



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	September 14, 2021	5:30 pm
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1. Call to Order
2. Roll Call
3. Audience Comments
4. Approval of July 13, 2021 PSD Meeting Minutes
5. Regular Business
 - a. Request for Recommendation – Kris Kringle Market
 - b. Request for Recommendation – Caroling in the City
 - c. Update – Magical Mural Tour
 - d. Update – Festival of Trees
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	July 13, 2021	5:30 pm
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CALL TO ORDER

Chairman Stewart called the meeting to order at 5:31 pm.

ROLL CALL

Members Present: Harrison, Louise, Mulrenin, Stewart

Members Absent: Eisenbraun

DDA Liaison Present: 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. Regular Business

A. Request for Recommendation – Rochester Posed

Jenna reviewed the details for Rochester Posed. This year's theme is "Famous Duos".

MOTION

Motion by Mulrenin, seconded by Louise to recommend approval of Rochester Posed to City Council.

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

B. Request for Recommendation – Halloween Events

Jenna reviewed the detailed for the proposed Downtown Trick-or-Treat and Halloween Fest on Saturday, October 16.

MOTION

Motion by Mulrenin, seconded by Louise to recommend approval of the 2021 Halloween Events to City Council

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

C. Request for Recommendation – Lagniappe

Jenna reviewed the detailed for the Lagniappe on Monday, November 22.

MOTION

Motion by Louise, seconded by Mulrenin to recommend approval of Lagniappe to City Council

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

D. Holiday Promotions Discussion

Kristi reviewed the proposed new holiday promotions previously discussed by the PSD Board in March 2020. Because of COVID, the only event that was able to be held last year was the Neighborhood Light Fight.

The Board discussed many holiday ideas and directed staff to move forward with the Neighborhood Light Fight, Miracle Pop-Up Bars, Pancakes & PJs and 12 Cookies of Christmas. Staff will provide updates on events as details are confirmed.

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 June Junk in the Trunk went well and that registration is now open for the August event. We are looking forward to a busy event week with Sidewalk Sales, Dancin' in the Street and Movies in the Moonlight.

Taylor shared that the Farmers' Market is seeing great crowds each week. She is working with Taste the Local Difference on bringing cooking demonstrations to the Market this summer.

C. Executive Director Report

Kristi shared that the entries for the 2nd Annual Magical Mural Tour have started to arrive. The deadline is July 30.

The sample for the Snowman Stroll has arrived and the balance of the snowmen have been ordered. The Call for Artists and Sponsors will kick off on August 2.

Sponsorships are going well for the Festival of Trees. An update will be provided to the Board at the August Meeting.

7. Miscellaneous

None at this time.

ADJOURN

Seeing no further business, the meeting adjourned at 6:12pm

Respectfully submitted,

Kristi Trevarrow, Executive Director

MEMORANDUM

DATE: July 20, 2021
TO: PSD Board
FROM: Taylor Clayton, DDA Marketing Coordinator
SUBJECT: Request for Recommendation - 2021 Kris Kringle Market

We respectfully request your recommendation to City Council for approval of the 2021 Kris Kringle Market event. The dates of the event are Friday, December 3 from 4-10 pm and Saturday, December 4 from Noon-10 pm. The event will be located on W. Fourth Street between Main Street and Walnut Blvd.

We request that W. Fourth Street be closed between Main and Walnut on Thursday, December 2. Please note that the section requested for road closure on W. Fourth includes the West Alley closure. As always, we expect large crowds and may request an additional police presence. Also, we will need assistance from DPW for trash pick-ups and setup assistance. Separate communication will be made with DPW and the Police Department to coordinate all details prior to the events.

Individual 10' x 10' or 10' x 20' tents will be set up for vendors to sell their wares, including food & beverage booths. We will be working with the Police Department to obtain the proper liquor licensing for our food & beverage tent. As well the sale and consumption of beer and/or hot spiced wine will be contained within the event area in accordance with the Liquor Control Commission Regulations. We appreciate your support on this matter.

Thank you for your consideration in this matter.

MEMORANDUM

DATE: August 5, 2021

TO: PSD Board

FROM: Kristi Trevarrow, Executive Director

SUBJECT: Request for Recommendation – Caroling in the City, December 12, 2021

We respectfully request your recommendation to City Council for approval of the Caroling in the City Event. The event will be held on Sunday, December 12 from 5-8 pm on Main Street, between Second and University.

