

City of Brighton
Principal Shopping District Board Meeting Minutes
February 6, 2018 7:30 a.m.

1. Meeting called to order by Mark Binkley at 7:32 a.m.

Those in attendance:

Mark Binkley Y

Kristoffer Tobbe Y

Annette Jacoby N

Sheryl Kemmerling Y

Jon Innes Y

Robert Lulgjuraj Y

John Okoniewski N

Lisa Nelson Y

Matt Becker Y – arrived late at 7:36 a.m.

Staff: Jessica Lienhardt, Brandon Skopek, and Lydia Macklin-Camel

Audience: 6

Other: Trent Creative, New Moon Visions, Q+M

2. **Approval** of the February 6, 2018 Agenda

Sheryl Kemmerling suggested the Board add “10.a. SAD Discussion” under “Old Business.”

Motion by Tobbe seconded by Innes to approve the February 6, 2018 agenda as amended. The motion carried 6-0-3.

3. **Approval** of the December 5, 2017 Meeting Minutes

Motion by Innes seconded by Kemmerling to approve the December 5, 2017, meeting minutes. The motion carried 6-0-3. Kristoffer Tobbe abstained.

4. **Approval** of the January 9, 2018 Meeting Minutes

Motion by Tobbe seconded by Innes to approve the January 9, 2018 meeting minutes. The motion carried 6-0-3.

5. **Approval** of January 30, 2018 Informational Meeting Minutes

Motion by Tobbe seconded by Innes to approve the January 30, 2018 information meeting minutes. The motion carried 6-0-3.

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6. **Approval** of January 2018 Financial Report

Motion by Kemmerling seconded by Nelson to approve the January 2018 Financial Report. The motion carried 7-0-2.

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

Gail Sherman – Owner, Impulse Boutique: Sherman let the Board know that the merchants had their own meeting recently and they are enthusiastic about improving Downtown Brighton.

Call to the public was closed at 7:38 a.m.

8. Presentations

a. Trent Creative (7:40 – 7:55 a.m.)

Marilyn Trent and Vivian Carmandie from Trent Creative gave a presentation to the Board describing their services and why their company is different.

Board Questions:

Kristoffer Tobbe – Snap judgment: what do you think Brighton is?

Trent Creative Response – We can't tell you that. Each person's perception of Brighton will be different from an outside perspective. It is those on the inside, like the PSD Board and other community members, who will truly be able make this distinction.

Lisa Nelson – If you find value in a community's current branding, do you keep it?

Trent Creative Response: In most cases we perform a branding "refresh" versus a branding "overhaul," meaning most of the time we incorporate pieces of the current branding into the new brand.

b. New Moon Visions (7:55 – 8:10 a.m.)

Kim Rivera from New Moon Visions gave a presentation to the Board describing their services and why their company is different.

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Board Questions:

Kristoffer Tobbe – Snap judgement: what do you think of Brighton?

New Moon Visions Response: Downtown Brighton has definitely exploded in terms of shopping and dining and the diversity of offerings, the downtown experience here is great.

c. Q+M (8:10 – 8:25 a.m.)

Al McWilliams and Nancy Shore from Q+M gave a presentation to the Board describing their services and why their company is different.

Board Questions:

Kristoffer Tobbe – Snap judgement: what do you think of Brighton?

Q+M Response: Things are moving here in Brighton, there has been a lot of growth recently, the Main Street is classic and there are great things here that catch your eye right away.

Kristoffer Tobbe – Your branding example, Cascade Township, looked trendy. What is your response to providing branding that is not trendy and will have a timeless feel and longevity.

Q+M Response: Although Cascade Township's branding looks trendy, we provided a modern minimal design in order to ensure branding flexibility as the community evolves. If Cascade Township chooses to go through another branding process, they will not have to do a complete overhaul, but rather a simple refresh that keeps the look up to date.

Following the presentations, the Board agreed that all three companies are very different and would like to have a deeper discussion about the presentations at the March 6, 2018, meeting.

9. New Business

a. Valentine's Day Banner

Lydia Macklin-Camel let the Board know that the Brighton DPW had to remove the Valentine's Day banner from Main Street after it became damaged. The banner was then taken to W4

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Signs who assessed its condition stating that it needed to be fully replaced. In consequence, staff dropped off all of the banners that the PSD had in its possession at W4 Signs in order to assess their condition.

The Board directed staff to develop a banner inventory and assessment report and provide this for discussion at the March 6, 2018, meeting.

b. Banner Calendar 2018

Jessica Lienhardt presented the 2018 Banner Calendar to the Board and outlined a new addition: the Brighton Area Schools' Senior All Night Party Fundraiser Event. Lisa Nelson asked if this event would benefit the Downtown in some way as the PSD has committed to ensuring that events that are promoted by the PSD benefit the Downtown. The Board agreed and directed staff to provide more details at the March 6, 2018, meeting before including this event on the 2018 Banner Calendar.

