



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	March 9, 2021	5:30 pm
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1. Call to Order
2. Roll Call
3. Audience Comments
4. Regular Business
 - a. Welcome New DDA Liaison – Paul Haig
 - b. Recap – Foodie February Promotion
 - c. Update – Makeover March Promotion
 - d. Review – Proposed FYE 2022 PSD Budget
5. Reports
 - a. PSD Financial Report
 - b. Events & Marketing Update
 - c. Executive Director Report
6. Miscellaneous
7. Adjourn

PROPOSED FYE 2022 PSD BUDGET

ITEM	REVENUE	EXPENDITURES
PRINCIPAL SHOPPING DISTRICT	\$ 293,150.00	\$ -
SIDEWALK SALES	\$ 5,000.00	\$ 5,000.00
DANCIN IN THE STREET	\$ 2,000.00	\$ 10,000.00
LAGNIAPPE	\$ 1,000.00	\$ 5,500.00
KRIS KRINGLE MARKET	\$ 28,000.00	\$ 34,000.00
BIG, BRIGHT LIGHT SHOW	\$ 75,000.00	\$ 250,000.00
WINTER MAGAZINE	\$ 20,000.00	\$ 36,000.00
SPRING MAGAZINE	\$ 15,000.00	\$ 36,000.00
ANNUAL AWARENESS PROGRAM	\$ 5,000.00	\$ 40,000.00
FIRE & ICE FESTIVAL	\$ 13,000.00	\$ 20,000.00
CAROLING IN THE CITY	\$ 1,000.00	\$ 7,000.00
JUNK IN THE TRUNK	\$ 4,600.00	\$ 3,000.00
MOVIES IN THE MOONLIGHT	\$ 7,000.00	\$ 16,000.00
DOWNTOWN TRICK OR TREAT/HALLOWEEN	\$ 1,000.00	\$ 4,000.00
DECK ART	\$ 500.00	\$ 2,000.00
ROCHESTER POSED	\$ 1,000.00	\$ 1,500.00
FARMERS' MARKET	\$ 30,000.00	\$ 10,000.00
EXPLORERS CLUB	\$ 6,100.00	\$ 6,500.00
SMALL BUSINESS SATURDAY	\$ 1,500.00	\$ 2,000.00
DDA TRANSFER	\$ 150,000.00	\$ -
GENERAL & ADMIN	\$ -	\$ 207,000.00
ADMIN CROSS CHARGE	\$ 27,150.00	\$ -
MISC INCOME	\$ 10,000.00	\$ -
TASTE OF FALL	\$ 1,250.00	\$ 1,500.00
FOODIE FEBRUARY	\$ 1,000.00	\$ 2,000.00
MAGICAL MURAL TOUR	\$ 1,250.00	\$ 1,500.00
LOVE LOCAL MONTH	\$ 2,000.00	\$ 3,000.00
FROSTY FROLIC	\$ 26,000.00	\$ 25,000.00
	\$ 728,500.00	\$ 728,500.00

