



## City of Rochester

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### PRINCIPAL SHOPPING DISTRICT BOARD MEETING AGENDA

*Members: Patti Eisenbraun, Paul Haig, Amanda Harrison,  
Suzette Louise, Patrick Mulrenin & Kevin Stewart*

Zoom Meeting	May 11, 2021	5:30 pm
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1. Call to Order
2. Roll Call
3. Audience Comments
4. Approval Meeting Minutes – April 13, 2021
5. Regular Business
  - a. Request for Recommendation – Sidewalk Sales
  - b. Request for Recommendation – Dancin’ in the Street
  - c. Request for Recommendation – Movies in the Moonlight
  - d. Downtown Text Marketing Program
  - e. Love Local Rochester Month
6. Reports
  - a. PSD Financial Report
  - b. Events & Marketing Update
  - c. Executive Director Report
7. Miscellaneous
8. Adjourn

**CITY OF ROCHESTER**  
**PRINCIPAL SHOPPING DISTRICT**  
**REGULAR MEETING MINUTES**

*Principal Shopping District Members: Patti Eisenbraun, Paul Haig,  
Amanda Harrison, Suzette Louise, Patrick Mulrenin & Kevin Stewart*

<b>Zoom Meeting</b>	<b>April 13, 2021</b>	<b>5:30 pm</b>
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**CALL TO ORDER**

Director Trevarrow called the meeting to order at 5:34 pm.

**ROLL CALL**

Members Present: Eisenbraun, Harrison, Louise

Members Absent: Mulrenin, Stewart

DDA Liaison Absent: Paul Haig

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

**AUDIENCE COMMENTS**

There were no audience comments.

**4. Approval of Meeting Minutes – March 9, 2021**

**MOTION**

Motion by Louise, seconded by Harrison to approve the March 9, 2021 Meeting Minutes as presented.

Yes: Eisenbraun, Harrison, Louise. No: None

**5. Regular Business**

A. Request for Recommendation – Junk in the Trunk

Jenna reviewed the details for the Junk in the Trunk events.

**MOTION**

Motion by Louise, seconded by Eisenbraun to recommend approval of the Junk in the

Trunk 2021 Events to City Council.

Yes: Eisenbraun, Harrison, Louise. No: None

B. Request for Recommendation – Thursday Night Market

Taylor reported that per the Board's direction, she had reached out to last year's vendors to see if there was interest for this year and the response was very positive. Taylor also stated that it is staff's recommendation to relocate the event from the East Parking Platform to West Fourth Street, to drive more traffic to the downtown core.

Kristi asked the Board members to weigh in on dates, frequency and hours for the proposed Thursday Night Market event. The Board consensus was to host the Market from 4-8 pm, June 3 – July 8.

**MOTION**

Motion by Louise, seconded by Eisenbraun to recommend approval of the Thursday Night Market Event to City Council.

Yes: Eisenbraun, Harrison, Louise. No: None

C. Update – Downtown Rochester Farmers' Market

Taylor shared that Opening Day of the Farmers' Market is scheduled for Saturday, May 1. Ascension Providence Rochester is continuing as the 2021 Season Presenting Sponsor. They will be present on Opening Day to provide free bike helmets for children.

Additional Opening Day Activities include the annual Free Tote Bag Giveaway and Live Entertainment. We will be observing the same protocols as outlined by the State Health Department until further notice.

**6. 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 had over 400 registrations and that drop offs were already taking place. This year's Deck Art Sponsor is T-Mobile.

Taylor shared that the In Town Magazine has arrived in homes and is being distributed to downtown businesses.

C. Executive Director Report

Kristi shared that the Foodie February Promotion was selected as the first place

winner in the American Express Shop Small “Order In, Help Out” Innovation Challenge. The prize includes national recognition and a \$5,000 cash prize for downtown activities.

Kristi reported that Outdoor Dining, including the placement of the Outdoor Dining Platforms, begins on May 1.

The DDA has also applied for a grant through Main Street Oakland County for a text marketing service for the downtown.

