



Regular Meeting Agenda
Wednesday, May 20, 7:00 pm
Zoom Virtual Meeting

Login: <https://us02web.zoom.us/j/86293838023>

1. Call to Order
2. Roll Call
3. Approval of Meeting Minutes
 - A. Special Meeting Minutes – February 13, 2020
 - B. Regular Meeting Minutes – February 19, 2020
 - C. Regular Meeting Minutes – April 15, 2020
 - D. Special Meeting Minutes – May 6, 2020
4. Audience Comments
5. Liaison Reports
 - A. City Council – Ann Peterson
 - B. Chamber of Commerce – Marilyn Trent
 - C. Historical Commission – Don Sienkiewicz
 - D. Principal Shopping District – Candice Van Slembrouck
6. General Business Agenda Items
 - A. New Historic Sign Partnership Opportunity – Patrick McKay
 - B. Main Street Oakland County Updates – Kristi Trevarrow
 - C. Inventory of Open Spaces – Nik Banda/Kristi Trevarrow
 - D. Placement of Furnishings in Outdoor Spaces – Marilyn Trent

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, June 17, 2020**

Downtown Development Authority
Special Meeting Minutes

Thursday, February 13, 2020
Rochester Municipal Building, 400 Sixth Street
6:00 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 6:00 p.m.

2) Roll Call

Board Members Present:	Chairman Ben Giovanelli, Tony Lipuma, Jason Rewold, Marilyn Trent, Bob Bloomingdale, Candice Van Slembrouck, Chris Johnson
Board Members Absent:	Mayor Stuart Bikson, Lisa Germani Williams, Paul Haig
Council Liaison Absent:	Ann Peterson
Chamber Liaison Present:	Marilyn Trent
Historical Commission Liaison Absent:	June Hopaluk
PSD Liaison Present:	Lisa Germani Williams
DDA Executive Director Present:	Kristi Trevarrow

3) Review of Architectural Services Proposal for Town Square/Front Porch

The Board discussed architectural proposals for the Town Square/Front Porch from Auger Klein Aller Architects, Inc. (AKA) and Ekocite Architecture.

Motion By:	Bob Bloomingdale to accept the proposal of Auger Klein Aller Architects, Inc.(AKA) as presented for an interactive community gathering area referred to as “Town Square” at the southwest corner of 3 rd and Water Street, Rochester, MI, at a not-to-exceed fee of \$8,000.00, based on a blended hourly rate of \$95.00 per hour.
Second By:	Candice Van Slembrouck
In Favor:	
Opposed:	None
Motion Passed	

4) Miscellaneous

Chairman Giovanelli will give a short introductory presentation of the project to City Council on February 24, 2020. He will keep both the Planning Commission and the City Council apprised of the project.

Ms. Trevarrow explained that the DDA will consider AKA's proposal at the regular meeting on March 18, 2020, though there may be a special meeting necessary prior to that meeting in order to provide feedback to AKA.

Mr. Rewold cautioned that soil borings be done before the project gets too far along.

5) Adjournment

Seeing no further business, the meeting was adjourned at 6:09 p.m.

Date Approved

Susan McCullough

UNOFFICIAL

Downtown Development Authority
Regular Meeting Minutes

Wednesday, February 19, 2020
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, Tony Lipuma, Bob Bloomingdale, Marilyn Trent, Candice Van Slembrouck, Lisa Germani Williams
Board Members Absent:	Jason Rewold, Chris Johnson, Paul Haig
Council Liaison Present:	Ann Peterson (arrived at 7:06 p.m.)
Chamber Liaison Present:	Marilyn Trent
Historical Commission Liaison Absent:	June Hopaluk
PSD Liaison Present:	Lisa Germani Williams
DDA Executive Director Absent:	Kristi Trevarrow

3) Pledge of Allegiance

4) Approval of Meeting Minutes

Regular Meeting Minutes –January 15, 2020 and Goals & Objectives Meeting Minutes –
January 15, 2020

Motion By:	Stuart Bikson to approve the January 15, 2020 Regular Meeting Minutes and the January 15, 2020 Goals & Objectives Meeting Minutes as presented.
Second By:	Bob Bloomingdale
In Favor:	All
Opposed:	None
Motion Passed	

5) Audience Comments

There were no audience comments.

6) Liaison Reports

A. City Council

Mayor Bikson highlighted the following:

- A public hearing was held regarding Landmark Tree Removal at 913 Roselawn.
- The Outdoor Burning Ordinance was discussed.
- Budget discussions are ahead of schedule.
- There has been good progress on the Public Works campus construction.

