



## 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*

Downtown Collaboration Studio, 431 Main	November 9, 2021	5:30 pm
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1. Call to Order
2. Roll Call
3. Audience Comments
4. Approval of September 14, 2021 PSD Meeting Minutes
5. Regular Business
  - a. Update – Downtown Rochester Festival of Trees
  - b. Small Business Saturday Text-to-Win Promotion
  - c. Consumers Energy Our Town Gift Certificate Match Program
  - d. Update – Fire & Ice/Snowglow 2022
  - e. Set Date for FYE 2023 PSD Goals & Objectives
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*

Downtown Collaboration Studio, 431 Main	September 14, 2021	5:30 pm
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**CALL TO ORDER**

Chairman Stewart called the meeting to order at 5:33 pm.

**ROLL CALL**

Members Present: Haig, Harrison, Louise, Mulrenin and Stewart.

Members Absent: Eisenbraun

DDA Liaison Present: Paul Haig

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

**AUDIENCE COMMENTS**

There were no audience comments.

**4. Regular Business**

A. Request for Recommendation – Kris Kringle Market

Taylor reviewed the details for the Kris Kringle Market. The Market takes place on December 3 & 4 on W. 4<sup>th</sup> Street. Lincoln of Troy is once again the presenting sponsor. There will be holiday vendors and a warming tent with food, beer and hot spiced wine for sale.

**MOTION**

Motion by Mulrenin, seconded by Haig to recommend approval of Kris Kringle Market to City Council.

Yes: Haig, Harrison, Louise, Mulrenin, Stewart No: None

B. Request for Recommendation – Caroling in the City

Taylor reviewed the details for the proposed Caroling in the City on Sunday, December 12. MDOT already approved of the closure of Main Street from 5 – 8 pm. There will be craft stations, choirs and strolling carolers.

### **MOTION**

Motion by Haig, seconded by Louise to recommend approval of Caroling in the City to City Council

Yes: Haig, Harrison, Louise, Mulrenin, No: None

#### C. Magical Mural Tour Update

Kristi left an update that read: “18 murals have been placed throughout downtown and the Municipal Park. Judges Choice voting will take place this week. People’s Choice Contest will kick off on September 20 on the Downtown Rochester Facebook Page. The Murals will be on display through September 30”.

#### D. Festival of Trees Update

Kristi left an update that read: “As of today, we have 37 trees coming to the Festival of Trees this year

This includes (8) Non-Profit Trees

- Arthritis Foundation
- Faith in Action Oakland County/Mission Possible
- New Horizons
- Paint A Miracle
- Rochester-Avon Historical Society
- Rochester Regional Chamber of Commerce
- Salvation Army
- Whole Life Healing Center

The deadline for Tree Sponsorships is September 30”.

## **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 the Taste of Fall promotion runs now – October 18<sup>th</sup>. Over 40 dishes are featured in the brochure and there are social media posts daily. She also mentioned that Rochester Posed takes place on Thursday, October 7<sup>th</sup> and so far, there are 19 businesses participating. This year theme is Famous Duos. Jenna also reported that she is preparing for Trick-or-Treat downtown and Halloween Fest on

Saturday, October 16<sup>th</sup>.

Taylor shared that the Farmers' Market is coming to an end with about a month and a half left of the season. They have been seeing great crowds each week. Taylor reported that new business directories have been produced and passed out to businesses. She is also shared that she is working on recruiting for the Kris Kringle Market. There are about 4 vendor spaces available. Kris Kringle Market takes place December 3 from 4 – 10 pm and December 4 from noon – 10 pm.

C. Executive Director Report

Nik reported that the sidewalk project is fully completed. He also reported that the DDA, DIA and PCCA have partnered together and hired a mural artist to paint a mural on the Edison wall between Goodyear tire and Bellissima Bridal. Nik shared that there is a Business Development annual meeting on Monday, September 20<sup>th</sup> at the Royal Park hotel from 6 – 8 pm. The event will include a light dinner, development updates Nik and a special presentation by Tom Dluzen, President/Chief Executive Officer of Chief Financial Credit Union. Lastly, Nik reported that there will be a Downtown Visioning session on Wednesday, September 29<sup>th</sup> at the Royal Park Hotel. Ben Muldrow will be leading the visioning session that evening.

7. Miscellaneous

None at this time.

**ADJOURN**

Seeing no further business, the meeting adjourned at 5:56 pm.

