

**City of Brighton**  
**Principal Shopping District Board Meeting Minutes**  
**August 14, 2018 7:30 a.m.**

1. Meeting called to order by Mark Binkley at 7:30 a.m.

Those in attendance:

Mark Binkley Y  
Kristoffer Tobbe N  
Annette Jacoby Y  
Matt Becker Y

Robert Lulgjuraj N  
John Okoniewski Y  
Lisa Nelson Y  
Jon Innes Y

**Motion** by Nelson, seconded by Innes, to excuse Kristoffer Tobbe. The motion carried 6-0-2.

Staff:

Brandon Skopek

Audience: 5

2. **Approval** of August 14, 2018 Agenda

Lisa Nelson asked that Ladies Night Out be added to the agenda under New Business.

**Motion** by Innes, seconded by Jacoby, to approve the August 14, 2018 agenda as amended. The motion carried 6-0-2.

3. **Approval** of July 10, 2018 Meeting Minutes

Brandon Skopek stated members who are not in attendance at the meeting for which the minutes reference can still vote to approve meeting minutes.

**Motion** by Okoniewski, seconded by Becker, to approve the July 10, 2018 meeting minutes. The motion carried 6-0-2.

4. **Approval** of July 2018 Financial Report

Brandon Skopek stated there were no expenses in July. He stated there were \$18,429 remaining in the PSD's fund balance and there would be leftover funds from the Brighton 150<sup>th</sup>

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Committee given to the PSD. He also stated the Ladies Night Out budget had been adjusted to \$6,000 for next fiscal year since their last event had come in under budget.

**Motion** by Becker, seconded by Innes, to approve the July 2018 financial report. The motion carried 6-0-2.

5. Call to the public was opened at 7:35 a.m.

Kathleen London, London Beauty, introduced herself and stated she had opened a new business on Main Street. She discussed Ladies Night Out and suggested moving it to the fall and having a Men's Night Out in December. She asked why there are two merchant associations. She stated she was excited to be part of downtown and also discussed downtown Brighton having no exposure on Google.

Call to the public was closed at 7:37 a.m.

6. New Business

a. Tridge or Treat Sponsorship Request

Ken Grybel, Director of Recreation, Brighton Community Education, discussed the event and stated it brings in over 500 kids and up to 1,500 attendants. He stated they offer costume sponsorships as well as sponsorship signs and they are asking the PSD for \$500 for this year's event.

Jon Innes stated the PSD would have to take money out of other line items in the budget. Lisa Nelson asked about the WHMI budget. Brandon Skopek stated the WHMI budget was for July 2018 until June 2019 and stated the Board had allocated \$1,000 toward holiday lighting at their last meeting. He stated the Downtown Development Authority (DDA) allocated \$5,000 in seed money to the Chamber of Commerce for the holiday lighting and would contribute an additional \$5,000 if the Chamber cannot come up with it. He also stated the WHMI agreement was only a verbal contract. Lisa Nelson stated she felt the Board should contribute \$500 to the event due to its impact downtown.

**Motion** by Becker, seconded by Jacoby, to approve \$500 for Tridge or Treat. The motion carried 6-0-2.

b. PSD Moving Forward

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Brandon Skopek stated City Council had a special meeting to discuss placing the millage proposal back on the November ballot. He stated City Council directed the City Manager to look at cost saving measures instead. He stated City Council could choose to have a special election or bring back the proposal in August or November of 2019 or 2020. Mark Binkley asked if the PSD could go back to City Council for renewal of their SAD. Brandon Skopek stated it would be unlikely that City Council would move forward with an SAD at this point. The Board discussed the purpose of the PSD and its impact in the downtown.

c. Downtown Holiday Lighting

Brandon Skopek stated the DDA had not contributed the full \$10,000, but rather \$5,000 to start the process for holiday lighting and wanted to see where the PSD stands. He stated the holiday lighting would include lighting of the trees at the Millpond as well as the light posts and tridge. Matt Becker suggested the discussion be tabled until they find out how much funding the Chamber has received and after discussion with WHMI regarding their advertising contract.

d. Ladies Night Out

Brandon Skopek stated advertising for Ladies Night Out usually starts in mid-September. He stated he could contribute to social media and coordinating. Lisa Nelson discussed why they have the event in December versus September. Kathleen London discussed ideas for the event and stated there was frustration by merchants due to lack of communication. She offered to be a resource to the PSD for downtown promotion.

7. Old Business

a. PSD Board Member Vacancy

Brandon Skopek stated one application had been submitted previously but another one was received after the submittal deadline. The Board discussed asking for a second call for applications. Brandon Skopek stated the original applicant would have to re-submit their application.

**Motion** by Becker, seconded by Nelson, to ask staff to do another call for applications. The motion carried 6-0-2.

Brandon Skopek stated the deadline for applications would be September 6.

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8. Liaison Reports:

a. City Council

Brandon Skopek stated City Council held a special meeting to discuss the ballot language for November and directed the City Manager to look at cost saving measures instead which could include anything from staffing to services. He stated the City Manager will be coming back with recommendations to Council.

b. Chamber of Commerce

Jen Ling stated Sophia Freni's mother passed away. She discussed Smokin' Jazz, which will be September 7 and 8. She also stated the Environmental Council will have a ribbon cutting on August 22 at 4:00 p.m.

c. DDA

Brandon Skopek stated construction of the Mill Pond Amphitheater would be completed in early to mid-September. He stated the concrete for the bandshell had been poured and the seating and landscaping would be taking place next. He stated the DDA will be focusing on infrastructure projects which they will be discussing at their next meeting. He also stated that construction of Second Street was slightly behind schedule and would be completed in late September.

9. Board Member Update

None

10. Staff Update

Brandon Skopek recommended that PSD members attend the merchant meetings if they can.

11. Last call to the public was at 8:48 a.m.

Thaddeus McGaffey, A Taste of Brighton, stated the event was very successful and thanked the PSD for their support. He stated A Taste of Brighton could be a liaison to the PSD throughout the year and help with promotion. He gave an update on the last A Taste of Brighton event and stated they will be sending out surveys about the event.

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Jen Ling, stated she will be informing the PSD Board about the merchants meetings at the Chamber.

Mark Binkley asked when the PSD might see any funds if the SAD were to be renewed.

Brandon Skopek stated SAD funds would come from summer taxes.

Call to the public was closed at 8:55 a.m.

12. Adjournment

**Motion** by Innes, seconded by Nelson, to adjourn the meeting at 8:55 a.m. The motion carried 6-0-2.

Respectfully submitted,

Wendy Ayala, Recording Secretary  
August 14, 2018