The event will include choirs, strolling carolers, craft stations, music and more. We will need to have Main Street closed on Sunday at 4:30 pm, reopening after the conclusion of the event by 8:30 pm.

The detour route will be similar to the Hometown Christmas Parade, routing people east and west at Second Street and University. Advanced warning signage as well as, media advisories, online and social media posts will be used to communicate the detour to residents and visitors. We have received MDOT approval for the closure.

Thank you for your consideration.

PERIOD ENDING 08/31/2021

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GL NUMBER	DESCRIPTION	2021-22 AMENDED BUDGET	YTD BALANCE 08/31/2021	ACTIVITY FOR MONTH 08/31/2021	AVAILABLE BALANCE	% BDGT 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	240,364.84	24,263.58	59,793.16	80.08
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	0.00	0.00	1,000.00	0.00
493-000.000-616.001	KRIS KRINGLE MARKET	28,000.00	5,840.00	5,700.00	22,160.00	20.86
493-000.000-618.000	BIG BRIGHT LIGHT SHOW	75,000.00	9,500.00	2,500.00	65,500.00	12.67
493-000.000-619.000	WINTER MAGAZINE	20,000.00	350.00	350.00	19,650.00	1.75
493-000.000-621.000	SPRING MAGAZINE	15,000.00	0.00	0.00	15,000.00	0.00
493-000.000-622.002	ANNUAL AWARENESS PROGRAMSOR	5,000.00	250.00	250.00	4,750.00	5.00
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	4,000.00	4,000.00	22,000.00	15.38
493-000.000-624.014	MOVIES IN THE MOONLIGHT	3,500.00	2,160.00	260.00	1,340.00	61.71
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	1,240.00	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	5,893.00	2,850.00	24,107.00	19.64
493-000.000-634.769	ROCHESTER EXPLORERS CLUB	6,100.00	300.00	0.00	5,800.00	4.92
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	64.56	64.56	(64.56)	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	273,352.40	41,478.14	457,933.60	37.38
TOTAL REVENUES		731,286.00	273,352.40	41,478.14	457,933.60	37.38
Expenditures						
Dept 701.000 - GENERAL & ADMINSTRATIVE - GA						
493-701.000-701.001	EMPLOYEE WAGES	80,500.00	12,471.83	6,242.24	68,028.17	15.49
493-701.000-701.002	PART-TIME WAGES	2,040.00	131.81	43.30	1,908.19	6.46
493-701.000-701.003	OVERTIME WAGES	13,612.00	3,198.39	1,593.99	10,413.61	23.50
493-701.000-715.000	FICA	8,000.00	1,194.83	595.77	6,805.17	14.94
493-701.000-716.000	HOSPITALIZATION	13,000.00	1,701.60	850.80	11,298.40	13.09
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	1,449.51	724.85	7,450.49	16.29
493-701.000-718.002	EMPLOYER RETIREMENT CONTRIBUTI	2,400.00	369.28	184.64	2,030.72	15.39
493-701.000-719.000	DENTAL/OPTICAL	750.00	148.56	74.28	601.44	19.81
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	1,733.76	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	12.39	12.39	(12.39)	100.00
493-701.000-963.002	MERCHANT SERVICE FEES	5,101.00	1,008.27	395.79	4,092.73	19.77

PERIOD ENDING 08/31/2021

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GL NUMBER	DESCRIPTION	2021-22 AMENDED BUDGET	YTD BALANCE 08/31/2021	ACTIVITY FOR MONTH 08/31/2021	AVAILABLE BALANCE	% BDGT USED
Fund Group <None>						
Fund 493 - PRINCIPAL SHOPPING DISTRICT						
Expenditures						
Total Dept 701.000 - GENERAL & ADMINSTRATIVE - GA		189,200.00	26,454.31	12,451.81	162,745.69	13.98
Dept 702.000 - TASTE OF FALL						
493-702.000-790.007	AD PR - SIGNAGE	1,500.00	0.00	0.00	1,500.00	0.00
Total Dept 702.000 - TASTE OF FALL		1,500.00	0.00	0.00	1,500.00	0.00
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	0.00	0.00	18,383.00	0.00
Total Dept 708.000 - KRIS KRINGLE MARKET		34,000.00	0.00	0.00	34,000.00	0.00
Dept 709.000 - SIDEWALK SALES - SS						
493-709.000-790.002	AD PR - NEWSPAPER	625.00	472.20	172.20	152.80	75.55
493-709.000-790.007	AD PR - SIGNAGE	625.00	169.00	169.00	456.00	27.04
493-709.000-805.000	CONTRACTUAL SERVICES	3,124.00	985.09	135.64	2,138.91	31.53
493-709.000-963.000	MISCELLANEOUS	625.00	724.97	724.97	(99.97)	116.00
Total Dept 709.000 - SIDEWALK SALES - SS		4,999.00	2,351.26	1,201.81	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	1,359.06	4,227.67	57.72
Total Dept 711.000 - DANCIN IN THE STREETS		10,000.00	5,772.33	1,359.06	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	550.00	550.00	4,714.00	10.45
Total Dept 714.000 - LAGNIAPPE - LAG		5,500.00	550.00	550.00	4,950.00	10.00