Respectfully submitted,

Jenna O'Dell, Events Coordinator

PERIOD ENDING 09/30/2021

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GL NUMBER	DESCRIPTION	2021-22 AMENDED BUDGET	YTD BALANCE 09/30/2021	ACTIVITY FOR MONTH 09/30/2021	AVAILABLE BALANCE	% BGD 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	288,059.42	47,541.82	12,098.58	95.97
493-000.000-609.000	SIDEWALK SALES	5,000.00	700.00	0.00	4,300.00	14.00
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	500.00	500.00	500.00	50.00
493-000.000-616.001	KRIS KRINGLE MARKET	28,000.00	7,190.00	1,350.00	20,810.00	25.68
493-000.000-618.000	BIG BRIGHT LIGHT SHOW	75,000.00	11,200.00	1,700.00	63,800.00	14.93
493-000.000-619.000	WINTER MAGAZINE	20,000.00	9,437.50	9,087.50	10,562.50	47.19
493-000.000-621.000	SPRING MAGAZINE	15,000.00	700.00	700.00	14,300.00	4.67
493-000.000-622.002	ANNUAL AWARENESS PROGRAMSOR	5,000.00	3,500.00	3,250.00	1,500.00	70.00
493-000.000-624.001	FIRE & ICE FESTIVAL	13,000.00	0.00	0.00	13,000.00	0.00
493-000.000-624.013	PUBLIC ART EVENT	26,000.00	6,000.00	2,000.00	20,000.00	23.08
493-000.000-624.014	MOVIES IN THE MOONLIGHT	3,500.00	4,310.00	2,150.00	(810.00)	123.14
493-000.000-634.748	HALLOWEEN EVENTS	1,000.00	0.00	0.00	1,000.00	0.00
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	0.00	0.00	500.00	0.00
493-000.000-634.762	ROCHESTER POSED	1,000.00	200.00	0.00	800.00	20.00
493-000.000-634.767	FARMERS MARKET	30,000.00	7,738.00	1,845.00	22,262.00	25.79
493-000.000-634.769	ROCHESTER EXPLORERS CLUB	6,100.00	450.00	150.00	5,650.00	7.38
493-000.000-634.770	SMALL BUSINESS SATURDAY	1,500.00	0.00	0.00	1,500.00	0.00
493-000.000-665.961	PSD INTEREST & PENALTIES	0.00	743.57	679.01	(743.57)	100.00
493-000.000-676.000	ADMINISTRATIVE CROSS CHARGE	27,428.00	0.00	0.00	27,428.00	0.00
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	0.00	0.00	150,000.00	0.00
Total Dept 000.000 - GENERAL LEDGER		731,286.00	344,458.49	70,953.33	386,827.51	47.10
TOTAL REVENUES		731,286.00	344,458.49	70,953.33	386,827.51	47.10
Expenditures						
Dept 701.000 - GENERAL & ADMINSTRATIVE - GA						
493-701.000-701.001	EMPLOYEE WAGES	80,500.00	18,714.09	6,242.26	61,785.91	23.25
493-701.000-701.002	PART-TIME WAGES	2,040.00	218.41	86.60	1,821.59	10.71
493-701.000-701.003	OVERTIME WAGES	13,612.00	3,461.74	263.35	10,150.26	25.43
493-701.000-715.000	FICA	8,000.00	1,692.12	497.29	6,307.88	21.15
493-701.000-716.000	HOSPITALIZATION	13,000.00	2,552.40	850.80	10,447.60	19.63
493-701.000-716.004	HOSPITALIZATION -HSA FUNDING	4,100.00	0.00	0.00	4,100.00	0.00
493-701.000-718.001	DEFINED CONTRIBUTION	8,900.00	2,051.28	601.77	6,848.72	23.05
493-701.000-718.002	EMPLOYER RETIREMENT CONTRIBUTI	2,400.00	553.92	184.64	1,846.08	23.08
493-701.000-719.000	DENTAL/OPTICAL	750.00	222.84	74.28	527.16	29.71
493-701.000-801.000	ADMINISTRATIVE CROSS CHARGE	30,247.00	0.00	0.00	30,247.00	0.00
493-701.000-805.703	CONTRACT SVCS - EMPLOYMENT	18,000.00	4,767.84	0.00	13,232.16	26.49
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	11.76	(0.63)	(11.76)	100.00
493-701.000-963.002	MERCHANT SERVICE FEES	5,101.00	1,818.62	741.16	3,282.38	35.65

