



Regular Meeting Agenda
Wednesday, November 11, 7:00 pm
Zoom Virtual Meeting
Login: <https://zoom.us/j/94813376585>

1. Call to Order
2. Roll Call
3. Approval of Meeting Minutes – October 21, 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. Festival of Trees Payment for Rochester Community House – Kristi
 - B. Update on Downtown Collaboration Studio Lease – Ben/Kristi
 - C. Fire & Ice Alternate Plan – Kristi/Nik
 - D. Discussion – Ongoing Efforts for COVID-19 Response Downtown
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, December 9, 2020

Downtown Development Authority
Regular Meeting Minutes

Wednesday, October 21, 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, Marilyn Trent, Bob Bloomingdale, Paul Haig, Chris Johnson, Tony Lipuma, Lisa Germani Williams, Candice Van Slembrouck, Erik Diana
Board Members Absent:	None
Council Liaison Present:	Ann Peterson
Chamber Liaison Present:	Marilyn Trent
Historical Commission Liaison Present:	Don Sienkiewicz
PSD Liaison Present:	Candice Van Slembrouck
DDA Executive Director Present:	Kristi Trevarrow

Chairman Giovanelli welcomed new member, Erik Diana, to the Board.

3) Approval of Meeting Minutes

Regular Meeting Minutes – September 16, 2020

Motion By:	Candice Van Slembrouck to approve the September 16, 2020 Regular Meeting Minutes as presented.
Second By:	Tony Lipuma
In Favor:	Tony Lipuma, Bob Bloomingdale, Chairman Ben Giovanelli, Mayor Stuart Bikson, Chris Johnson, Marilyn Trent, Erik Diana, Paul Haig, Candice Van Slembrouck, Lisa Germani Williams
Opposed:	None
Motion Passed	

4) Audience Comments

There were no audience comments.

5) Liaison Reports

A. City Council

Ann Peterson highlighted the following from the October 12, 2020 City Council meeting:

- Upcoming Halloween events were approved.
- An Interlocal Agreement with Rochester Hills for the Chief Financial Credit Union Development was approved.
- Election workers were appointed.
- Applications are being accepted for the Rochester Area Recreation Authority Board.

B. Chamber of Commerce

Marilyn Trent highlighted the following:

- The Chamber continues to conduct in-person ribbon cuttings, while practicing social distancing.
- The 2020 Sunrise Pinnacle Awards will be held on November 2, 2020 via live-stream.
- The Chamber has been working on their 18-month Strategic Plan.

C. Historical Commission

Don Sienkiewicz stated that the Historical Commission and City staff have been working together to preserve many historical items and share them with the public. The City Council has approved a service agreement with the museum and Van Hoosen Farms to catalog and preserve these items.

D. Principal Shopping District

Candice Van Slembrouck stated that the PSD met on October 20th. The Kris Kringle Market has been approved by City Council. The PSD is also working on Plaid Friday and Small Business Saturday to encourage local shopping the weekend after Thanksgiving. The Festival of Trees will be held at the Royal Park Hotel. Fire & Ice has not yet been approved, but preliminary planning has begun and will continue to move forward. A new event called The Neighborhood Light Fight has been proposed and is in the planning process.

6) General Business Agenda Items

A. Main Street Accreditation Presentation – John Bry

John Bry of Main Street Oakland County (MSOC) presented the DDA Board with their 15th consecutive accreditation as a Main Street Community. National Main Street is working to continue to roll out additional programs that are only available to accredited programs. Because of the restrictions of COVID-19, accreditation will also be extended for the 16th year. Mr. Bry also reported the following:

- Additional training will be available, with MSOC covering half of the cost.
- Rochester participated in the crowdfunding campaign and raised approximately \$10,000. The PNC grant added an additional \$2,600 to that total.
- Oakland County has not decreased funding for MSOC for the next fiscal year, which began on October 1st.
- More national expertise will be available with the Next Generation of Main Streets. Rochester will be one of the pilot communities for this program.

