



City of Rochester

400 Sixth Street
Rochester, MI 48307
P: (248) 651-9061
F: (248) 651-2624
www.rochestermi.org

PRINCIPAL SHOPPING DISTRICT BOARD MEETING AGENDA

*Members: Donna Bourgoïn, Patti Eisenbraun, Paul Haig, Debbie Jones
Jill Lutz, Karen Malsbury & Kevin Stewart*

Downtown Collaboration Studio, 431 S. Main	March 6, 2024	5:30 pm
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1. Call to Order
2. Roll Call
3. Approval of Meeting Minutes – February 7, 2024
4. General Business
 - a. Request for Recommendation – Makers Market
 - b. PSD Assessment Renewal 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 Bourgoïn, Patti Eisenbraun,
Paul Haig, Karen Malsbury, Jill Lutz & Kevin Stewart*

Downtown Collaboration Studio, 431 Main	February 7, 2024	5:30 pm
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CALL TO ORDER

Chairman Stewart called the meeting to order at 5:44 pm.

ROLL CALL

Members Present: Lutz, Malsbury, Stewart

Members Absent: Bourgoïn, Eisenbraun

DDA Liaison Present: Paul Haig

Staff Present: Executive Director Kristi Trevarrow, DDA Events Coordinator Jenna O'Dell, DDA Marketing Coordinator Taylor Knuth, City Manager Nik Banda, City Permit Coordinator Jeremy Peckens

3. FYE 2025 Goals & Objectives Discussion

A. End of the Year Wrap Up Presentation

Kristi gave a presentation on the highlights of our marketing, event and social media efforts for the 4th Quarter of 2023.

B. Proposed 2024 Event Calendar

Jenna reviewed the proposed 2024 Event Calendar. She noted that the way that July 4 falls this year, we are pushing Sidewalk Sales back one week. As a result, we will only be hosting 3 Movies in the Moonlight nights this year. It was also noted that we don't have information from Oakland County yet regarding their future intentions for Fire & Ice.

C. Events for Discussion

Lagniappe – The Board discussed the 2023 event, indicating that from the feedback that they have received from the community, that this should be our “new normal” going forward. Kristi

shared that Big, Bright Light Show Presenting Sponsor, Fox Automotive, has indicated that they would like to sponsor the entire fireworks display each year, starting in 2024. Kristi also reported that in anticipation of a move in this direction, she has already received approval from MDOT to close the road for Lagniappe again this year.

Kris Kringle Market Expansion – Taylor reported that after a meeting with City Department Heads, it was agreed that there is an opportunity to expand the footprint of the Kris Kringle Market to Walnut Blvd. as has been discussed by the PSD Board previously. Taylor reviewed the proposed new footprint with the Board. The Board directed staff to develop plans and costs associated with the expansion to bring back to a future meeting for review.

Gift Card Match Program – Kristi reviewed the 2023 Gift Card Match Program, sharing that the new approach of passing out vouchers to people standing in line prior to 5 pm seemed to be well received and helped to move the line along. It also helped so that people who arrived after 5 pm didn't have to wait for an hour or more to learn that they were in line too late for a certificate. Kristi also reported that Chief Financial Credit Union has declined to sponsor this initiative for 2024, but will still be investing the dollars with us as the Presenting Sponsor of the Snowman Stroll.

D. PSD Assessment Renewal

Kristi reviewed the PSD Assessment process, indicating that our current renewal expires this year. The previous assessment was for five years. While providing some stability for planning, it did not allow for inflationary increases in costs, wages and health insurance costs. The staff, along with the City Finance Department is recommending a three year assessment, with an increase to level out the funding and provide a buffer for the three years so that we can react to inflationary and cost changes.

Kristi reviewed increase options varying from \$.03 - \$.08 cent increase per square foot. The Board elected to propose a 25% increase, which would increase the current rates in a range of \$.05 - \$.08 cents increase. It was also decided to restore the original cap on large properties from \$9,000 to \$10,000, which is allowed by statute. The next steps are for the PSD to give a presentation to City Council on their proposal and to request that a Public Hearing be set. The staff will target to get on the City Council agenda for the last meeting in February or the first meeting in March.

4. Reports

A. PSD Financial Report

The current financial report was included in the meeting packet.

B. Events & Marketing

Jenna reviewed the recent Frost Festival Event and the current Foodie February Promotion.

Taylor reported that the Spring Marketing Kits went out and plans are underway for the Spring/Summer Issue of the In 'Town Magazine and the 25th Season of the Farmers' Market.

C. Executive Director Report

Kristi shared that the DDA Board will receive a presentation at their February Meeting from the City Attorney regarding Social Districts. Kristi also reported that today's annual accreditation visit with Main Street Oakland County went very well and that we are accredited for another year.

ADJOURN

Seeing no further business, the meeting adjourned at 7:00 pm.