#### 7. Miscellaneous

Nik shared that the former Dwain’s Auto Tech building is now listed for sale. Rochester Sports Cards, 407 Main will be doing a façade rehab this year. Saint 1881 is coming along and will be open soon.

### **ADJOURN**

Seeing no further business, the meeting adjourned at 6:06 pm

Respectfully submitted,

Kristi Trevarrow, Executive Director

## MEMORANDUM

DATE: April 28, 2021  
TO: PSD Board  
FROM: Promotions Committee  
SUBJECT: Request for Recommendation – Sidewalk Sales

We respectfully request your recommendation to City Council for approval of the 2021 Sidewalk Sales. The dates of the event are Thursday, July 15 and Friday, July 16 from 10:00 am – 9:00 pm, and Saturday, July 17 from 10:00 am – 6:00 pm. Chief Financial Credit Union has agreed to be the sole presenting sponsor of Sidewalk Sales for \$5,000. Sponsorships will aid in booking family friendly entertainment over the three-day period.

As in the past, merchants must reserve or decline the use of space in front of their stores and participating businesses are responsible for renting their own tents, table, etc. A copy of the Sidewalk Sale Policy will be distributed to each merchant reminding them that they cannot authorize other entities or organizations to use the sidewalk in front of their business. However, as space is available, we will allow use by side street businesses or non-profit organizations.

We will need assistance from DPW for trash pick-ups and some setup. Separate communication will be made with DPW and the Police Department to coordinate all details prior to the events.

Thank you for your consideration.

## MEMORANDUM

DATE: April 28, 2021  
TO: PSD Board  
FROM: Promotions Committee  
SUBJECT: Request for Recommendation - 2021 Dancin' in the Street

We respectfully request your recommendation to City Council for approval of the 2021 Dancin' in the Street event. The date of the event is Friday, July 16<sup>th</sup> from 6 p.m. – 10 p.m. Dancin' in the Street will be held on W. Fourth Street between Walnut Blvd. and Main Street.

We will need assistance from DPW for extra street trash containers and pick-ups. Separate communication will be made with DPW and the Police Department to coordinate all details prior to the event.

Activities will include a live performance from the 80's cover band, The SquarePegz and a TasteFest featuring downtown eateries.

Thank you for your consideration.

## MEMORANDUM

DATE: April 28, 2021  
TO: PSD Board  
FROM: Promotions Committee  
SUBJECT: Request for Recommendation – Movies in the Moonlight

We respectfully request your recommendation to City Council for approval of the 2021 Movies in the Moonlight schedule.

**Movies in the Moonlight** is a family-friendly film festival held on four Saturday evenings –July 17, 24, 31 and August 7. The hours of each event are approximately 7:30 – 11:30 p.m. and will be held in the Farmers’ Market parking lot at the corner of E. Third and Water Street. Setup will begin following the close of the Farmers’ Market each week. Admission is free and guests are encouraged to bring their own seating. Featured movies begin at dusk (approximately 9:15 pm) and pre-shows start at 8:30 pm.

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

### Schedule:

7/17: Aladdin (2019) - Sponsored by The Delia Group and Keller Williams  
7/24: Grease - Sponsored by The Linda Rea Team  
7/31: Jumanji: The Next Level – Sponsored by Lake Michigan Credit Union  
8/7: Frozen II – Sponsored by Genisys Credit Union