- MSOC has been requesting to be included in the CARES funding through the county.
- Shop Small Saturday is on November 28th. The County has agreed to add Shop Main Street week following Shop Small Saturday. Vibe Credit Union will be the sponsor.

B. Update on State Guidelines Impacting Businesses & Events

Chief Schettenhelm provided an update on recent changes to guidelines impacting downtown businesses and events. Orders are in place through the Health Department and are clear and succinct. There is now one set of directives to follow.

C. Holiday Events Update

Festival of Trees (Kristi Trevarrow) – There has been overwhelming sponsor support. There are currently more than 25 trees, not including the trees from non-profits. There are also a few new designers this year. The hotel will be offering rooms for the night, which will include a socially distanced Santa Brunch. The hotel is also offering two themed holiday suites, which will be available for purchase. Tickets are already selling well.

The Big, Bright Light Show (Kristi Trevarrow) – Installation of the lights is moving forward, with a goal of getting the lights on earlier. The PSD is working on a Neighborhood Light Fight. People have been overwhelmingly positive and excited about this event. It will feature a “text to vote” process for the winner.

Plaid Friday/Small Business Saturday (Jenna O’Dell) – There will be holiday window contest for the businesses on November 16th. This year will feature a “Vintage Christmas” theme. A “text to vote” process will be used, and the winner will be announced at the December 4th Kris Kringle Market. Plaid Friday/Small Business Saturday will be held the weekend after Thanksgiving to encourage support of local businesses. A “Shopping with my Gnomies” contest will be held throughout the stores.

Kris Kringle Market (Taylor Clayton) – The Kris Kringle Market will be held December 4th and 5th, and will be held on top of the east parking structure. This location will allow sufficient distancing and one entrance and exit. Capacity will be monitored. There will not be a warming tent this year, but mugs will still be available for purchase.

Fire & Ice (Taylor Clayton) – This event will be discussed further at the November 11, 2020 DDA meeting. However, ice sculptures will still be on display in town beginning on January 15th. There will be shopping promotion with the merchants. This event is still in the planning stages.

D. Consideration of Festival of Trees Payment for Rochester Community House

Kristi Trevarrow and Deputy City Manager Nik Banda will look into the possibility of making the Rochester Community House whole for the Festival of Trees agreement due to the relocation to the Royal Park Hotel. This matter will be discussed further at the November 11, 2020 meeting.

E. Update on Downtown Collaboration Studio Lease

A further update will be provided at the November 11, 2020 meeting.

F. Outdoor Dining Platforms 2021

Further discussion will be held with the Parking Advisory Committee regarding options for use of the platforms in 2021. This will be discussed further at the January 2021 DDA meeting.

G. DDA/PSD Discussion – Planning for 2021

The DDA Board has invited the PSD Board to start planning for a joint Goals & Objectives meeting for 2021 and beyond. Chairman Giovanelli suggested the following schedule:

- A joint DDA/PSD meeting in early December 2020.
- Mid-December 2020 each board will meet individually to discuss Goals & Objectives.
- A joint DDA/PSD collaboration Goals & Objectives meeting in January 2021(separate from the regular DDA meeting).

H. November & December DDA Meeting Dates Reminder

Regular DDA meetings for November and December will beheld as follows:

- Wednesday, November 11, 2020 and Wednesday, December 9, 2020

7) Receipt of Regular Reports

A. Executive Director Update

Just Us Girls Stroll

The DDA has partnered with the Women’s Fund on their Just Us Girls Stroll Fundraising Event on October 7, 2020. The Collaboration Studio served as the check-in spot for all attendees. Over 15 downtown businesses participated in the event.

Main Street America Webinar

Kristi Trevarrow was a guest speaker on the first of a series of webinars offered by Main Street America. Each topic is focused on recovery efforts related to COVID-19. Her topic was Fundraising During a Pandemic, with the Love Local brand being the focus.