B. Chamber of Commerce

Marilyn Trent highlighted the following:

- The Community Outlook Breakfast will be held on February 24, 2020 at the Oakland University Student Center. The event is sold out.
- The next Legislative Committee round table will be held on March 23, 2020 from 8:00 a.m. – 10:30 a.m.
- The Chamber will be participating in The Campus Party Tech Fest coming to Detroit on August 20-22, 2020. More information will be available soon.

C. Historical Commission

D. Principal Shopping District

Nik Banda highlighted the following:

- Deck Art 2020 – South Street Skateshop is handling registration and deck distribution. All other event details will be organized by the PSD.
- The PSD is looking to appoint two new members.
- Kristi Trevarrow discussed next year's holiday events with the PSD. There will be a renewed focus on N. Main Street.
- An update was also provided regarding the opportunities through Main Street Oakland County.

7) General Business Agenda Items

A. Town Square/Front Porch Renderings Update – Nik Banda

Concept sketches are in progress and will be reviewed by the Site Development Committee on Friday, February 21, 2020. It is anticipated that drawings will be presented to the DDA on March 18, 2020, with final drawings presented to City Council on March 23, 2020. Chairman Giovanelli stated that preliminary numbers will also be presented to Council at that meeting.

B. Downtown Sidewalk Snow Removal Update – Nik Banda

A request was received from Fred Toma, owner of the BP at Main & University to include W. University from Main to Pine in the Downtown Sidewalk Snow Removal Program. The Executive Committee approved that change, effective immediately. The map has been officially changed.

C. Addition of Vice Chairman to the Executive Committee – Ben Giovanelli

Chairman Giovanelli explained that in the past the DDA Vice Chairman also sat on the Executive Committee. Over the last ten years, the Vice Chairman also served as the Chairman of one of the primary DDA Committees, and therefore served a dual role on the

Executive Committee. That is not currently the case. Vice Chairman Rewold will now join the Executive Committee.

D. Appointment of New PSD Liaison – Ben Giovanelli

Chairman Giovanelli stated that current PSD Liaison Lisa Germani Williams is stepping down from the position because of a conflicting work schedule. The PSD Board meets the second Tuesday of the month at 5:30 p.m. Candice Van Slembrouck stated that she would be interested in filling this role, but would like information as to her role and responsibilities. She will meet with Chairman Giovanelli and Kristi Trevarrow to discuss this.

E. Formation of DDA Budget Sub-Committee – Ben Giovanelli

Chairman Giovanelli is seeking volunteers to serve on the Budget Sub-Committee. The committee typically meets 1-2 times during the budget process. Chairman Giovanelli will serve on the Sub-Committee. Marilyn Trent indicated her willingness to serve on the Sub-Committee. Chairman Giovanelli will contact Chris Johnson to confirm that he is willing to continue to serve.

F. Discussion of Main Street Oakland County Training Opportunity – Nik Banda

Main Street Oakland County allows funds specifically for staff education and training for Rochester because of its elevated program status. In the past, funds were used to attend Project for Public Spaces Successful Markets Training and Event Marketer’s Experiential Marketing Summit. Information was brought back to the DDA and PSD boards, used for merchant trainings and many ideas were put into practice.

There is an opportunity this year to attend the Disney Customer Experience Summit on August 11-13, 2020. The training focuses on the customer experience and telling your brand’s story. In the past, while the content of the Disney training has been incredible, it has been cost-prohibitive. Main Street Oakland County has approved monies to send Kristi Trevarrow and Jenna O’Dell to the training, covering registration, flight and lodging in the amount of \$6,500.00.

Motion By:	Marilyn Trent to approve attendance at the training and authorize the expenditure of an amount not to exceed \$500.00 to cover incidentals.
Second By:	Bob Bloomingdale
In Favor:	Marilyn Trent, Candice Van Slembrouck, Bob Bloomingdale, Tony Lipuma, Lisa Germani Williams, Stuart Bikson, Ben Giovanelli
Opposed:	None
Motion Passed	

- G. Report – Effective Board Training Workshop – Marilyn Trent and Candice Van Slembrouck Main Street Oakland County held the Effective Board Training Workshop on January 22, 2020. Board members Paul Haig, Marilyn Trent and Candice Van Slembrouck attended along with Kristi Trevarrow.

Candice Van Slembrouck stated that this was a very beneficial training, involving DDA Boards from all over Oakland County. She suggested that a guide be developed delineating roles and responsibilities for incoming DDA members. This concept could be expanded to include other boards, commissions and sub-committees.

Marilyn Trent agreed with this suggestion. She further suggested that fellow board and committee members be made aware of fellow member’s skill sets and talents in order to have some knowledge when attempting to accomplish a task.

Ann Peterson also attended the training and suggested that each member attend the fundraising training that Mr. Bull will be presenting in December. She stated that this is an incredible program from which all DDA members would benefit.