PERIOD ENDING 09/30/2021

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GL NUMBER	DESCRIPTION	2021-22 AMENDED BUDGET	YTD BALANCE 09/30/2021	ACTIVITY FOR MONTH 09/30/2021	AVAILABLE BALANCE	% BDGT USED
Fund Group <None>						
Fund 493 - PRINCIPAL SHOPPING DISTRICT						
Expenditures						
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Total Dept 701.000 - GENERAL & ADMINSTRATIVE - GA		189,200.00	36,065.02	9,541.52	153,134.98	19.06
Dept 702.000 - TASTE OF FALL						
493-702.000-790.007	AD PR - SIGNAGE	1,500.00	2,580.87	2,580.87	(1,080.87)	172.06
Total Dept 702.000 - TASTE OF FALL		1,500.00	2,580.87	2,580.87	(1,080.87)	172.06
Dept 707.000 - FOODIE FEBRUARY						
493-707.000-805.000	CONTRACTUAL SERVICES	2,000.00	0.00	0.00	2,000.00	0.00
Total Dept 707.000 - FOODIE FEBRUARY		2,000.00	0.00	0.00	2,000.00	0.00
Dept 708.000 - KRIS KRINGLE MARKET						
493-708.000-790.007	AD PR - SIGNAGE	1,838.00	0.00	0.00	1,838.00	0.00
493-708.000-861.000	EQUIPMENT RENTAL	13,779.00	0.00	0.00	13,779.00	0.00
493-708.000-963.000	MISCELLANEOUS	18,383.00	500.88	500.88	17,882.12	2.72
Total Dept 708.000 - KRIS KRINGLE MARKET		34,000.00	500.88	500.88	33,499.12	1.47
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	5,772.33	0.00	4,227.67	57.72
Total Dept 711.000 - DANCIN IN THE STREETS		10,000.00	5,772.33	0.00	4,227.67	57.72
Dept 712.000 - MAGICAL MURAL TOUR						
493-712.000-805.000	CONTRACTUAL SERVICES	1,500.00	0.00	0.00	1,500.00	0.00
Total Dept 712.000 - MAGICAL MURAL TOUR		1,500.00	0.00	0.00	1,500.00	0.00
Dept 714.000 - LAGNIAPPE - LAG						
493-714.000-790.007	AD PR - SIGNAGE	236.00	0.00	0.00	236.00	0.00
493-714.000-805.000	CONTRACTUAL SERVICES	5,264.00	3,385.00	2,835.00	1,879.00	64.30
Total Dept 714.000 - LAGNIAPPE - LAG		5,500.00	3,385.00	2,835.00	2,115.00	61.55

PERIOD ENDING 09/30/2021

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Fund Group <None>						
Fund 493 - PRINCIPAL SHOPPING DISTRICT						
Expenditures						
Dept 715.000 - ANNUAL AWARENESS PROGRAM						
493-715.000-790.003	AD PR - PRINTING/GRAPHICS	6,880.00	3,036.83	3,036.83	3,843.17	44.14
493-715.000-791.004	AD-PL-TV-HLDY PARADE/DT PROMO	27,099.00	0.00	0.00	27,099.00	0.00
493-715.000-792.000	BANNERS	6,021.00	1,799.00	1,322.00	4,222.00	29.88
493-715.000-963.000	MISCELLANEOUS	0.00	275.00	275.00	(275.00)	100.00
Total Dept 715.000 - ANNUAL AWARENESS PROGRAM		40,000.00	5,110.83	4,633.83	34,889.17	12.78
Dept 716.000 - FIRE & ICE FESTIVAL						
493-716.000-731.000	LICENSE AND FEES	9,534.00	0.00	0.00	9,534.00	0.00
493-716.000-790.003	AD PR - PRINTING/GRAPHICS	347.00	0.00	0.00	347.00	0.00
493-716.000-790.007	AD PR - SIGNAGE	1,213.00	0.00	0.00	1,213.00	0.00
493-716.000-805.000	CONTRACTUAL SERVICES	8,906.00	0.00	0.00	8,906.00	0.00
Total Dept 716.000 - FIRE & ICE FESTIVAL		20,000.00	0.00	0.00	20,000.00	0.00
Dept 719.000 - WINTER MAGAZINE						
493-719.000-728.000	POSTAGE	6,942.00	0.00	0.00	6,942.00	0.00
493-719.000-790.003	AD PR - PRINTING/GRAPHICS	17,705.00	0.00	0.00	17,705.00	0.00
493-719.000-794.000	GRAPHIC DESIGN	7,536.00	0.00	0.00	7,536.00	0.00
493-719.000-805.000	CONTRACTUAL SERVICES	3,817.00	0.00	0.00	3,817.00	0.00
Total Dept 719.000 - WINTER MAGAZINE		36,000.00	0.00	0.00	36,000.00	0.00
Dept 720.000 - SPRING MAGAZINE						
493-720.000-728.000	POSTAGE	7,262.00	0.00	0.00	7,262.00	0.00
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	0.00	0.00	7,470.00	0.00
493-720.000-805.000	CONTRACTUAL SERVICES	3,631.00	0.00	0.00	3,631.00	0.00
Total Dept 720.000 - SPRING MAGAZINE		36,001.00	0.00	0.00	36,001.00	0.00
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	123.73	(63.66)	113.05
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	528.71	4,149.29	69.62