PERIOD ENDING 04/30/2021

GL NUMBER	DESCRIPTION	2020-21 AMENDED BUDGET	YTD BALANCE 04/30/2021	ACTIVITY FOR MONTH 04/30/2021	AVAILABLE BALANCE	% BDGT USED
Fund Group <None>						
Fund 493 - PRINCIPAL SHOPPING DISTRICT						
Revenues						
Dept 000.000 - GENERAL LEDGER						
493-000.000-609.000	SIDEWALK SALES	5,000.00	5,000.00	0.00	0.00	100.00
493-000.000-616.001	KRIS KRINGLE MARKET	486.00	486.00	0.00	0.00	100.00
493-000.000-618.000	BIG BRIGHT LIGHT SHOW	91,564.00	51,563.61	0.00	40,000.39	56.31
493-000.000-619.000	WINTER MAGAZINE	18,000.00	18,000.00	0.00	0.00	100.00
493-000.000-621.000	SPRING MAGAZINE	10,000.00	9,337.50	3,725.00	662.50	93.38
493-000.000-622.002	ANNUAL AWARENESS PROGRAMNSOR	4,500.00	2,000.00	0.00	2,500.00	44.44
493-000.000-624.001	FIRE & ICE FESTIVAL	7,915.00	8,110.00	195.00	(195.00)	102.46
493-000.000-624.014	MOVIES IN THE MOONLIGHT	4,500.00	1,825.00	0.00	2,675.00	40.56
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	750.00	1,375.00	1,350.00	(625.00)	183.33
493-000.000-634.757	DECK ART	955.00	1,084.00	129.00	(129.00)	113.51
493-000.000-634.767	FARMERS MARKET	30,000.00	27,570.00	3,930.00	2,430.00	91.90
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	1,500.00	1,500.00	0.00	0.00	100.00
493-000.000-665.072	INTEREST -MICHIGAN CLASS	155.00	155.26	0.00	(0.26)	100.17
493-000.000-676.000	ADMINISTRATIVE CROSS CHARGE	27,158.00	22,631.70	2,263.17	4,526.30	83.33
493-000.000-692.000	MISCELLANEOUS INCOME	100.00	90.00	0.00	10.00	90.00
493-000.000-699.805	TRANS FRM DDA-CONTRACTUAL SRV	446,658.00	446,658.00	0.00	0.00	100.00
Total Dept 000.000 - GENERAL LEDGER		651,741.00	599,886.07	11,592.17	51,854.93	92.04
TOTAL REVENUES		651,741.00	599,886.07	11,592.17	51,854.93	92.04
Expenditures						
Dept 701.000 - GENERAL & ADMINSTRATIVE - GA						
493-701.000-701.001	EMPLOYEE WAGES	79,840.00	64,258.34	6,119.84	15,581.66	80.48
493-701.000-701.002	PART-TIME WAGES	2,000.00	1,986.48	0.00	13.52	99.32
493-701.000-701.003	OVERTIME WAGES	13,477.00	13,148.11	57.37	328.89	97.56
493-701.000-715.000	FICA	7,750.00	5,876.64	465.54	1,873.36	75.83
493-701.000-716.000	HOSPITALIZATION	13,000.00	9,992.00	850.80	3,008.00	76.86
493-701.000-716.004	HOSPITALIZATION -HSA FUNDING	4,200.00	4,200.00	0.00	0.00	100.00
493-701.000-718.001	DEFINED CONTRIBUTION	8,800.00	7,160.02	571.38	1,639.98	81.36
493-701.000-718.002	EMPLOYER RETIREMENT CONTRIBUTI	2,400.00	1,846.08	184.64	553.92	76.92
493-701.000-719.000	DENTAL/OPTICAL	750.00	739.90	74.28	10.10	98.65
493-701.000-801.000	ADMINISTRATIVE CROSS CHARGE	29,948.00	24,956.70	2,495.67	4,991.30	83.33
493-701.000-805.703	CONTRACT SVCS - EMPLOYMENT	12,000.00	9,923.96	3,300.36	2,076.04	82.70
493-701.000-963.002	MERCHANT SERVICE FEES	5,050.00	5,132.45	655.52	(82.45)	101.63
Total Dept 701.000 - GENERAL & ADMINSTRATIVE - GA		179,215.00	149,220.68	14,775.40	29,994.32	83.26
Dept 708.000 - KRIS KRINGLE MARKET						
493-708.000-790.007	AD PR - SIGNAGE	478.20	75.00	0.00	403.20	15.68
493-708.000-861.000	EQUIPMENT RENTAL	6,929.00	6,929.00	0.00	0.00	100.00
493-708.000-963.000	MISCELLANEOUS	4,733.84	1,794.39	0.00	2,939.45	37.91
Total Dept 708.000 - KRIS KRINGLE MARKET		12,141.04	8,798.39	0.00	3,342.65	72.47
Dept 714.000 - LAGNIAPPE - LAG						
493-714.000-790.007	AD PR - SIGNAGE	0.00	68.24	0.00	(68.24)	100.00
493-714.000-805.000	CONTRACTUAL SERVICES	0.00	166.90	0.00	(166.90)	100.00