Respectfully submitted,

Kristi Trevarrow, Executive Director

MEMORANDUM

DATE: March 1, 2024

TO: PSD Board

FROM: Taylor Knuth, Marketing Coordinator & Jenna O'Dell, Events Coordinator

SUBJECT: Request for Recommendation – Downtown Rochester Makers' Market

We respectfully request your recommendation of the PSD for approval of the 2024 Makers' Market. The market will be hosted on Saturday, June 22 from 10:00 am – 6:00 pm on W. Fourth St.

We request that W. Fourth be close between Main and Walnut on that Saturday morning. We will be working with Police and DPW to coordinate the road closure, barricade, and trash pick-up. The market will consist of around 45 artisan, crafter, and vintage businesses.

Vendors would utilize individual 10 x 10 tents to sell their products and wares. We would plan to invite musicians for entertainment and potentially entertainment elements. The DDA will host a Love Local booth and be conducting a tote bag giveaway to early customers. This year, Genisys Credit Union is the presenting sponsor of the event.

Thank you for your consideration in this matter.

PERIOD ENDING 02/29/2024

GL NUMBER	DESCRIPTION	2023-24 AMENDED BUDGET	YTD BALANCE 02/29/2024	ACTIVITY FOR MONTH 02/29/2024	AVAILABLE BALANCE	% BDGT USED
Fund 245 - PRINCIPAL SHOPPING DISTRICT FUND						
Revenues						
Dept 000.000 - GENERAL LEDGER						
245-000.000-474.001	PSD INTEREST & PENALTIES	500.00	257.06	0.00	242.94	51.41
245-000.000-601.001	MAGICAL MURAL TOUR	500.00	0.00	0.00	500.00	0.00
245-000.000-605.003	SIDEWALK SALES	5,000.00	10,000.00	0.00	(5,000.00)	200.00
245-000.000-605.004	MUSIC FESTIVAL/DANCING	4,000.00	2,750.00	0.00	1,250.00	68.75
245-000.000-605.007	LAGNIAPPE	1,500.00	7,500.00	0.00	(6,000.00)	500.00
245-000.000-605.009	KRIS KRINGLE MARKET	43,000.00	48,259.00	0.00	(5,259.00)	112.23
245-000.000-605.011	BIG BRIGHT LIGHT SHOW	75,000.00	59,413.25	0.00	15,586.75	79.22
245-000.000-605.013	IN TOWN MAGAZINE	30,000.00	15,750.00	700.00	14,250.00	52.50
245-000.000-605.014	TASTE OF FALL	500.00	0.00	0.00	500.00	0.00
245-000.000-605.015	SPRING MAGAZINE	0.00	10,310.00	6,300.00	(10,310.00)	100.00
245-000.000-605.016	PANCAKES & PJ'S	2,000.00	3,155.00	0.00	(1,155.00)	157.75
245-000.000-605.018	ANNUAL AWARENESS PROGRAM	5,000.00	9,000.00	0.00	(4,000.00)	180.00
245-000.000-605.024	FIRE & ICE FESTIVAL	13,000.00	9,450.00	0.00	3,550.00	72.69
245-000.000-605.029	SNOWMAN STROLL	33,000.00	19,500.00	0.00	13,500.00	59.09
245-000.000-605.030	MOVIES IN THE MOONLIGHT	7,600.00	3,450.00	0.00	4,150.00	45.39
245-000.000-605.044	HALLOWEEN EVENTS	1,500.00	1,750.00	0.00	(250.00)	116.67
245-000.000-605.050	DOWNTOWN MAKERS MARKET	6,000.00	0.00	0.00	6,000.00	0.00
245-000.000-605.052	DECK ART	500.00	290.00	280.00	210.00	58.00
245-000.000-605.057	ROCHESTER POSED	700.00	50.00	0.00	650.00	7.14
245-000.000-605.062	FARMERS MARKET	30,000.00	8,680.00	810.00	21,320.00	28.93
245-000.000-605.064	ROCHESTER EXPLORERS CLUB	5,000.00	0.00	0.00	5,000.00	0.00
245-000.000-605.065	SMALL BUSINESS SATURDAY	1,500.00	1,500.00	0.00	0.00	100.00
245-000.000-605.070	CAROLING IN THE CITY	1,500.00	360.00	0.00	1,140.00	24.00
245-000.000-605.071	DOWNTOWN COOKIE STROLL	7,500.00	7,405.00	0.00	95.00	98.73
245-000.000-665.072	INTEREST -MICHIGAN CLASS	5,000.00	6,213.47	0.00	(1,213.47)	124.27
245-000.000-676.000	ADMINISTRATIVE CROSS CHARGE	57,989.00	38,659.36	4,832.42	19,329.64	66.67
245-000.000-692.000	MISCELLANEOUS INCOME	5,000.00	0.00	0.00	5,000.00	0.00
245-000.000-693.100	PRINCIPAL SHOPPING DISTRICT	300,158.00	286,453.97	0.00	13,704.03	95.43
245-000.000-699.805	TRANS FRM DDA-CONTRACTUAL SRV	225,000.00	225,000.00	0.00	0.00	100.00
Total Dept 000.000 - GENERAL LEDGER		867,947.00	775,156.11	12,922.42	92,790.89	89.31
TOTAL REVENUES		867,947.00	775,156.11	12,922.42	92,790.89	89.31
Expenditures						
Dept 703.000 - GENERAL & ADMINSTRATIVE - GA						
245-703.000-794.000	SMALL BUSINESS SATURDAY	0.00	326.51	0.00	(326.51)	100.00
245-703.000-863.000	TRAVEL/MEETINGS & CONFERENCES	2,602.00	0.00	0.00	2,602.00	0.00
245-703.000-864.008	CASH-SHORT OR OVER	0.00	3.03	0.00	(3.03)	100.00
245-703.000-963.002	MERCHANT SERVICE FEES	10,000.00	7,626.09	304.82	2,373.91	76.26
245-703.000-995.001	ADMINISTRATIVE CROSS CHARGE	41,592.00	27,728.00	3,466.00	13,864.00	66.67
Total Dept 703.000 - GENERAL & ADMINSTRATIVE - GA		54,194.00	35,683.63	3,770.82	18,510.37	65.84
Dept 729.000 - ECONOMIC DEVELOPMENT						
245-729.000-760.000	FARMERS MARKET	15,000.00	8,392.09	145.00	6,607.91	55.95
245-729.000-760.001	CAROLING IN THE CITY	6,000.00	4,547.25	100.00	1,452.75	75.79
245-729.000-762.000	FIRE & ICE	20,000.00	25,500.93	23,908.53	(5,500.93)	127.50
245-729.000-763.000	FESTIVAL OF TREES	40,000.00	39,890.33	132.98	109.67	99.73
245-729.000-790.002	PANCAKES & PJ'S	500.00	634.58	0.00	(134.58)	126.92
245-729.000-790.003	IN TOWN MAGAZINE	70,000.00	38,152.65	0.00	31,847.35	54.50
245-729.000-790.007	TASTE OF FALL	2,500.00	1,208.65	0.00	1,291.35	48.35
245-729.000-790.010	FOODIE FEBRUARY	1,000.00	177.02	177.02	822.98	17.70

