



City of Rochester

400 Sixth Street
Rochester, MI 48307
P: (248) 651-9061
F: (248) 651-2624
www.rochestermi.org

PRINCIPAL SHOPPING DISTRICT BOARD MEETING AGENDA

*Members: Donna Bourgoïn, Patti Eisenbraun, Doug Gould,
Jill Lutz, Karen Malsbury & Kevin Stewart*

Downtown Collaboration Studio, 431 S. Main	September 6, 2023	5:30 pm
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1. Call to Order
2. Roll Call
3. Approval of Meeting Minutes – June 7, 2023
4. General Business Agenda Items
 - a. Request for Recommendation – Halloween Events
 - b. Request for Recommendation – Lagniappe
 - c. Request for Recommendation – Kris Kringle Market
 - d. Holiday Event Updates
 - Festival of Trees
 - Snowman Stroll
 - The Big, Bright Light Show
 - e. Consideration of Sick/Leave Time Additions for Staff
5. Reports
 - a. PSD Financial Report
 - b. Events & Marketing Update
 - c. Executive Director Report
6. Miscellaneous
7. Adjourn

CITY OF ROCHESTER
PRINCIPAL SHOPPING DISTRICT
REGULAR MEETING MINUTES

*Principal Shopping District Members: Donna Bourgoin, Patti Eisenbraun,
Doug Gould, Paul Haig, Karen Malsbury, Jill Lutz & Kevin Stewart*

Downtown Collaboration Studio, 431 Main	June 7, 2023	5:30 pm
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CALL TO ORDER

Chairman Stewart called the meeting to order at 5:32 pm.

ROLL CALL

Members Present: Bourgoin, Eisenbraun, Gould, Lutz, Malsbury, Stewart

Members Absent: None

DDA Liaison Absent: Paul Haig

Staff Present: Executive Director Kristi Trevarow, DDA Events Coordinator Jenna O'Dell,
DDA Marketing Coordinator Taylor Knuth, City Permit Coordinator Jeremy
Peckens

3. General Business Agenda Items

A. Request for Recommendation – Rochester Posed

Jenna reviewed the event memo for Rochester Posed on Thursday, October 5.

MOTION

Motion by Bourgoin, support by Lutz to recommend approval of Rochester Posed to City Council.

YES: Bourgoin, Eisenbraun, Gould, Lutz, Malsbury, Stewart; NO: None.

B. Confirmation of FYE 2024 Staff Wage Increases

Kristi reviewed the wage increase memo from the packet. The proposed 3% wage increases for both Jenna O'Dell and Taylor Knuth were included in the approved FYE 2024 PSD Budget.

MOTION

Motion by Gould, support by Bourgoin to approve 3% wage increases for Jenna O'Dell and Taylor Knuth.

YES: Bourgoin, Eisenbraun, Gould, Lutz, Malsbury, Stewart; NO: None.

C. The Front Porch Project Update

Kristi shared that the DDA held (2) Community Input Sessions for the Front Porch Project on May 31 and June 5. The sessions were attended by approximately 90 people.

Next steps are finalizing the budget estimates for the project. Frank Rewold & Sons were retained by the DDA for this project.

4. Reports

A. PSD Financial Report

The current financial report was included in the meeting packet.

B. Events & Marketing

Jenna stated that Summer Marketing Kits have been distributed to the merchants and are due June 9. The Dancin' in the Street event request is going to City Council on June 12, including the request from Rochester Corner Bar to serve alcohol at the event.

Taylor reported that the Farmers' Market was successful and the free tote bags were gone by 8:45 am. Traffic has been consistently good and increasing every week. Our new Market Master Pip Abraham is doing well. We continue to on-board new vendors.

The Makers' Market is going well and we have 40 vendors for the event.

C. Executive Director Report

Kristi shared that the Magical Mural Tour Call for Artists is now open. The Snowman Stroll Call for Artists will begin in July. In August, the DDA plans to host the 2nd Annual Bill Lipuma Community Spirit Award Event. Nominations will be due in August, with the winner selected in September.

ADJOURN

Seeing no further business, the meeting adjourned at 5:50 pm.