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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	0.00	0.00	6,880.00	0.00
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	477.00	0.00	5,544.00	7.92
Total Dept 715.000 - ANNUAL AWARENESS PROGRAM		40,000.00	477.00	0.00	39,523.00	1.19
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	14,125.00	10,875.00	56.50
Total Dept 735.000 - PUBLIC ART EVENT		25,000.00	14,125.00	14,125.00	10,875.00	56.50
Dept 736.000 - MOVIES IN THE MOONLIGHT						
493-736.000-790.007	AD PR - SIGNAGE	488.00	427.93	427.93	60.07	87.69
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	8,980.00	3,000.00	4,678.00	65.75
493-736.000-963.000	MISCELLANEOUS	975.00	866.37	391.37	108.63	88.86

PERIOD ENDING 08/31/2021

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Fund Group <None>						
Fund 493 - PRINCIPAL SHOPPING DISTRICT						
Expenditures						
Total Dept 736.000 - MOVIES IN THE MOONLIGHT		15,999.00	10,574.30	3,819.30	5,424.70	66.09
Dept 748.000 - HALLOWEEN EVENTS						
493-748.000-805.000	CONTRACTUAL SERVICES	1,600.00	0.00	0.00	1,600.00	0.00
493-748.000-963.000	MISCELLANEOUS	2,400.00	453.10	453.10	1,946.90	18.88
Total Dept 748.000 - HALLOWEEN EVENTS		4,000.00	453.10	453.10	3,546.90	11.33
Dept 752.000 - BIG BRIGHT LIGHTSHOW						
493-752.000-763.000	FESTIVAL OF TREES	20,402.00	166.04	166.04	20,235.96	0.81
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	166.04	166.04	275,260.96	0.06
Dept 755.000 - JUNK IN THE TRUNK						
493-755.000-963.000	MISCELLANEOUS	3,000.00	240.38	240.38	2,759.62	8.01
Total Dept 755.000 - JUNK IN THE TRUNK		3,000.00	240.38	240.38	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	2,143.20	1,293.20	7,856.80	21.43
Total Dept 767.000 - FARMERS MARKET		10,000.00	2,143.20	1,293.20	7,856.80	21.43
Dept 769.000 - ROCHESTER EXPLORERS CLUB						
493-769.000-963.000	MISCELLANEOUS	6,500.00	435.95	(4.05)	6,064.05	6.71
Total Dept 769.000 - ROCHESTER EXPLORERS CLUB		6,500.00	435.95	(4.05)	6,064.05	6.71
Dept 770.000 - SMALL BUSINESS SATURDAY						
493-770.000-963.000	MISCELLANEOUS	2,000.00	0.00	0.00	2,000.00	0.00

PERIOD ENDING 08/31/2021

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Fund Group <None>						
Fund 493 - PRINCIPAL SHOPPING DISTRICT						
Expenditures						
Total Dept 770.000 - SMALL BUSINESS SATURDAY		2,000.00	0.00	0.00	2,000.00	0.00
Dept 774.000 - HOLIDAY PROGRAMS						
493-774.000-760.000 CAROLING IN THE CITY - OP SUPPLIES		7,000.00	550.00	550.00	6,450.00	7.86
Total Dept 774.000 - HOLIDAY PROGRAMS		7,000.00	550.00	550.00	6,450.00	7.86
TOTAL EXPENDITURES		736,126.00	64,292.87	36,205.65	671,833.13	8.73
Fund 493 - PRINCIPAL SHOPPING DISTRICT:						
TOTAL REVENUES		731,286.00	273,352.40	41,478.14	457,933.60	37.38
TOTAL EXPENDITURES		736,126.00	64,292.87	36,205.65	671,833.13	8.73
NET OF REVENUES & EXPENDITURES		(4,840.00)	209,059.53	5,272.49	(213,899.53)	4,319.41