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Fund Group <None>						
Fund 493 - PRINCIPAL SHOPPING DISTRICT						
Expenditures						
493-736.000-963.000	MISCELLANEOUS	975.00	943.65	77.28	31.35	96.78
Total Dept 736.000 - MOVIES IN THE MOONLIGHT		15,999.00	11,304.02	729.72	4,694.98	70.65
Dept 748.000 - HALLOWEEN EVENTS						
493-748.000-805.000	CONTRACTUAL SERVICES	1,600.00	1,085.00	1,085.00	515.00	67.81
493-748.000-963.000	MISCELLANEOUS	2,400.00	1,161.00	707.90	1,239.00	48.38
Total Dept 748.000 - HALLOWEEN EVENTS		4,000.00	2,246.00	1,792.90	1,754.00	56.15
Dept 752.000 - BIG BRIGHT LIGHTSHOW						
493-752.000-763.000	FESTIVAL OF TREES	20,402.00	5,190.56	5,024.52	15,211.44	25.44
493-752.000-805.000	CONTRACTUAL SERVICES	255,025.00	0.00	0.00	255,025.00	0.00
Total Dept 752.000 - BIG BRIGHT LIGHTSHOW		275,427.00	5,190.56	5,024.52	270,236.44	1.88
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	0.00	0.00	2,000.00	0.00
Total Dept 757.000 - DECK ART		2,000.00	0.00	0.00	2,000.00	0.00
Dept 762.000 - ROCHESTER POSED						
493-762.000-790.003	AD PR - PRINTING/GRAPHICS	300.00	0.00	0.00	300.00	0.00
493-762.000-963.000	MISCELLANEOUS	1,200.00	0.00	0.00	1,200.00	0.00
Total Dept 762.000 - ROCHESTER POSED		1,500.00	0.00	0.00	1,500.00	0.00
Dept 767.000 - FARMERS MARKET						
493-767.000-760.000	FARMERS MARKET - OP SUPPLIES	10,000.00	3,260.22	1,117.02	6,739.78	32.60
Total Dept 767.000 - FARMERS MARKET		10,000.00	3,260.22	1,117.02	6,739.78	32.60
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
Dept 770.000 - SMALL BUSINESS SATURDAY						
493-770.000-963.000	MISCELLANEOUS	2,000.00	21.15	21.15	1,978.85	1.06



PERIOD ENDING 09/30/2021

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Fund Group <None>						
Fund 493 - PRINCIPAL SHOPPING DISTRICT						
Expenditures						
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Total Dept 770.000 - SMALL BUSINESS SATURDAY		2,000.00	21.15	21.15	1,978.85	1.06
Dept 774.000 - HOLIDAY PROGRAMS						
493-774.000-760.000	CAROLING IN THE CITY - OP SUPPLIES	7,000.00	550.00	0.00	6,450.00	7.86
Total Dept 774.000 - HOLIDAY PROGRAMS		7,000.00	550.00	0.00	6,450.00	7.86
TOTAL EXPENDITURES		736,126.00	93,139.47	28,777.41	642,986.53	12.65
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Fund 493 - PRINCIPAL SHOPPING DISTRICT:						
TOTAL REVENUES		731,286.00	344,458.49	70,953.33	386,827.51	47.10
TOTAL EXPENDITURES		736,126.00	93,139.47	28,777.41	642,986.53	12.65
NET OF REVENUES & EXPENDITURES		(4,840.00)	251,319.02	42,175.92	(256,159.02)	5,192.54