PERIOD ENDING 04/30/2021

GL NUMBER	DESCRIPTION	2020-21 AMENDED BUDGET	YTD BALANCE 04/30/2021	ACTIVITY FOR MONTH 04/30/2021	AVAILABLE BALANCE	% BDGT USED
Fund Group <None>						
Fund 493 - PRINCIPAL SHOPPING DISTRICT						
Expenditures						
493-714.000-963.000	MISCELLANEOUS	235.00	0.00	0.00	235.00	0.00
Total Dept 714.000 - LAGNIAPPE - LAG		235.00	235.14	0.00	(0.14)	100.06
Dept 715.000 - ANNUAL AWARENESS PROGRAM						
493-715.000-790.003	AD PR - PRINTING/GRAPHICS	7,405.62	0.00	0.00	7,405.62	0.00
493-715.000-791.004	AD-PL-TV-HLDY PARADE/DT PROMO	28,049.19	30,000.00	0.00	(1,950.81)	106.95
493-715.000-792.000	BANNERS	6,545.19	11,061.00	1,442.00	(4,515.81)	168.99
493-715.000-794.000	GRAPHIC DESIGN	0.00	275.00	0.00	(275.00)	100.00
Total Dept 715.000 - ANNUAL AWARENESS PROGRAM		42,000.00	41,336.00	1,442.00	664.00	98.42
Dept 716.000 - FIRE & ICE FESTIVAL						
493-716.000-731.000	LICENSE AND FEES	5,579.02	10,836.00	0.00	(5,256.98)	194.23
493-716.000-790.003	AD PR - PRINTING/GRAPHICS	203.64	250.00	0.00	(46.36)	122.77
493-716.000-790.007	AD PR - SIGNAGE	709.81	17.40	0.00	692.41	2.45
493-716.000-805.000	CONTRACTUAL SERVICES	5,211.53	600.11	0.00	4,611.42	11.52
Total Dept 716.000 - FIRE & ICE FESTIVAL		11,704.00	11,703.51	0.00	0.49	100.00
Dept 719.000 - WINTER MAGAZINE						
493-719.000-728.000	POSTAGE	6,881.26	7,054.79	0.00	(173.53)	102.52
493-719.000-790.003	AD PR - PRINTING/GRAPHICS	17,550.08	17,105.25	0.00	444.83	97.47
493-719.000-794.000	GRAPHIC DESIGN	7,470.06	7,425.00	0.00	45.06	99.40
493-719.000-805.000	CONTRACTUAL SERVICES	3,783.60	4,100.00	0.00	(316.40)	108.36
Total Dept 719.000 - WINTER MAGAZINE		35,685.00	35,685.04	0.00	(0.04)	100.00
Dept 720.000 - SPRING MAGAZINE						
493-720.000-728.000	POSTAGE	7,262.00	10,664.30	0.00	(3,402.30)	146.85
493-720.000-790.003	AD PR - PRINTING/GRAPHICS	17,637.00	15,735.00	15,485.00	1,902.00	89.22
493-720.000-794.000	GRAPHIC DESIGN	7,469.00	0.00	0.00	7,469.00	0.00
493-720.000-805.000	CONTRACTUAL SERVICES	3,632.00	7,563.96	3,802.98	(3,931.96)	208.26
Total Dept 720.000 - SPRING MAGAZINE		36,000.00	33,963.26	19,287.98	2,036.74	94.34
Dept 736.000 - MOVIES IN THE MOONLIGHT						
493-736.000-790.007	AD PR - SIGNAGE	246.00	0.00	0.00	246.00	0.00
493-736.000-791.002	AD PL - NEWSPAPER ADV	443.00	0.00	0.00	443.00	0.00
493-736.000-805.000	CONTRACTUAL SERVICES	6,819.00	2,660.00	2,000.00	4,159.00	39.01
493-736.000-963.000	MISCELLANEOUS	492.00	1,100.00	0.00	(608.00)	223.58
Total Dept 736.000 - MOVIES IN THE MOONLIGHT		8,000.00	3,760.00	2,000.00	4,240.00	47.00
Dept 748.000 - HALLOWEEN EVENTS						
493-748.000-805.000	CONTRACTUAL SERVICES	1,311.60	770.00	700.00	541.60	58.71
493-748.000-963.000	MISCELLANEOUS	1,967.40	3,209.24	0.00	(1,241.84)	163.12