Michigan Downtown Association Annual Conference (Virtual)

Kristi Trevarrow will be presenting at the MDA Annual Conference on Friday, November 6, 2020 on the topic of the Evolution of Downtown Events.

The Big, Bright Light Show

Installation of The Big, Bright Light Show is well underway and should be completed by mid-November.

Vacation

Kristi Trevarrow will be out of the office beginning Wednesday, October 28, 2020 and will be returning to the office on Wednesday, November 4, 2020.

Love Local

New merchandise will be available in the studio soon.

Collaboration Studio

The team is looking into extended studio hours for the holidays.

B. Events & Marketing Update

Discussed under 6).C.

MARKETING

In Town Magazine will be available in homes and businesses the week of November 9th.

The Farmers' Market was very successful this year. Sales were up over previous years. There will not be a holiday Farmers' Market this year due to COVID-19 restrictions.

C. Financial Report for DDA

The Revenue and Expenditure Report for period ending 09/30/2020 for Fund 494, Downtown Development Authority was included in the packet.

D. Business Development Committee – An update of various projects was provided.

E. Site Development Committee

8) Miscellaneous

Tony Lipuma thanked the DDA Board for the grant Lipuma's Coney Island received to purchase outdoor tables and a heater. The people have loved being able to sit outside.

Kristi Trevarrow and Jenna O'Dell stated that the Halloween Fest was a great event for the children and had a lot of positive response from the community. The event was sponsored by Genisys Credit Union.

9) Adjournment

Seeing no further business, the meeting was adjourned at 9:07 p.m.

Date Approved

Susan McCullough

6A. Festival of Trees Payment for Rochester Community House

The concern was raised that the Community House is outside of the DDA District. In speaking with Finance Director Moggio, he indicated that this is not an issue. We have confirmed the same with Attorney Kragt.

If the Board was to consider paying the Rochester Community House for the Festival of Trees contract due to the relocation to the Royal Park Hotel, the amount is \$3,815.

6B. Update on Downtown Collaboration Studio Lease – Ben/Kristi

Ben and Kristi will provide an update on the lease for 431 Main Street.

6C. Fire & Ice Festival Alternate Plan – Nik/Kristi

Nik and Kristi will provide an update on the status of the Fire & Ice Festival for 2021 and alternate plans currently in the works.

6D. Discussion – Ongoing Efforts for COVID-19 Response Downtown

The Executive Committee would like the DDA Board to discuss planning for COVID response given the rise in cases statewide.

7A. Executive Director Update

Main Street America Webinar

I was a guest speaker on the third in a series of webinars offered by Main Street America. Each topic is focused on recovery efforts related to COVID-19. My topic was Re-Imagined Holiday Promotions.

Michigan Downtown Association Annual Conference (Virtual)

I presented at the MDA Annual Conference on Friday, November 6 on the topic of the Evolution of Downtown Events.

The Big, Bright Light Show

Installation of The Big, Bright Light Show will be completed shortly and testing will begin the week of November 9.

Sunrise Pinnacle Awards

I was honored to receive the Community Hero Award at this year's Sunrise Pinnacle Awards.



Rochester DDA Board Meeting

November 4, 2020

Events Coordinator Report

Events

- **Holiday Window Contest: November 16 – December 4** – Downtown businesses will be decorating their storefront windows for the holiday season. This year's theme is 'Vintage Christmas'. The public will decide which window is their favorite by texting to vote for their favorite window. Texting is open to the public from November 16th – December 4th. The winner of the window contest will be announced at the Kris Kringle Market and will receive an award.
- **Plaid Friday: November 27** – Shoppers are encouraged to wear plaid and head to Downtown Rochester for a fun day of shopping! Plaid Friday celebrates the diversity and creativity of local and independent businesses. It is a fun alternative to the consumer frenzy of 'Black Friday'. Shoppers will enjoy store discounts and promotions as well as a "Shopping with my Gnomies" selfie scavenger hunt! Find all six "Gnomies" hidden throughout businesses, take a selfie with each them and tag Downtown Rochester for your chance to win a \$100 gift certificate! Plaid Friday is sponsored by Genisys Credit Union.
- **Small Business Saturday: November 28** - Now in its eleventh year, Small Business Saturday serves as the ceremonial kickoff to the holiday shopping season for small businesses across the United States. Shoppers can enjoy discounts and promotions in Downtown Rochester.