8) Receipt of Regular Reports

A. Executive Director Update

Rochester High School Small Business Pop-Up Market Program

The introductory meeting was held with the second semester students. They will be pitching their products at the next workshop on March 18, 2020. It is anticipated that the market will be held at the first Farmers’ Market in May.

Community Outlook Breakfast

There are still seats available for the breakfast on February 24, 2020.

B. Events & Marketing Update

EVENTS

Fire & Ice Fest – Fire & Ice Fest was held on January 17-19, 2020. Despite the cold weather, crowds of people came out for the event. Activities included dog sleds in the Farmers’ Market lot, a tube slide on the event grounds, cornhole, hayrides and more. Food vendors in the Tastefest tent were pleased with the turnout. The fireworks on Friday and Saturday nights were incredible. The 2021 Fire & Ice Fest is scheduled for January 15-17, 2021.

Deck Art 2020 – South Street Skateshop will once again spearhead registration and deck distribution. All other event details will be organized by the PSD. This year’s event is expected to include as many as 50 local merchants, transforming Deck Art 2020 into a downtown Rochester crawl. Completed artwork will be displayed throughout participating restaurants and businesses for onlookers to enjoy. Last year’s event drew over 400 artists from all over southeastern Michigan. In the past, the states of Arizona, California, Indiana, Kansas, Illinois, New York, Ohio, Pennsylvania, as well as Canada were represented. The event takes place May 14th and 15th from 5:00 p.m. – 9:00 p.m. The events will include

unique artwork, music and a kid's activity. Registration is now open at South Street Skateshop until April 10, 2020.

MARKETING

Marketing Kits – Spring marketing kits were distributed to all downtown businesses two weeks ago and included *In Town Magazine* advertising opportunities as well as Deck Art and Farmers' Market opportunities.

In Town Magazine – We are currently in production for the Spring/Summer issue. Photoshoots start next week and issues will hit homes the week of April 20, 2020. This issue will feature Dillman & Upton, celebrating their 110th Anniversary.

Farmers' Market – Market material was sent out to all 2019 participating vendors. This season we are looking to solidify the programming we started last year as monthly events. This year, downtown businesses were contacted asking for participation with monthly programming. Each program has an overall theme so if businesses have a demonstration, product line or educational piece that they may want to share with Market patrons, we are seeking participants at this time.

Interviews for our Market Master position will begin this month.

Business Development – The next Merchant Forum will be held on Wednesday, February 26, 2020 at 6:00 p.m. at The Meeting House.

C. Financial Report for DDA

The Revenue and Expenditure Report for period ending 01/31/2020 for Fund 494, Downtown Development Authority was included in the packet.

D. Business Development Committee

Nik Banda stated that the Committee met last week to review opportunities where there may be vacancies. The business owners are sometimes more aware of upcoming vacancies.

The Authority discussed the benefits of a more coordinated relationship with the Planning Commission. There may be some benefit to allowing a developer to present their proposal to the DDA in order to get some feedback before their presentation to the Planning Commission. This would fulfill the unified goal of responsible development, as well as assisting to guide the developer.

E. Site Development Committee

Tony Lipuma stated that the Committee will meet on Friday, February 21, 2020 to review AKA's concept sketches for the Town Square/Front Porch.

9) Miscellaneous

Chairman Giovanelli asked Mayor Bikson whether a member will be appointed to fill the vacancy on the DDA. Mayor Bikson explained that while there had been a candidate appointed, this candidate has since withdrawn acceptance and a replacement will be appointed at the February 24, 2020 City Council meeting.

10) Adjournment

Seeing no further business, the meeting was adjourned at _____ p.m.

Date Approved

Susan McCullough

UNOFFICIAL

Downtown Development Authority
Regular Meeting Minutes

Wednesday, April 15, 2020
Zoom Virtual Meeting
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, Tony Lipuma, Marilyn Trent, Candice Van Slembrouck, Lisa Germani Williams, Jason Rewold, Chris Johnson, Paul Haig, Christian Hauser
Board Members Absent:	Bob Bloomingdale
Council Liaison Present:	Ann Peterson
Chamber Liaison Present:	Marilyn Trent
Historical Commission Liaison Present:	Don Sienkiewicz
PSD Liaison Present:	Lisa Germani Williams
DDA Executive Director Present:	Kristi Trevarrow

3) Chairman Giovanelli thanked the City's first responders and all emergency workers.

4) Chairman Giovanelli welcomed new Board Member Christian Hauser, as well as the new liaison for the Historical Commission, Don Sienkiewicz.

