



Rochester Hills Minutes - Draft

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Sister City Committee/Rochester

*Rochester Hills: David Blair, Theresa Mungoli, and Mark Skelcy
Rochester: Jessica Clauser Debbie Jones, and Marilyn Trent
Youth Representative: Eliza Pizzuti*

Tuesday, February 3, 2026

5:00 PM

1000 Rochester Hills Drive

CALL TO ORDER

Member Mungoli called the Sister City Committee/Rochester Meeting to order at 5:04 p.m.

ROLL CALL

Present 5 - Debbie Jones, Marilyn Trent, Theresa Mungoli, Mark Skelcy and Jessica Clauser
Absent 1 - David Blair

Others Present:

*- Pamela Valentik, Economic Development Manager, City of Rochester Hills
- Kristi Trevarrow, Executive Director, Downtown Development Authority*

APPROVAL OF AGENDA

A motion was made by Jones, seconded by Clauser, that the Agenda be approved as Presented. The motion carried by the following vote:

Aye 5 - Jones, Trent, Mungoli, Skelcy and Clauser
Absent 1 - Blair

APPROVAL OF MINUTES

2025-0584 Approval of Minutes - Sister City Committee/Rochester - August 5, 2025

Attachments: [08052025 Meeting Minutes.pdf](#)
[Resolution \(Draft\).pdf](#)

A motion was made by Jones, seconded by Trent, that this matter be Approved as Presented. The motion carried by the following vote:

Aye 5 - Jones, Trent, Mungoli, Skelcy and Clauser
Absent 1 - Blair

Resolved, that the Minutes of the Sister City Committee/Rochester Meeting held on August 5, 2025 be approved as presented.

2025-0585 Approval of Minutes - Sister City Committee/Rochester - October 14, 2025

Attachments: [10142025 Meeting Minutes.pdf](#)
[Resolution \(Draft\).pdf](#)

A motion was made by Trent, seconded by Jones, that this matter be Approved as Amended to correct the misspelling of 'Bobitz'. The motion carried by the following vote:

Resolved, that the Minutes of the Sister City Committee/Rochester Meeting held on October 14, 2025 be approved as amended.

DISCUSSION

Member Mungioli stated for the benefit of the guest speakers, that the Committee meets every other month on the first Tuesday of even months, to discuss topics related to Rochester and Rochester Hills. The theme for the current year is "doing things together," and future topics will include the trash hauler. She continued that the focus of the meeting is a discussion with the Downtown Development Authority (DDA) and the Local Development Finance Authority (LDFA) regarding tax recapture areas and how they benefit the respective communities. She introduced Kristi Trevarrow, Executive Director, DDA and Pamela Valentik, Economic Development Manager, City of Rochester Hills.

Rochester Downtown Development Authority (DDA)

Ms. Trevarrow presented details on the new Graham Project, an expansion of the local Farmer's Market.

The project highlights include:

- **Motivation & Name:** The expansion addresses a long-standing desire from a customer survey to grow the popular Farmer's Market. It utilizes an adjacent, now-vacant building. The name "Graham" honors James Graham, Rochester's first settler.
- **Design & Features:** The renovation of the 4,500 square-foot building will feature an industrial, minimalist style with a design nod to the Eastern Market archway. It will include public restrooms, a Market Master's office, a shade pavilion, and an ADA ramp to bridge a four-foot grade change to the existing market lot.
- **Usage:** The space is planned for 12-month use, accommodating approximately 30 additional vendors indoors on Market Saturdays and potentially hosting holiday and maker's markets. It will not be rented out for private events to avoid competing with other local venues.
- **Market Identity:** The market will remain a 'grower's market,' requiring vendors to be Michigan-based growers or producers, with limited exceptions. The mascot is Pete the Pineapple, who is hidden as a children's club activity to reinforce the focus on locally grown items that are not tropical.
- A volunteer was tasked to wear a pineapple costume to be 'Pete' on the last day of market to greet customers and was a great hit with all of the children calling out 'Pete'.
- **Funding:** The project is funded by DDA savings and a \$947,000 matching grant from Main Street Oakland County's ARPA funds, with a deadline for completion by the end of September.

She discussed some of the challenges with the Graham Project have been timeline delays for the new Farmer's Market building due to the foundational work due to the soft soil, which requires extensive and costly deeper footings. She stated that the building will continue to be used for food-centric market events and other programming that fits the food narrative, but the DDA will not enter the rental business to avoid competing with existing local event venues.

Ms. Trevarrow also provided an overview of the Downtown Development Authority (DDA):

- DDA Funding (TIF): The DDA is funded via Tax Increment Financing (TIF). This means property taxes within the district are frozen at the 1983 base year, and the DDA collects the increase (the increment) in tax revenue as property values rise, reinvesting 100% of it into the district.
- DDA Boundary: The DDA district extends from the South Bridge north to Woodward, bordered by Elizabeth Street on the east (not including the Royal Park Hotel) and Great Oaks on the west.
- Kris Kringle Market Changes: Due to its immense growth, the event can no longer use volunteer bartenders and will require paid, certified staff. Consequently, because of the increased cost, the event will not be able to continue providing the approximately \$10,000 donation to RAYA and RARA that it has given in past years.

City of Rochester Hills - Local Development Finance Authority (LDFA)

Ms. Valentik gave a brief overview of the LDFA's purpose and projects. The discussion continued with the focus on Rochester Hills' initiatives and comparisons between the DDA and the LDFA.

- RHISING Market: A successful youth entrepreneurship market was launched and tested at the Brooklands Block Party. It is now treated as a 'traveling exhibit' to bring local young entrepreneurs to various community events.
- RHISE Cup: The LDFA hosts this annual competition, which has grown to include 21 local companies and their workforce competing in physical, mental, social, and creative challenges (e.g., a food drive for Neighborhood House, and the 'Innovation Forest' creative challenge where companies decorated metal trees displayed along the Clinton River Trail).

Ms. Trevarrow discussed the DDA working on projects, including a potential kids' artist display during the Art and Apples Event and new mural opportunities near the market.

DDA vs. LDFA Tax Increment Financing (TIF)

The primary reason for the joint presentation was to clarify the difference between the two authorities:

- DDA (Rochester): Focuses on downtown development. Its TIF (base year 1983) captures the tax increment from business properties within the downtown district

to reinvest in that area.

- LDFA (Rochester Hills): Focuses on supporting high-tech business development and job creation as mandated by state law; its TIF (base year 1994) only collects from manufacturing-in-nature businesses (about 29% of properties) within its specific district in the southwest area of the City.
- LDFA funds are used for major infrastructure projects in the industrial parks, such as the Adams realignment and Hamlin Road reconstruction, as well as business support programs like the RHISE Cup.
- The LDFA plan was recently approved for a 20-year extension.

Ms. Valentik and Ms. Trevarrow confirmed that they complement both organizations by focusing on different areas - Rochester's downtown and Rochester Hills' industrial/tech parks to avoid duplicating efforts as well as promoting each City's assets.

ANY OTHER BUSINESS

None.

NEXT MEETING DATE

- Tuesday, April 7, 2026 - 5:00 p.m.

ADJOURNMENT

There being no further business before the Committee, it was moved by Member Jones and seconded by Member Skelcy to adjourn the meeting at 6:19 p.m.