Respectfully submitted,

Kristi Trevarrow, Executive Director

MEMORANDUM

DATE: August 28, 2023

TO: PSD Board

FROM: Promotions Committee

SUBJECT: Request for approval – Trick-or-Treat in Downtown Rochester, Costume Parade & Halloween Fest!

We respectfully request your recommendation to City Council for approval of Trick-or-Treat Downtown, Costume Parade and Halloween Fest. This event will be held on Saturday, October 21 from 3:30 – 6:30 pm.

The event schedule is as follows:

3:30 – 5:00 pm	Trick-or-Treat Downtown
5:15 – 5:45 pm	Costume Parade
5:00 – 6:30 pm	Halloween Fest

Halloween Fest will begin at 5:00 pm in the Farmers Market lot, corner of E. Third and Water. Activities include Halloween themed games and prizes, Ecto 1 and The Metro Detroit Ghostbusters, and The Linda Rea Team's pumpkin patch and more.

Set up for Halloween Fest will begin following the close of the farmers' market. We would like to close Water Street (between University and E. Third) and close E. Third Street (between East and Second) to traffic from 5:00 – 6:30 pm for the costume parade and Halloween Fest. We also request closure of the Elevator lot at the corner of Water and University to use as a staging area before the parade at 5:15pm.

We will ask DPW and Police assistance to block off the crosswalks of east and west 3rd and 4th street for pedestrian safety. Separate communication will be made with DPW, Police and Fire Departments to coordinate all details prior to the event.

Thank you for your consideration.

MEMORANDUM

DATE: August 28, 2023
TO: PSD Board
FROM: Promotions Committee
SUBJECT: Request for Recommendation – Lagniappe

The Promotions Committee respectfully seeks approval of the 50th annual Lagniappe celebration on Monday, November 20, 6:00 - 9:00 pm.

As in, the past years stage will be located on E. Fourth and will require the road closure of E. Fourth Street from Main to the East Alley. The stage will be situated along the north side of E. Fourth, facing south.

Activities include carolers, visit by Santa, Mrs. Claus & their reindeer. Activities will run from 6:00 - 9:00 pm, opening ceremony will start at 6:45 pm and The Big, Bright Light Show will begin promptly at 7:00 pm.

We will coordinate activities with Police, Fire and DPW. Requesting all parallel parking spaces are blocked off as well as crosswalks at East and West 3rd and 4th to be blocked off for pedestrian safety.

Thank you for your consideration.

MEMORANDUM

DATE: August 29, 2023
TO: PSD Board
FROM: Taylor Knuth, DDA Marketing Coordinator
SUBJECT: Request for Recommendation - 2023 Kris Kringle Market

We respectfully request the PSD's recommendation to City Council for approval of the 2023 Kris Kringle Market event. The dates of the event are Friday, December 1 from 4-10 pm and Saturday, December 2 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, November 30. 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.



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ROCHESTER 

**Rochester Downtown
Development Authority**

Downtown Collaboration Studio
431 S. Main Street
Rochester, MI 48307
248.656.0060
DowntownRochesterMI.com

DATE: August 31, 2023

TO: Principal Shopping District Board

FROM: Kristi Trevarrow, Executive Director

RE: Sick/Leave Time for Employees

As discussed during our budget workshops, the DDA/PSD employees do not receive the same sick/leave time allotments as City of Rochester employees. Both the DDA & PSD Board requested information about the benefits not currently extended to DDA/PSD employees so that they could be added so the benefits match those received by City employees.

Per City Human Resources Director Joellen Haines, the following are the benefits which city employees currently have that DDA employees do not have:

- Sick leave accrual of 8 hours a month
- Floating holidays – 2 per year of 8 hours each
- 40 hours of personal leave

The PSD Board needs to take official action to authorize the addition of these additions, effective July 1, 2023. The DDA will also take action on this request at their September 20, 2023 Meeting.