City Council Member Ann Peterson shared the following update from the City Council virtual meeting held on 04/13/2020:

- City Council has held two virtual meetings, both of which have gone well.
- City administration has been working very hard to keep things running smoothly.
- City Council has extended the due date for City utility bills.
- City Council has extended suspension of parking fees through 04/30/2020.
- City Council approved hazard pay for essential workers – police and fire.
- Work on construction projects is continuing behind the scenes.
- The 2020 Road Resurfacing project is moving forward.
- City Council considered utilizing a grant writer for work on COVID-19 related grants, as well as future grants.

Mayor Bikson and Ms. Peterson shared that the City is in a sound financial position and steps are being taken to assure the community that it remains so.

5) General Business Agenda Items
 A. FYE 2020 Budget Amendments

Chairman Giovanelli reviewed the following two proposed budget amendments for FYE 06/30/2020 for consideration from the Executive Committee, per the Memorandum dated 04/09/2020 from Finance Director Anthony Moggio:

- i. Transfer to City for Parking Bond Payment (April, May, June)
- ii. Transfer to PSD – COVID-19 Recovery Marketing Plan

C. Update – Current Downtown Support Efforts

Kristi Trevarrow, Jenna O’Dell and Taylor Clayton presented their proposed Road to Recovery for downtown Rochester, consisting of the following three phases:

Phase One – Crisis Management. Crisis management involves dealing with both the knowns and the unknowns. For example, being able to identify those businesses at risk, the changing consumer habits, a new emphasis on health and wellness, the desirability of shopping local, and the new demand for online, curbside pickup and delivery options. Some of the unknowns at this point are an official re-opening date, when will re-opening be at 100%, social distancing and gathering restrictions and required safety measures.

Phase Two – Embracing the New Normal. Events may need to be on a smaller scale with more frequency (i.e. monthly), daily promotions, a new “Love Local” branding opportunity, a monthly event guide, a “Welcome Home” campaign, an expanded *In Town* magazine, as well as new opportunities with the Farmers’ Market.

Phase Three – Downtown and Community Stabilization. Kristi Trevarrow presented a proposal and opportunity to establish a Downtown community studio space for use as a short-term pop up space to connect to merchants and the community. A more thorough financial proposal will be shared at the next City Council meeting on April 27, 2020.

Motion By:	Paul Haig to propose the following amendments for FYE 06/30/2020: 1. To redirect capital project funding (i.e. the Front Porch project) to the PAC for debt service for April, May & June 2020 in the amount of \$62,973/month for a total of \$188,919. 2. To redirect \$50,000 in capital project funding as follows: \$25,000 to the PSD and \$25,000 to Business Development for promotional and business support efforts to begin April 1 through June 30, 2020.
Second By:	Lisa Germani Williams

In Favor:	Marilyn Trent, Candice Van Slembrouck, Tony Lipuma, Lisa Germani Williams, Stuart Bikson, Ben Giovanelli, Chris Johnson, Paul Haig, Jason Rewold, Christian Hauser
Opposed:	None
Motion Passed	

B. Presentation of Draft FYE 2021 DDA Budget

Chairman Giovanelli highlighted proposed adjustments to the FYE 2021 budget.

Motion By:	Jason Rewold to propose the following amendments to the FYE 2021 budget: 1. To set aside three months of PAC debt service funding to sustain “free parking” downtown in the amount of \$62,990/month for a total of \$188,970. 2. To set aside an additional \$100,000 in Business Development for additional outreach /promotional and support activities. 3. To request City Council to suspend the PSD assessment with DDA increasing the current contribution to the PSD by \$296,658, instead of assessing the merchants and property owners. 4. To adjust the Street Infrastructure budget from \$225,000 to \$265,923.
Second By:	Marilyn Trent
In Favor:	Jason Rewold, Chris Johnson, Paul Haig, Christian Hauser, Tony Lipuma, Marilyn Trent, Candice Van Slembrouck, Lisa Germani Williams, Stuart Bikson, Ben Giovanelli
Opposed:	None
Motion Passed	

6) Miscellaneous

Marilyn Trent stated that the Chamber has been holding weekly conference calls to keep everyone up to date. She thanked Mayor Bikson and Kristi Trevarrow for their participation and updates, as well as Jason Rewold.

10) Adjournment

Seeing no further business, the meeting was adjourned at 8:43 p.m.

Date Approved

Susan McCullough

UNOFFICIAL

Downtown Development Authority
Principal Shopping District
Joint Meeting
Special Meeting Minutes

Wednesday, May 6, 2020
Zoom Virtual Meeting
7:00 p.m.