PERIOD ENDING 02/28/2021

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

GL NUMBER	DESCRIPTION	2020-21 AMENDED BUDGET	YTD BALANCE 02/28/2021	ACTIVITY FOR MONTH 02/28/2021	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	6,000.00	5,000.00	0.00	1,000.00	83.33
493-000.000-616.001	KRIS KRINGLE MARKET	28,000.00	486.00	0.00	27,514.00	1.74
493-000.000-618.000	BIG BRIGHT LIGHT SHOW	75,000.00	51,563.61	10,305.00	23,436.39	68.75
493-000.000-619.000	WINTER MAGAZINE	20,000.00	15,075.00	2,000.00	4,925.00	75.38
493-000.000-621.000	SPRING MAGAZINE	10,000.00	200.00	200.00	9,800.00	2.00
493-000.000-622.002	ANNUAL AWARENESS PROGRAMNSOR	5,000.00	2,000.00	0.00	3,000.00	40.00
493-000.000-624.001	FIRE & ICE FESTIVAL	13,000.00	7,915.00	1,890.00	5,085.00	60.88
493-000.000-624.014	MOVIES IN THE MOONLIGHT	0.00	1,825.00	0.00	(1,825.00)	100.00
493-000.000-634.748	HALLOWEEN EVENTS	0.00	1,000.00	0.00	(1,000.00)	100.00
493-000.000-634.755	JUNK IN THE TRUNK	1,500.00	25.00	0.00	1,475.00	1.67
493-000.000-634.757	DECK ART	765.00	765.00	0.00	0.00	100.00
493-000.000-634.767	FARMERS MARKET	30,000.00	13,415.00	795.00	16,585.00	44.72
493-000.000-634.770	SMALL BUSINESS SATURDAY	0.00	1,500.00	0.00	(1,500.00)	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	0.00	141.41	0.00	(141.41)	100.00
493-000.000-676.000	ADMINISTRATIVE CROSS CHARGE	27,158.00	18,105.36	2,263.17	9,052.64	66.67
493-000.000-692.000	MISCELLANEOUS INCOME	10,000.00	90.00	0.00	9,910.00	0.90
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		674,581.00	567,264.38	17,453.17	107,316.62	84.09
TOTAL REVENUES		674,581.00	567,264.38	17,453.17	107,316.62	84.09
Expenditures						
Dept 701.000 - GENERAL & ADMINSTRATIVE - GA						
493-701.000-701.001	EMPLOYEE WAGES	85,680.00	52,018.66	6,119.85	33,661.34	60.71
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	12,687.95	256.43	789.05	94.15
493-701.000-715.000	FICA	8,000.00	4,919.13	480.77	3,080.87	61.49
493-701.000-716.000	HOSPITALIZATION	19,190.00	8,290.40	850.80	10,899.60	43.20
493-701.000-716.004	HOSPITALIZATION -HSA FUNDING	4,550.00	4,200.00	0.00	350.00	92.31
493-701.000-717.000	EMPLOYEE LIFE INSURANCE	620.00	0.00	0.00	620.00	0.00
493-701.000-718.001	DEFINED CONTRIBUTION	9,500.00	5,985.31	589.79	3,514.69	63.00
493-701.000-718.002	EMPLOYER RETIREMENT CONTRIBUTI	2,424.00	1,476.80	184.64	947.20	60.92
493-701.000-719.000	DENTAL/OPTICAL	800.00	591.34	74.28	208.66	73.92
493-701.000-801.000	ADMINISTRATIVE CROSS CHARGE	29,948.00	19,965.36	2,495.67	9,982.64	66.67
493-701.000-805.703	CONTRACT SVCS - EMPLOYMENT	23,230.00	6,623.60	1,444.80	16,606.40	28.51
493-701.000-863.000	TRAVEL/MEETINGS & CONFERENCES	2,525.00	0.00	0.00	2,525.00	0.00
493-701.000-963.002	MERCHANT SERVICE FEES	5,050.00	4,034.74	266.35	1,015.26	79.90
Total Dept 701.000 - GENERAL & ADMINSTRATIVE - GA		206,994.00	122,779.77	12,763.38	84,214.23	59.32
Dept 708.000 - KRIS KRINGLE MARKET						
493-708.000-790.007	AD PR - SIGNAGE	1,848.00	75.00	0.00	1,773.00	4.06
493-708.000-861.000	EQUIPMENT RENTAL	13,858.00	6,929.00	0.00	6,929.00	50.00
493-708.000-963.000	MISCELLANEOUS	18,294.00	1,794.39	0.00	16,499.61	9.81
Total Dept 708.000 - KRIS KRINGLE MARKET		34,000.00	8,798.39	0.00	25,201.61	25.88