PERIOD ENDING 04/30/2021

GL NUMBER	DESCRIPTION	2020-21 AMENDED BUDGET	YTD BALANCE 04/30/2021	ACTIVITY FOR MONTH 04/30/2021	AVAILABLE BALANCE	% BDGT USED
Fund Group <None>						
Fund 493 - PRINCIPAL SHOPPING DISTRICT						
Expenditures						
Total Dept 748.000	- HALLOWEEN EVENTS	3,279.00	3,979.24	700.00	(700.24)	121.36
Dept 752.000 - BIG BRIGHT LIGHTSHOW						
493-752.000-763.000	FESTIVAL OF TREES	22,413.03	31,541.91	0.00	(9,128.88)	140.73
493-752.000-805.000	CONTRACTUAL SERVICES	277,395.97	268,267.50	0.00	9,128.47	96.71
Total Dept 752.000	- BIG BRIGHT LIGHTSHOW	299,809.00	299,809.41	0.00	(0.41)	100.00
Dept 755.000 - JUNK IN THE TRUNK						
493-755.000-963.000	MISCELLANEOUS	0.00	50.00	0.00	(50.00)	100.00
Total Dept 755.000	- JUNK IN THE TRUNK	0.00	50.00	0.00	(50.00)	100.00
Dept 757.000 - DECK ART						
493-757.000-963.000	MISCELLANEOUS	2,000.00	942.58	0.00	1,057.42	47.13
Total Dept 757.000	- DECK ART	2,000.00	942.58	0.00	1,057.42	47.13
Dept 767.000 - FARMERS MARKET						
493-767.000-760.000	FARMERS MARKET - OP SUPPLIES	10,000.00	10,624.99	2,856.62	(624.99)	106.25
Total Dept 767.000	- FARMERS MARKET	10,000.00	10,624.99	2,856.62	(624.99)	106.25
Dept 769.000 - ROCHESTER EXPLORERS CLUB						
493-769.000-963.000	MISCELLANEOUS	709.00	709.02	0.00	(0.02)	100.00
Total Dept 769.000	- ROCHESTER EXPLORERS CLUB	709.00	709.02	0.00	(0.02)	100.00
Dept 770.000 - SMALL BUSINESS SATURDAY						
493-770.000-963.000	MISCELLANEOUS	1,500.00	1,175.16	0.00	324.84	78.34
Total Dept 770.000	- SMALL BUSINESS SATURDAY	1,500.00	1,175.16	0.00	324.84	78.34
Dept 774.000 - HOLIDAY PROGRAMS						
493-774.000-760.000	CAROLING IN THE CITY - OP SUPPLIES	1,600.00	1,600.00	0.00	0.00	100.00
Total Dept 774.000	- HOLIDAY PROGRAMS	1,600.00	1,600.00	0.00	0.00	100.00
TOTAL EXPENDITURES		643,877.04	603,592.42	41,062.00	40,284.62	93.74
Fund 493 - PRINCIPAL SHOPPING DISTRICT:						
TOTAL REVENUES		651,741.00	599,886.07	11,592.17	51,854.93	92.04
TOTAL EXPENDITURES		643,877.04	603,592.42	41,062.00	40,284.62	93.74
NET OF REVENUES & EXPENDITURES		7,863.96	(3,706.35)	(29,469.83)	11,570.31	47.13