1) Call to Order

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

2) Roll Call

DDA Board Members Present:	Chairman Ben Giovanelli, Mayor Stuart Bikson, Tony Lipuma, Marilyn Trent, Candice Van Slembrouck, Lisa Germani Williams, Jason Rewold, Paul Haig, Christian Hauser, Bob Bloomingdale
DDA Board Members Absent:	Chris Johnson
Council Liaison Present:	Ann Peterson
Chamber Liaison Present:	Marilyn Trent
Historical Commission Liaison Present:	Don Sienkiewicz
PSD Liaison Present:	Lisa Germani Williams
DDA Executive Director Present:	Kristi Trevarrow

PSD Board Members Present:	Chairman Kevin Stewart, Vice Chairman Patrick Mulrenin, Brian Cardwell, Patti Eisenbraun, Candice Van Slembrouck
PSD Board Members Absent:	Amanda Harrison-Keighley, Suzette Louise

3) General Business Agenda Items

A. Review of Lease Agreement for 431 Main – Ben Giovanelli

At the 04/15/2020 meeting of the Downtown Development Authority, Kristi Trevarrow presented a proposal and opportunity to establish a downtown community studio space for use as a short-term pop up space to connect to merchants and the community. This space will serve as the face of the DDA.

Motion By:	Paul Haig to approve the Business Property Lease between Charles M. Sibert, Trustee of the Charles F. Sibert Revocable Living Trust and the Rochester Downtown
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	Development Authority for space at 431 Main Street, consisting of 1 st floor and basement area at a cost of \$2,500.00/month for a term of seven and a half months (May 15, 2020 – December 31, 2020).
Second By:	Tony Lipuma
In Favor:	Bob Bloomingdale, Christian Hauser, Paul Haig, Jason Rewold, Lisa Germani Williams, Candice Van Slembrouck, Marilyn Trent, Tony Lipuma, Stuart Bikson, Ben Giovanelli
Opposed:	None
Motion Passed	

B. MSOC Crowdfunding Opportunity – Kristi Trevarrow

Kristi Trevarrow presented a crowdfunding grant matching opportunity through Main Street Oakland County. The program offers a matching grant up to \$4,000.00 and must be launched by May 15, 2020. She encouraged everyone to consider a specific event to be funded in order to best engage the community. Ideas for a specific event will be shared at the May 13, 2020 in order to meet the May 15, 2020 deadline for launch.

C. Discussion of Downtown Special Events

The following downtown events and opportunities were discussed:

- Private social media group for downtown merchants
- “Love Local” Rochester branding
- Weekly/daily promotions for downtown businesses
- Meeting with different groups to determine their needs (i.e., restaurants, clothing boutiques, salons, fitness, etc.)
- Free parking program
- Farmers’ markets are allowed to open as long as they provide food and/or plants
- Concentration on outdoor venues
- Support of downtown business owners
- Dedicated parking spots for curbside pickup for residents
- Ways to make downtown easy to navigate
- Retail businesses are also utilizing curbside pickup
- Outdoor seating for restaurants with alcohol – Liquor Control Commission
- Phasing plan for opening downtown
- Restaurant takeover of the parking deck roof for a weekend – discussion of logistics, equipment, etc.
- Joint DDA/PSD monthly meetings
- Necessity of the DDA, PSD and City Council working together
- Possibility of opening a Thursday night downtown market with existing vendors

The DDA/PSD have chosen to concentrate on the following three areas:

1. Parking
 - a. Signage for curbside pickup provided by the DDA
 - b. Query retailers to determine whether they need a dedicated space for pickup
2. Outdoor dining
 - a. Clarity with the Liquor Control Commission
 - b. Space
3. Outdoor farmers' market
 - a. Logistics
 - b. Equipment

The next joint meeting of the DDA and PSD will be held on May 13, 2020. The next meeting of the DDA will be held on May 20, 2020.

4) Miscellaneous

Kristi Trevarrow reminded everyone to present their crowdfunding ideas at the May 13, 2020 meeting. She also suggested that the DDA look into the possibility of bulk sourcing PPE for merchants. There may be grant opportunities through Oakland County.

In addition, Oakland County awarded 700 small business grants, and may be awarding more in the future.

10) Adjournment

Seeing no further business, the meeting was adjourned at 8:20 p.m.

Date Approved

Susan McCullough

ITEM 6A



2003.053.0193

Rochester National Bank at
the Southwest corner of Main
and Fourth Street, ca. 1940s



VHP 3274

Homecoming on Main Street,
ca. 1910



VHP 2477k

Rochester Clarion, ARIS Store,
and Ford's Drugs on the west
side of Main Street between
Third and Fourth Streets, ca.
1940s



VHP 3359b

E.A. Hudson Grocery in the Smith building on the Southeast corner of Main and University, ca. 1907



VHP 3359c

Looking east at Main Street and University. Chapman pond, where the library and Royal Park Hotel are located today, can be seen in the distance. Ca. 1907



VHP 4352a

A crowd standing outside businesses on the east side of Main street between Third and Fourth. What is now Lytle's Pharmacy is on the left. Ca. 1910



VHP 2475c

The Hills Theater on the east side of Main Street between University and Fourth Street in 1942.