PERIOD ENDING 02/29/2024

GL NUMBER	DESCRIPTION	2023-24 AMENDED BUDGET	YTD BALANCE 02/29/2024	ACTIVITY FOR MONTH 02/29/2024	AVAILABLE BALANCE	% BDGT USED
Fund 245 - PRINCIPAL SHOPPING DISTRICT FUND						
Expenditures						
245-729.000-790.011	KRIS KRINGLE MARKET	38,000.00	40,977.05	0.00	(2,977.05)	107.83
245-729.000-791.001	SIDEWALK SALES	4,000.00	2,297.17	0.00	1,702.83	57.43
245-729.000-791.002	DANCIN' IN THE STREET	13,000.00	10,232.36	0.00	2,767.64	78.71
245-729.000-791.003	MAGICAL MURAL TOUR	2,000.00	500.00	0.00	1,500.00	25.00
245-729.000-791.004	ANNUAL AWARENESS	38,000.00	22,316.59	0.00	15,683.41	58.73
245-729.000-791.009	LAGNIAPPE	7,000.00	14,618.60	0.00	(7,618.60)	208.84
245-729.000-791.011	MOVIES IN THE MOONLIGHT	17,000.00	16,445.00	0.00	555.00	96.74
245-729.000-791.012	HALLOWEEN	4,000.00	4,081.12	0.00	(81.12)	102.03
245-729.000-791.013	DOWNTOWN MAKERS MARKET	2,500.00	2,285.07	0.00	214.93	91.40
245-729.000-791.014	DECK ART	1,000.00	0.00	0.00	1,000.00	0.00
245-729.000-791.015	ROCHESTER POSED	1,500.00	1,623.51	(21.19)	(123.51)	108.23
245-729.000-791.016	ROCHESTER EXPLORERS CLUB	7,000.00	6,190.51	0.00	809.49	88.44
245-729.000-791.017	DOWNTOWN COOKIE STROLL	6,500.00	4,185.66	0.00	2,314.34	64.39
245-729.000-792.000	BANNERS	6,102.00	9,056.51	0.00	(2,954.51)	148.42
245-729.000-793.000	SNOWMAN STROLL	33,000.00	14,634.58	0.00	18,365.42	44.35
245-729.000-794.000	SMALL BUSINESS SATURDAY	3,000.00	2,906.04	0.00	93.96	96.87
245-729.000-805.000	CONTRACTUAL SERVICES	290,000.00	275,261.45	0.00	14,738.55	94.92
Total Dept 729.000 - ECONOMIC DEVELOPMENT		628,602.00	546,114.72	24,442.34	82,487.28	86.88
TOTAL EXPENDITURES		682,796.00	581,798.35	28,213.16	100,997.65	85.21
Fund 245 - PRINCIPAL SHOPPING DISTRICT FUND:						
TOTAL REVENUES		867,947.00	775,156.11	12,922.42	92,790.89	89.31
TOTAL EXPENDITURES		682,796.00	581,798.35	28,213.16	100,997.65	85.21
NET OF REVENUES & EXPENDITURES		185,151.00	193,357.76	(15,290.74)	(8,206.76)	104.43