PERIOD ENDING 07/31/2023

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

GL NUMBER	DESCRIPTION	2023-24 AMENDED BUDGET	YTD BALANCE 07/31/2023	ACTIVITY FOR MONTH 07/31/2023	AVAILABLE BALANCE	% BGD USED
Fund 245 - PRINCIPAL SHOPPING DISTRICT FUND						
Revenues						
Dept 000.000 - GENERAL LEDGER						
245-000.000-474.001	PSD INTEREST & PENALTIES	500.00	0.00	0.00	500.00	0.00
245-000.000-601.001	MAGICAL MURAL TOUR	500.00	0.00	0.00	500.00	0.00
245-000.000-605.003	SIDEWALK SALES	5,000.00	0.00	0.00	5,000.00	0.00
245-000.000-605.004	MUSIC FESTIVAL/DANCING	4,000.00	1,250.00	1,250.00	2,750.00	31.25
245-000.000-605.007	LAGNIAPPE	1,500.00	0.00	0.00	1,500.00	0.00
245-000.000-605.009	KRIS KRINGLE MARKET	43,000.00	0.00	0.00	43,000.00	0.00
245-000.000-605.011	BIG BRIGHT LIGHT SHOW	75,000.00	3,500.00	3,500.00	71,500.00	4.67
245-000.000-605.013	IN TOWN MAGAZINE	30,000.00	0.00	0.00	30,000.00	0.00
245-000.000-605.014	TASTE OF FALL	500.00	0.00	0.00	500.00	0.00
245-000.000-605.015	SPRING MAGAZINE	0.00	4,010.00	4,010.00	(4,010.00)	100.00
245-000.000-605.016	PANCAKES & PJ'S	2,000.00	0.00	0.00	2,000.00	0.00
245-000.000-605.018	ANNUAL AWARENESS PROGRAM	5,000.00	1,500.00	1,500.00	3,500.00	30.00
245-000.000-605.024	FIRE & ICE FESTIVAL	13,000.00	0.00	0.00	13,000.00	0.00
245-000.000-605.029	SNOWMAN STROLL	33,000.00	0.00	0.00	33,000.00	0.00
245-000.000-605.030	MOVIES IN THE MOONLIGHT	7,600.00	700.00	700.00	6,900.00	9.21
245-000.000-605.044	HALLOWEEN EVENTS	1,500.00	0.00	0.00	1,500.00	0.00
245-000.000-605.050	DOWNTOWN MAKERS MARKET	6,000.00	0.00	0.00	6,000.00	0.00
245-000.000-605.052	DECK ART	500.00	10.00	10.00	490.00	2.00
245-000.000-605.057	ROCHESTER POSED	700.00	0.00	0.00	700.00	0.00
245-000.000-605.062	FARMERS MARKET	30,000.00	1,645.00	1,645.00	28,355.00	5.48
245-000.000-605.064	ROCHESTER EXPLORERS CLUB	5,000.00	0.00	0.00	5,000.00	0.00
245-000.000-605.065	SMALL BUSINESS SATURDAY	1,500.00	0.00	0.00	1,500.00	0.00
245-000.000-605.070	CAROLING IN THE CITY	1,500.00	0.00	0.00	1,500.00	0.00
245-000.000-605.071	DOWNTOWN COOKIE STROLL	7,500.00	0.00	0.00	7,500.00	0.00
245-000.000-665.072	INTEREST -MICHIGAN CLASS	5,000.00	181.52	181.52	4,818.48	3.63
245-000.000-676.000	ADMINISTRATIVE CROSS CHARGE	57,989.00	4,832.42	4,832.42	53,156.58	8.33
245-000.000-692.000	MISCELLANEOUS INCOME	5,000.00	0.00	0.00	5,000.00	0.00
245-000.000-693.100	PRINCIPAL SHOPPING DISTRICT	300,158.00	235,664.19	235,664.19	64,493.81	78.51
245-000.000-699.805	TRANS FRM DDA-CONTRACTUAL SRV	225,000.00	0.00	0.00	225,000.00	0.00
Total Dept 000.000 - GENERAL LEDGER		867,947.00	253,293.13	253,293.13	614,653.87	29.18
TOTAL REVENUES		867,947.00	253,293.13	253,293.13	614,653.87	29.18
Expenditures						
Dept 703.000 - GENERAL & ADMINSTRATIVE - GA						
245-703.000-863.000	TRAVEL/MEETINGS & CONFERENCES	2,602.00	0.00	0.00	2,602.00	0.00
245-703.000-864.008	CASH-SHORT OR OVER	0.00	(23.80)	(23.80)	23.80	100.00
245-703.000-963.002	MERCHANT SERVICE FEES	10,000.00	0.00	0.00	10,000.00	0.00
245-703.000-995.001	ADMINISTRATIVE CROSS CHARGE	41,592.00	3,466.00	3,466.00	38,126.00	8.33
Total Dept 703.000 - GENERAL & ADMINSTRATIVE - GA		54,194.00	3,442.20	3,442.20	50,751.80	6.35
Dept 729.000 - ECONOMIC DEVELOPMENT						
245-729.000-760.000	FARMERS MARKET	15,000.00	2,347.78	2,347.78	12,652.22	15.65
245-729.000-760.001	CAROLING IN THE CITY	6,000.00	550.00	550.00	5,450.00	9.17
245-729.000-762.000	FIRE & ICE	20,000.00	0.00	0.00	20,000.00	0.00
245-729.000-763.000	FESTIVAL OF TREES	40,000.00	674.60	674.60	39,325.40	1.69
245-729.000-790.002	PANCAKES & PJ'S	500.00	0.00	0.00	500.00	0.00
245-729.000-790.003	IN TOWN MAGAZINE	70,000.00	0.00	0.00	70,000.00	0.00