2000.053.0329

A crowd in front of Western Knitting Mills on Water Street, ca. 1910



2019.011.0015

Rochester High School Band in the Rochester Centennial Parade in 1969.

7A. Executive Director Update

Main Street Accreditation

We received notification that we received our National Main Street Accreditation for the 16th year.

New Merchant Resources Web Page

Based on our recent Merchant Chats series, we identified that procuring PPE and hand sanitizer was a challenge for many businesses. Working with the Fire & Police Chiefs, we were able to secure a supply of both items. We are selling the sanitizer at cost and offering the masks for free.

We just added Love Local Rochester Social Distancing Floor Decals. All items can be ordered online through the Merchant Resources Web Page. We are holding pick up hours at the Studios on Thursdays.

Love Local Rochester Crowdfunding Campaign

Our campaign is off to a good start. As of 5/15, we have raised \$1,000! Main Street Oakland County will match all donated funds up to \$4,000.



Rochester DDA Board Meeting
May 15, 2020
Events Coordinator Report

Events

- **Deck Art – Postponed** – We decided to postpone Deck Art until our downtown businesses can safely open up for the public to view the Deck Art artwork. We currently have 301 artists registered for the event. Stay tuned for a new Deck Art event date.
- **Junk in the Trunk – Cancelled.** Due to the extension of the Stay at Home Order, we felt it was best to cancel the June Junk in the Trunk. Area residents, Rochester Merchants and Crafters will have an opportunity to sell their crafts, collectibles and more in August. The August Junk in the Trunk is scheduled for Saturday, August 1st.
- **Facebook Promotions** – We have rolled out several Facebook promotions on our Love Local Rochester Facebook page. A few popular ones are Take out Tuesday and Flash Sale Friday. For Take out Tuesday, we ask our followers to order take out at a downtown Rochester eatery and post their receipt on our Facebook page. We then select a winner and send them a \$25 downtown Rochester gift certificate. Flash Sale Friday is a shopping promotion that we ask our merchants to share with us a sale that they wish to run for one day. Patrons can find all of the sale items/promotions on our website at www.downtownrochestermi.com/flash-sale-Friday it is a one stop shop to see all of the great deals happening in town!



- **Gift Guides** – For Mother’s Day, we decided to run a Mother’s Day Gift Guide page on our website. Similar to Flash Sale Friday, we asked for our merchants to share their Mother’s Day promotions for us to promote on our website. Some items were gift card deals, dinner packages, jewelry pieces and more. Now we are currently working on a “Gifts for Grads”. You will be able to find the guide on our Downtown Rochester website at www.downtownrochestermi.com.

DOWNTOWN DEVELOPMENT AUTHORITY BOARD MEETING
May 2020
Marketing Coordinator Update

PROMOTION

Farmers' Market: The Farmers' Market Opening Day has been rescheduled to Saturday, May 30th. We are planning to take all of the necessary precautions in order to keep both our market vendors and community safe. Including – additional hand washing stations, face coverings, crowd control, physical distancing and hand sanitizer stations available. At this time with the State order, the market is allowed to operate under essential functions. We are continually staying informed as the guidelines continue to change and evolve for the weeks to come.

BUSINESS DEVELOPMENT

In Town Magazine: At this time, we have held off printing our Summer In Town Magazine. Typically, the magazine would have hit homes in mid-April but due to the uncertain circumstances we are holding off on printing event dates until we are able to confidently schedule new or adjusted dates. This issue we are looking to add additional content offering more human-interest stories. Including content such as, a 'welcome home' campaign with pillars from our community, stories of how businesses have overcome challenges during this time or how they have stepped up to help the community. Hopefully finding the positives in these challenging times for Downtown Rochester.