Love local
ROCHESTER 



DOWNTOWN DEVELOPMENT AUTHORITY BOARD MEETING
November 2020
Marketing Coordinator Update

PROMOTION

In Town Magazine: The In Town Magazine are hitting homes this week. 43,000 copies will be distributed via direct mail as well as passed out to downtown merchants.

Channel 7 Live Remotes: WXYZ was in town this week filming our holiday flight this year. This year we. Live remotes participants included Fox Chevrolet, The Linda Rea Team, The Cheese Lady, O'Connor's Public House, Fieldstone Winery, The Rochester Mills, Fourth Street Boutique, mi State of Mind, Simplicity Healing and Detroit Tarot Company.

Farmers' Market/ Holiday Market: The summer season wrapped at the end of October. Overall the season was very successful for our vendors and look forward to bringing that energy into 2021. Due to the circumstances this year we will be unable to host the Thursday Holiday Farmers' Market in the Rochester Fire Department.

Kris Kringle Market: The Kris Kringle Market is scheduled for Friday, December 4 and Saturday, December 5. We will be in a new location this year – the East Parking Platform. Allowing us to monitor capacity and create additional distance. There will not be a warming tent but, you can still purchase your commemorative mug at the DDA booth.

PERIOD ENDING 10/31/2020

GL NUMBER	DESCRIPTION	2020-21 AMENDED BUDGET	YTD BALANCE 10/31/2020	ACTIVITY FOR MONTH 10/31/2020	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	1,631,032.00	1,488,054.18	57,437.68	142,977.82	91.23
494-000.000-528.000	OTHER FEDERAL GRANTS	0.00	14,000.00	10,000.00	(14,000.00)	100.00
494-000.000-573.000	LOCAL COMMUNITY STABILIZATION	53,000.00	0.00	0.00	53,000.00	0.00
494-000.000-626.000	DDA BUSINESS DEVELOPMENT	5,000.00	20,690.22	3,814.00	(15,690.22)	413.80
494-000.000-665.000	INCOME ON INVESTMENTS	15,300.00	0.00	0.00	15,300.00	0.00
494-000.000-665.072	INTEREST -MICHIGAN CLASS	0.00	354.01	0.00	(354.01)	100.00
494-000.000-676.000	ADMINISTRATIVE CROSS CHARGE	42,767.00	14,255.68	3,563.92	28,511.32	33.33
494-000.000-692.000	MISCELLANEOUS INCOME	7,500.00	0.00	0.00	7,500.00	0.00
Total Dept 000.000 - GENERAL LEDGER		1,754,599.00	1,537,354.09	74,815.60	217,244.91	87.62
TOTAL REVENUES		1,754,599.00	1,537,354.09	74,815.60	217,244.91	87.62
Expenditures						
Dept 752.000 - BIG BRIGHT LIGHTSHOW						
494-752.000-805.000	CONTRACTUAL SERVICES	446,658.00	446,658.00	0.00	0.00	100.00
Total Dept 752.000 - BIG BRIGHT LIGHTSHOW		446,658.00	446,658.00	0.00	0.00	100.00