PERIOD ENDING 07/31/2023

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

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Fund 245 - PRINCIPAL SHOPPING DISTRICT FUND						
Expenditures						
245-729.000-790.007	TASTE OF FALL	2,500.00	0.00	0.00	2,500.00	0.00
245-729.000-790.010	FOODIE FEBRUARY	1,000.00	0.00	0.00	1,000.00	0.00
245-729.000-790.011	KRIS KRINGLE MARKET	38,000.00	62.94	62.94	37,937.06	0.17
245-729.000-791.001	SIDEWALK SALES	4,000.00	1,368.17	1,368.17	2,631.83	34.20
245-729.000-791.002	DANCIN' IN THE STREET	13,000.00	7,346.45	7,346.45	5,653.55	56.51
245-729.000-791.003	MAGICAL MURAL TOUR	2,000.00	0.00	0.00	2,000.00	0.00
245-729.000-791.004	ANNUAL AWARENESS	38,000.00	0.00	0.00	38,000.00	0.00
245-729.000-791.009	LAGNIAPPE	7,000.00	550.00	550.00	6,450.00	7.86
245-729.000-791.011	MOVIES IN THE MOONLIGHT	17,000.00	16,120.00	16,120.00	880.00	94.82
245-729.000-791.012	HALLOWEEN	4,000.00	0.00	0.00	4,000.00	0.00
245-729.000-791.013	DOWNTOWN MAKERS MARKET	2,500.00	616.11	616.11	1,883.89	24.64
245-729.000-791.014	DECK ART	1,000.00	0.00	0.00	1,000.00	0.00
245-729.000-791.015	ROCHESTER POSED	1,500.00	0.00	0.00	1,500.00	0.00
245-729.000-791.016	ROCHESTER EXPLORERS CLUB	7,000.00	5,492.24	5,492.24	1,507.76	78.46
245-729.000-791.017	DOWNTOWN COOKIE STROLL	6,500.00	0.00	0.00	6,500.00	0.00
245-729.000-792.000	BANNERS	6,102.00	0.00	0.00	6,102.00	0.00
245-729.000-793.000	SNOWMAN STROLL	33,000.00	0.00	0.00	33,000.00	0.00
245-729.000-794.000	SMALL BUSINESS SATURDAY	3,000.00	0.00	0.00	3,000.00	0.00
245-729.000-805.000	CONTRACTUAL SERVICES	290,000.00	0.00	0.00	290,000.00	0.00
Total Dept 729.000 - ECONOMIC DEVELOPMENT		628,602.00	35,128.29	35,128.29	593,473.71	5.59
TOTAL EXPENDITURES		682,796.00	38,570.49	38,570.49	644,225.51	5.65
Fund 245 - PRINCIPAL SHOPPING DISTRICT FUND:						
TOTAL REVENUES		867,947.00	253,293.13	253,293.13	614,653.87	29.18
TOTAL EXPENDITURES		682,796.00	38,570.49	38,570.49	644,225.51	5.65
NET OF REVENUES & EXPENDITURES		185,151.00	214,722.64	214,722.64	(29,571.64)	115.97