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

GL NUMBER	DESCRIPTION	2019-20 AMENDED BUDGET	YTD BALANCE 04/30/2020	ACTIVITY FOR MONTH 04/30/2020	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	1,600,310.00	1,597,303.20	0.00	3,006.80	99.81
494-000.000-573.000	LOCAL COMMUNITY STABILIZATION	53,590.00	53,589.09	0.00	0.91	100.00
494-000.000-626.000	DDA BUSINESS DEVELOPMENT	10,470.00	10,470.38	0.00	(0.38)	100.00
494-000.000-665.000	INCOME ON INVESTMENTS	20,000.00	0.00	0.00	20,000.00	0.00
494-000.000-665.072	INTEREST -MICHIGAN CLASS	0.00	21,022.64	1,417.73	(21,022.64)	100.00
494-000.000-671.016	DONOR WALL DONATIONS	6,000.00	6,000.00	0.00	0.00	100.00
494-000.000-676.000	ADMINISTRATIVE CROSS CHARGE	41,928.00	34,940.00	3,494.00	6,988.00	83.33
494-000.000-692.000	MISCELLANEOUS INCOME	4,000.00	2,797.00	0.00	1,203.00	69.93
Total Dept 000.000 - GENERAL LEDGER		1,736,298.00	1,726,122.31	4,911.73	10,175.69	99.41
TOTAL REVENUES		1,736,298.00	1,726,122.31	4,911.73	10,175.69	99.41
Expenditures						
Dept 716.000 - FIRE & ICE FESTIVAL						
494-716.000-805.000	CONTRACTUAL SERVICES	0.00	310.52	0.00	(310.52)	100.00
Total Dept 716.000 - FIRE & ICE FESTIVAL		0.00	310.52	0.00	(310.52)	100.00
Dept 752.000 - BIG BRIGHT LIGHTSHOW						
494-752.000-805.000	CONTRACTUAL SERVICES	175,000.00	150,000.00	0.00	25,000.00	85.71
Total Dept 752.000 - BIG BRIGHT LIGHTSHOW		175,000.00	150,000.00	0.00	25,000.00	85.71
Dept 896.000 - DOWNTOWN DEVELOPMENT AUTHORITY						
494-896.000-701.000	SUPERVISOR SALARIES	75,000.00	60,595.47	5,802.65	14,404.53	80.79
494-896.000-710.101	LONGEVITY	1,400.00	700.00	0.00	700.00	50.00
494-896.000-715.000	FICA	5,352.00	4,769.76	444.39	582.24	89.12
494-896.000-716.000	HOSPITALIZATION	21,533.00	13,504.86	1,647.01	8,028.14	62.72
494-896.000-716.004	HOSPITALIZATION -HSA FUNDING	6,000.00	4,200.00	0.00	1,800.00	70.00
494-896.000-717.000	EMPLOYEE LIFE INSURANCE	512.00	219.21	0.00	292.79	42.81
494-896.000-718.000	RETIREMENT CONTRIBUTION	19,553.00	16,294.20	3,258.84	3,258.80	83.33
494-896.000-719.000	DENTAL/OPTICAL	700.00	625.68	113.76	74.32	89.38
494-896.000-721.000	UNEMPLOYMENT COMP. INSURANCE	16.00	142.11	140.40	(126.11)	888.19
494-896.000-728.000	POSTAGE	3,072.00	1,656.70	0.00	1,415.30	53.93
494-896.000-729.000	PRINTING & OFFICE SUPPLIES	20,000.00	16,171.29	1,433.23	3,828.71	80.86
494-896.000-757.000	OPERATING SUPPLIES	2,500.00	1,873.55	0.00	626.45	74.94
494-896.000-801.000	ADMINISTRATIVE CROSS CHARGE	75,164.00	62,636.70	6,263.67	12,527.30	83.33
494-896.000-803.000	LEGAL SERVICES	2,048.00	762.50	287.50	1,285.50	37.23
494-896.000-804.000	AUDITING	2,525.00	2,525.00	0.00	0.00	100.00
494-896.000-805.008	CONTRACT SVCS - ORG. COMMITTEE	68.00	0.00	0.00	68.00	0.00
494-896.000-805.009	CONTRACT SVCS - BUS. DEV COMM	42,488.00	17,488.41	6,472.02	24,999.59	41.16
494-896.000-805.010	CONTRACT SVCS - D.P.W.	10,240.00	3,318.65	0.00	6,921.35	32.41
494-896.000-805.011	CONTRACT SVCS - MAINTENANCE	2,348.00	2,348.00	460.00	0.00	100.00
494-896.000-805.027	CABLE CASTING	4,096.00	2,275.00	0.00	1,821.00	55.54
494-896.000-805.030	CONTRACT SVCS - DUMPSTERS	119,768.00	78,729.54	0.00	41,038.46	65.74
494-896.000-805.703	CONTRACT SVCS - EMPLOYMENT	1,741.00	1,400.00	420.00	341.00	80.41
494-896.000-850.000	TELECOMMUNICATIONS	5,032.00	5,339.63	819.99	(307.63)	106.11