Dept 896.000 - DOWNTOWN DEVELOPMENT AUTHORITY						
494-896.000-701.000	SUPERVISOR SALARIES	77,200.00	23,671.84	5,917.96	53,528.16	30.66
494-896.000-701.002	PART-TIME WAGES	0.00	1,462.50	472.50	(1,462.50)	100.00
494-896.000-710.101	LONGEVITY	1,400.00	0.00	0.00	1,400.00	0.00
494-896.000-715.000	FICA	6,288.00	1,924.71	489.36	4,363.29	30.61
494-896.000-716.000	HOSPITALIZATION	21,964.00	4,941.03	1,647.01	17,022.97	22.50
494-896.000-716.002	HOSPITALIZATION - RETIREE	1,200.00	0.00	0.00	1,200.00	0.00
494-896.000-716.004	HOSPITALIZATION -HSA FUNDING	6,120.00	0.00	0.00	6,120.00	0.00
494-896.000-717.000	EMPLOYEE LIFE INSURANCE	522.00	0.00	0.00	522.00	0.00
494-896.000-718.000	RETIREMENT CONTRIBUTION	27,637.00	10,278.68	2,569.67	17,358.32	37.19
494-896.000-719.000	DENTAL/OPTICAL	515.00	455.04	113.76	59.96	88.36
494-896.000-721.000	UNEMPLOYMENT COMP. INSURANCE	16.00	9.74	7.62	6.26	60.88
494-896.000-728.000	POSTAGE	3,133.00	479.54	326.99	2,653.46	15.31
494-896.000-729.000	PRINTING & OFFICE SUPPLIES	20,000.00	6,087.44	3,349.94	13,912.56	30.44
494-896.000-757.000	OPERATING SUPPLIES	2,500.00	485.65	43.90	2,014.35	19.43
494-896.000-801.000	ADMINISTRATIVE CROSS CHARGE	76,592.00	25,530.68	6,382.67	51,061.32	33.33
494-896.000-803.000	LEGAL SERVICES	2,551.50	675.00	62.50	1,876.50	26.46
494-896.000-804.000	AUDITING	2,700.00	0.00	0.00	2,700.00	0.00
494-896.000-805.008	CONTRACT SVCS - ORG. COMMITTE	69.00	0.00	0.00	69.00	0.00
494-896.000-805.009	CONTRACT SVCS - BUS. DEV COMM	112,945.00	25,962.56	8,781.78	86,982.44	22.99
494-896.000-805.010	CONTRACT SVCS - D.P.W.	10,445.00	0.00	0.00	10,445.00	0.00
494-896.000-805.011	CONTRACT SVCS - MAINTENANCE	22,979.00	1,503.00	0.00	21,476.00	6.54
494-896.000-805.027	CABLE CASTING	4,178.00	1,300.00	650.00	2,878.00	31.12
494-896.000-805.030	CONTRACT SVCS - DUMPSTERS	119,768.00	28,286.64	0.00	91,481.36	23.62
494-896.000-805.034	CONTRACT SVCS - SIDEWALK SNOW	10,435.00	0.00	0.00	10,435.00	0.00
494-896.000-805.703	CONTRACT SVCS - EMPLOYMENT	1,776.00	1,260.00	140.00	516.00	70.95
494-896.000-850.000	TELECOMMUNICATIONS	5,133.00	2,006.94	592.73	3,126.06	39.10
494-896.000-850.001	TELEPHONE LEASE	626.00	0.00	0.00	626.00	0.00
494-896.000-860.000	COMPUTER RENTAL	2,049.00	1,024.50	512.25	1,024.50	50.00
494-896.000-861.002	EQUIPMENT LEASE - COPY MACHIN	16,712.00	3,722.86	1,202.05	12,989.14	22.28
494-896.000-863.001	PROFESSIONAL DEVELOPMENT	9,000.00	0.00	0.00	9,000.00	0.00
494-896.000-863.002	TRAVEL	1,567.00	0.00	0.00	1,567.00	0.00