PERIOD ENDING 02/28/2021

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Fund Group <None>						
Fund 493 - PRINCIPAL SHOPPING DISTRICT						
Expenditures						
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
Total Dept 714.000 - LAGNIAPPE - LAG		0.00	235.14	0.00	(235.14)	100.00
Dept 715.000 - ANNUAL AWARENESS PROGRAM						
493-715.000-790.003	AD PR - PRINTING/GRAPHICS	6,524.00	0.00	0.00	6,524.00	0.00
493-715.000-791.004	AD-PL-TV-HLDY PARADE/DT PROMO	24,710.00	30,000.00	0.00	(5,290.00)	121.41
493-715.000-792.000	BANNERS	5,766.00	7,493.00	5,689.00	(1,727.00)	129.95
493-715.000-794.000	GRAPHIC DESIGN	0.00	275.00	0.00	(275.00)	100.00
Total Dept 715.000 - ANNUAL AWARENESS PROGRAM		37,000.00	37,768.00	5,689.00	(768.00)	102.08
Dept 716.000 - FIRE & ICE FESTIVAL						
493-716.000-731.000	LICENSE AND FEES	9,534.00	10,836.00	0.00	(1,302.00)	113.66
493-716.000-790.003	AD PR - PRINTING/GRAPHICS	348.00	250.00	250.00	98.00	71.84
493-716.000-790.007	AD PR - SIGNAGE	1,213.00	17.40	17.40	1,195.60	1.43
493-716.000-805.000	CONTRACTUAL SERVICES	8,906.00	600.11	600.11	8,305.89	6.74
Total Dept 716.000 - FIRE & ICE FESTIVAL		20,001.00	11,703.51	867.51	8,297.49	58.51
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	17,105.25	0.00	599.75	96.61
493-719.000-794.000	GRAPHIC DESIGN	7,536.00	7,425.00	0.00	111.00	98.53
493-719.000-805.000	CONTRACTUAL SERVICES	3,817.00	4,100.00	0.00	(283.00)	107.41
Total Dept 719.000 - WINTER MAGAZINE		36,000.00	28,630.25	0.00	7,369.75	79.53
Dept 720.000 - SPRING MAGAZINE						
493-720.000-728.000	POSTAGE	7,262.00	7,054.79	0.00	207.21	97.15
493-720.000-790.003	AD PR - PRINTING/GRAPHICS	17,637.00	250.00	0.00	17,387.00	1.42
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	0.00	0.00	3,632.00	0.00
Total Dept 720.000 - SPRING MAGAZINE		36,000.00	7,304.79	0.00	28,695.21	20.29
Dept 736.000 - MOVIES IN THE MOONLIGHT						
493-736.000-790.007	AD PR - SIGNAGE	492.00	0.00	0.00	492.00	0.00
493-736.000-791.002	AD PL - NEWSPAPER ADV	886.00	0.00	0.00	886.00	0.00
493-736.000-805.000	CONTRACTUAL SERVICES	13,638.00	660.00	0.00	12,978.00	4.84
493-736.000-963.000	MISCELLANEOUS	984.00	1,100.00	0.00	(116.00)	111.79
Total Dept 736.000 - MOVIES IN THE MOONLIGHT		16,000.00	1,760.00	0.00	14,240.00	11.00

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Fund Group <None>						
Fund 493 - PRINCIPAL SHOPPING DISTRICT						
Expenditures						
Dept 748.000 - HALLOWEEN EVENTS						
493-748.000-805.000	CONTRACTUAL SERVICES	1,600.00	70.00	0.00	1,530.00	4.38
493-748.000-963.000	MISCELLANEOUS	2,400.00	3,209.24	0.00	(809.24)	133.72
Total Dept 748.000 - HALLOWEEN EVENTS		4,000.00	3,279.24	0.00	720.76	81.98
Dept 752.000 - BIG BRIGHT LIGHTSHOW						
493-752.000-763.000	FESTIVAL OF TREES	19,437.00	31,541.91	(150.00)	(12,104.91)	162.28
493-752.000-805.000	CONTRACTUAL SERVICES	240,563.00	268,267.50	0.00	(27,704.50)	111.52
Total Dept 752.000 - BIG BRIGHT LIGHTSHOW		260,000.00	299,809.41	(150.00)	(39,809.41)	115.31
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	4,822.28	0.00	5,177.72	48.22
Total Dept 767.000 - FARMERS MARKET		10,000.00	4,822.28	0.00	5,177.72	48.22
Dept 769.000 - ROCHESTER EXPLORERS CLUB						
493-769.000-963.000	MISCELLANEOUS	6,000.00	709.02	0.00	5,290.98	11.82
Total Dept 769.000 - ROCHESTER EXPLORERS CLUB		6,000.00	709.02	0.00	5,290.98	11.82
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	8,921.00	1,600.00	0.00	7,321.00	17.94
Total Dept 774.000 - HOLIDAY PROGRAMS		8,921.00	1,600.00	0.00	7,321.00	17.94
TOTAL EXPENDITURES		678,416.00	531,367.54	19,169.89	147,048.46	78.32

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Fund Group <None>						
Fund 493 - PRINCIPAL SHOPPING DISTRICT						
Fund 493 - PRINCIPAL SHOPPING DISTRICT:						
	TOTAL REVENUES	674,581.00	567,264.38	17,453.17	107,316.62	84.09
	TOTAL EXPENDITURES	678,416.00	531,367.54	19,169.89	147,048.46	78.32
	NET OF REVENUES & EXPENDITURES	(3,835.00)	35,896.84	(1,716.72)	(39,731.84)	936.03