PERIOD ENDING 04/30/2020

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

GL NUMBER	DESCRIPTION	2019-20 AMENDED BUDGET	YTD BALANCE 04/30/2020	ACTIVITY FOR MONTH 04/30/2020	AVAILABLE BALANCE	% BDGT USED
Fund Group <None>						
Fund 494 - DOWNTOWN DEVELOPMENT AUTHORITY						
Expenditures						
494-896.000-850.001	TELEPHONE LEASE	614.00	287.65	43.95	326.35	46.85
494-896.000-860.000	COMPUTER RENTAL	2,009.00	2,009.00	502.25	0.00	100.00
494-896.000-861.000	EQUIPMENT RENTAL	0.00	1,409.49	1,409.49	(1,409.49)	100.00
494-896.000-861.002	EQUIPMENT LEASE - COPY MACHIN	16,384.00	11,458.21	3,734.63	4,925.79	69.94
494-896.000-863.001	PROFESSIONAL DEVELOPMENT	4,745.00	4,745.00	0.00	0.00	100.00
494-896.000-863.002	TRAVEL	1,536.00	1,439.20	653.60	96.80	93.70
494-896.000-864.000	LOCAL MILEAGE ALLOWANCE	1,064.00	0.00	0.00	1,064.00	0.00
494-896.000-883.000	COMMUNITY AFFAIRS- EXTERNAL	3,451.00	3,174.21	473.95	276.79	91.98
494-896.000-912.000	GENERAL INSURANCE	15,833.00	15,833.00	15,833.00	0.00	100.00
494-896.000-921.000	LIGHT & POWER	35,840.00	33,511.83	3,927.64	2,328.17	93.50
494-896.000-922.000	HEAT-BUILDING	585.00	486.95	85.59	98.05	83.24
494-896.000-931.000	MAINTENANCE & REPAIRS - EQUIP	512.00	389.08	72.00	122.92	75.99
494-896.000-940.000	RENTAL OF LAND	24,576.00	19,975.00	1,997.50	4,601.00	81.28
494-896.000-957.000	DUES & SUBSCRIPTIONS	1,638.00	650.00	0.00	988.00	39.68
494-896.000-964.002	REFUND-TAX ALLOCATION	0.00	211.98	0.00	(211.98)	100.00
Total Dept 896.000 - DOWNTOWN DEVELOPMENT AUTHORITY		529,943.00	393,156.86	56,297.06	136,786.14	74.19
Dept 900.000 - CAPITAL CONTROL						
494-900.000-974.019	CAPITAL ASSETS - MAINT & MINO	144,681.00	137,580.20	27,155.55	7,100.80	95.09
494-900.000-974.121	SIDEWALK RECONSTRUCTION	37,000.00	36,046.77	0.00	953.23	97.42
494-900.000-974.210	STREET LIGHTING REPLACEMENT	250,000.00	65,340.00	65,340.00	184,660.00	26.14
Total Dept 900.000 - CAPITAL CONTROL		431,681.00	238,966.97	92,495.55	192,714.03	55.36
Dept 965.000 - APPROPRIATIONS TO OTHER FUNDS						
494-965.000-999.203	TRANS TO MVH LOCAL STREET FUN	365,923.00	0.00	0.00	365,923.00	0.00
494-965.000-999.516	TRANS TO AUTO PARKING FUND	238,919.00	50,000.00	0.00	188,919.00	20.93
Total Dept 965.000 - APPROPRIATIONS TO OTHER FUNDS		604,842.00	50,000.00	0.00	554,842.00	8.27
TOTAL EXPENDITURES		1,741,466.00	832,434.35	148,792.61	909,031.65	47.80
Fund 494 - DOWNTOWN DEVELOPMENT AUTHORITY:						
TOTAL REVENUES		1,736,298.00	1,726,122.31	4,911.73	10,175.69	99.41
TOTAL EXPENDITURES		1,741,466.00	832,434.35	148,792.61	909,031.65	47.80
NET OF REVENUES & EXPENDITURES		(5,168.00)	893,687.96	(143,880.88)	(898,855.96)	.7,292.72
Fund Group <None>:						
TOTAL REVENUES		2,477,035.00	2,398,042.82	8,647.19	78,992.18	96.81
TOTAL EXPENDITURES		2,482,110.83	1,487,340.31	410,236.12	994,770.52	59.92
NET OF REVENUES & EXPENDITURES		(5,075.83)	910,702.51	(401,588.93)	(915,778.34)	.7,941.94

REVENUE AND EXPENDITURE REPORT FOR CITY OF ROCHESTER

PERIOD ENDING 04/30/2020

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

GL NUMBER	DESCRIPTION	2019-20 AMENDED BUDGET	YTD BALANCE 04/30/2020	ACTIVITY FOR MONTH 04/30/2020	AVAILABLE BALANCE	% BDGT USED
TOTAL REVENUES - ALL FUNDS		2,477,035.00	2,398,042.82	8,647.19	78,992.18	96.81
TOTAL EXPENDITURES - ALL FUNDS		2,482,110.83	1,487,340.31	410,236.12	994,770.52	59.92
NET OF REVENUES & EXPENDITURES		(5,075.83)	910,702.51	(401,588.93)	(915,778.34)	7,941.94