REVENUE AND EXPENDITURE REPORT FOR CITY OF ROCHESTER
 PERIOD ENDING 10/31/2020

GL NUMBER	DESCRIPTION	2020-21 AMENDED BUDGET	YTD BALANCE 10/31/2020	ACTIVITY FOR MONTH 10/31/2020	AVAILABLE BALANCE	% BDGT USED
Fund Group <None>						
Fund 494 - DOWNTOWN DEVELOPMENT AUTHORITY						
Expenditures						
494-896.000-864.000	LOCAL MILEAGE ALLOWANCE	1,085.00	0.00	0.00	1,085.00	0.00
494-896.000-883.000	COMMUNITY AFFAIRS- EXTERNAL	3,520.00	0.00	0.00	3,520.00	0.00
494-896.000-912.000	GENERAL INSURANCE	16,403.00	0.00	0.00	16,403.00	0.00
494-896.000-921.000	LIGHT & POWER	36,557.00	7,955.19	2,727.08	28,601.81	21.76
494-896.000-922.000	HEAT-BUILDING	597.00	134.51	42.00	462.49	22.53
494-896.000-931.000	MAINTENANCE & REPAIRS - EQUIP	522.00	0.00	0.00	522.00	0.00
494-896.000-940.000	RENTAL OF LAND	25,068.00	7,990.00	1,997.50	17,078.00	31.87
494-896.000-957.000	DUES & SUBSCRIPTIONS	1,671.00	177.48	0.00	1,493.52	10.62
494-896.000-963.000	MISCELLANEOUS	0.00	20.01	20.01	(20.01)	100.00
Total Dept 896.000 - DOWNTOWN DEVELOPMENT AUTHORIT		653,443.50	157,345.54	38,049.28	496,097.96	24.08
Dept 900.000 - CAPITAL CONTROL						
494-900.000-974.019	CAPITAL ASSETS - MAINT & MINO	150,000.00	77,652.07	15,706.63	72,347.93	51.77
494-900.000-974.121	SIDEWALK RECONSTRUCTION	31,334.00	0.00	0.00	31,334.00	0.00
494-900.000-974.210	STREET LIGHTING REPLACEMENT	250,000.00	202,240.00	0.00	47,760.00	80.90
494-900.000-989.000	COVID-19 RESPONSE	68,375.00	69,042.50	2,860.50	(667.50)	100.98
Total Dept 900.000 - CAPITAL CONTROL		499,709.00	348,934.57	18,567.13	150,774.43	69.83
Dept 965.000 - APPROPRIATIONS TO OTHER FUNDS						
494-965.000-999.203	TRANS TO MVH LOCAL STREET FUN	273,000.00	0.00	0.00	273,000.00	0.00
494-965.000-999.516	TRANS TO AUTO PARKING FUND	238,970.00	238,970.00	0.00	0.00	100.00
Total Dept 965.000 - APPROPRIATIONS TO OTHER FUNDS		511,970.00	238,970.00	0.00	273,000.00	46.68
TOTAL EXPENDITURES		2,111,780.50	1,191,908.11	56,616.41	919,872.39	56.44
Fund 494 - DOWNTOWN DEVELOPMENT AUTHORITY:						
TOTAL REVENUES		1,754,599.00	1,537,354.09	74,815.60	217,244.91	87.62
TOTAL EXPENDITURES		2,111,780.50	1,191,908.11	56,616.41	919,872.39	56.44
NET OF REVENUES & EXPENDITURES		(357,181.50)	345,445.98	18,199.19	(702,627.48)	96.71
Fund Group <None>:						
TOTAL REVENUES		2,456,515.00	2,043,647.90	94,128.77	412,867.10	83.19
TOTAL EXPENDITURES		2,813,696.50	1,311,565.21	98,094.83	1,502,131.29	46.61
NET OF REVENUES & EXPENDITURES		(357,181.50)	732,082.69	(3,966.06)	(1,089,264.19)	204.96
TOTAL REVENUES - ALL FUNDS		2,456,515.00	2,043,647.90	94,128.77	412,867.10	83.19
TOTAL EXPENDITURES - ALL FUNDS		2,813,696.50	1,311,565.21	98,094.83	1,502,131.29	46.61
NET OF REVENUES & EXPENDITURES		(357,181.50)	732,082.69	(3,966.06)	(1,089,264.19)	204.96