000 - MOVIES IN THE MOONLIGHT		15,999.00	11,304.02	0.00	4,694.98	70.65
Dept 748.000 - HALLOWEEN EVENTS						
493-748.000-805.000	CONTRACTUAL SERVICES	1,600.00	1,685.00	0.00	(85.00)	105.31
493-748.000-963.000	MISCELLANEOUS	2,400.00	3,509.22	0.00	(1,109.22)	146.22
Total Dept 748.000 - HALLOWEEN EVENTS		4,000.00	5,194.22	0.00	(1,194.22)	129.86
Dept 752.000 - BIG BRIGHT LIGHTSHOW						
493-752.000-763.000	FESTIVAL OF TREES	20,402.00	33,218.95	0.00	(12,816.95)	162.82
493-752.000-805.000	CONTRACTUAL SERVICES	255,025.00	282,834.00	0.00	(27,809.00)	110.90
Total Dept 752.000 - BIG BRIGHT LIGHTSHOW		275,427.00	316,052.95	0.00	(40,625.95)	114.75
Dept 755.000 - JUNK IN THE TRUNK						
493-755.000-963.000	MISCELLANEOUS	3,000.00	240.38	0.00	2,759.62	8.01
Total Dept 755.000 - JUNK IN THE TRUNK		3,000.00	240.38	0.00	2,759.62	8.01
Dept 757.000 - DECK ART						
493-757.000-963.000	MISCELLANEOUS	2,000.00	209.22	209.22	1,790.78	10.46
Total Dept 757.000 - DECK ART		2,000.00	209.22	209.22	1,790.78	10.46
Dept 762.000 - ROCHESTER POSED						
493-762.000-790.003	AD PR - PRINTING/GRAPHICS	300.00	270.36	0.00	29.64	90.12
493-762.000-963.000	MISCELLANEOUS	1,200.00	1,889.79	0.00	(689.79)	157.48
Total Dept 762.000 - ROCHESTER POSED		1,500.00	2,160.15	0.00	(660.15)	144.01
Dept 767.000 - FARMERS MARKET						
493-767.000-760.000	FARMERS MARKET - OP SUPPLIES	10,000.00	7,307.15	2,517.33	2,692.85	73.07
Total Dept 767.000 - FARMERS MARKET		10,000.00	7,307.15	2,517.33	2,692.85	73.07
Dept 769.000 - ROCHESTER EXPLORERS CLUB						
493-769.000-963.000	MISCELLANEOUS	6,500.00	435.95	0.00	6,064.05	6.71
Total Dept 769.000 - ROCHESTER EXPLORERS CLUB		6,500.00	435.95	0.00	6,064.05	6.71

PERIOD ENDING 04/30/2022

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Fund Group <None>						
Fund 493 - PRINCIPAL SHOPPING DISTRICT						
Expenditures						
Dept 770.000 - SMALL BUSINESS SATURDAY						
493-770.000-963.000	MISCELLANEOUS	2,000.00	2,796.63	0.00	(796.63)	139.83
Total Dept 770.000 - SMALL BUSINESS SATURDAY		2,000.00	2,796.63	0.00	(796.63)	139.83
Dept 774.000 - HOLIDAY PROGRAMS						
493-774.000-760.000	CAROLING IN THE CITY - OP SUPPLIES	7,000.00	6,951.64	0.00	48.36	99.31
Total Dept 774.000 - HOLIDAY PROGRAMS		7,000.00	6,951.64	0.00	48.36	99.31
TOTAL EXPENDITURES		736,126.00	703,215.41	27,033.70	32,910.59	95.53
Fund 493 - PRINCIPAL SHOPPING DISTRICT:						
TOTAL REVENUES		731,286.00	656,351.87	152,740.67	74,934.13	89.75
TOTAL EXPENDITURES		736,126.00	703,215.41	27,033.70	32,910.59	95.53
NET OF REVENUES & EXPENDITURES		(4,840.00)	(46,863.54)	125,706.97	42,023.54	968.25