Jessica Lienhardt also reviewed the October 2018 Banner Calendar changes noting that because of how the events fall this year, Holiday Glow would only have one week of banner promotion. In order to improve this situation, the Holiday Glow could go up at the beginning of October before Tridge or Treat. The Board thought that this might confuse people because they would be promoting a holiday event in October.

The Board decided to approve the Banner Calendar through July 1, 2018, only until further discussion is had regarding the Senior All Night Party banner, the October 2018 Banner Calendar, and a review of the banner inventory and assessment report.

Motion by Tobbe seconded by Nelson to approve the 2018 Banner Calendar through July 1, 2018, only. The motion carried 7-0-2.

c. Update on Friends of Downtown Brighton

Matt Becker provided an update on the status of the Friends of Downtown (FoD) Brighton program. The FoD Committee, including Lisa Nelson, Annette Jacoby, and Lydia Macklin-Camel, met and discussed ideas and directions for the program. The FoD Committee investigated other FoD programs and determined that in most cases, the scope of these programs was too broad for the PSD to take on alone and would be more suited as a DDA, BACC, PSD collaboration. The FoD Committee decided to keep the focus narrow to start and created a Sponsorship Program proposal that they shared with the Board. The proposal outlined various

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sponsorship opportunities at events and other marketing/promotional venues. Sponsorships collected through this program would support PSD hosted events such as Ladies Night Out and Winter Sale. The Board liked the idea but decided to discuss it further after the SAD renewal process was completed and the future of the PSD was more certain.

d. Volunteer Photography Opportunity

Lydia Macklin-Camel shared a potential opportunity for PSD merchants with the PSD Board. A volunteer, Nick Wisda, contacted the City looking to fulfill court-ordered community service hours. He mentioned he was a professional photographer so staff thought it would be a good idea to have him use his skill and offer free, 30 minute photography sessions to PSD merchants. The Board asked whether this was City Manager sanctioned, and staff let the Board know that the City Manager approved the proposal. Given that fact, the Board directed staff to move forward with the idea and offer the opportunity to PSD merchants under the following conditions:

1. Grand River businesses get first priority signing up
2. Main Street businesses get second priority signing up
3. PSD Board members may only sign up after the deadline if spots are open.

Motion by Becker seconded by Nelson to approve the Volunteer Photography Opportunity per City suggestion and offer it first to Grand River merchants, second to Main Street merchants, and lastly, to the PSD Board. The motion carried 7-0-2.

10. Old Business

a. SAD Discussion

Sheryl Kemmerling recapped the merchant meeting she attended and let the Board know that the main concern amongst the merchants is that the rates on Main Street are doubling. The Board also discussed a letter written to the PSD Board by merchant, Mike Monroe, expressing merchant concerns regarding the new SAD. The Board thought the letter Monroe wrote was informative and respectful and addressed the audience when requesting that all merchants who wish to express their opinions and concerns about the SAD do so in a respectful way as Monroe had done. The Board reiterated that they want to hear what the merchants think and make sure that they are heard and, in doing so, engage in constructive conversation as they move through the SAD renewal process.

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11. Liaison Reports

a. City Council

Kristoffer Tobbe reported that City Council has decided to move forward with a full Headlee Override, which would levy 3.466 mills. The Headlee Override will be on the August 2018 ballot.

b. Chamber of Commerce

None.

c. DDA

Brandon Skopek reported that at the January DDA meeting, they were provided an update on the Millpond Bandshell and Amphitheater project status and presented final documentation. They are expected to discuss this again at the March 2018 meeting and construction is set to begin in April 2018.

A public hearing is scheduled on March 1, 2018, regarding the Second Street development.

The DDA also discussed parking and will be meeting in February to discuss how they might expand parking opportunities moving forward.

12. Board Member Updates

None.

13. Staff Updates

Staff reminded the Board that the two information meetings were coming up on Thursday, February 8, 2018, in the morning from 8 to 10 a.m. and in the evening from 6 to 8 p.m.

14. Last call to the public was at 9:17 a.m.

Denne – Owner, Tribute Salon: One of the concerns Denne had for all the new development happening regarding her business was about parking. She stated that Tribute Salon has a large group of staff and clientele and they say it is already difficult to ensure there will be parking especially during events. She explained that Tribute Salon's business model relies on their staff's ability to attract new clientele and maintain current clients and offer them the very best

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experience. As the business owner, Denne said it was her job to create the atmosphere in which her staff can provide the very best service. With that being said, she explained that she chose to locate in Brighton because she loves the city and the people. Denne let the Board know that Tribute Salon doesn't have a large marketing budget so she said cross-promoting with the PSD's support would be beneficial for her business. She also let the Board know that she plans to be more involved so that she can be a better partner with the PSD and the City. Denne also expressed that she loved the idea of B2B networking events and roundtable merchant discussions.

Sheryl Mayday – Owner, Alterations Unlimited: Mayday doesn't think hanging the Senior All Night Party Banner is a good idea as she does not see how it will benefit Downtown merchants.

Linda Botka – Owner, CW Interiors: Botka stated that she agreed with Sheryl Mayday, all banner promotions should benefit Downtown. Botka also expressed concern for the branding project stating that she thinks the Downtown already has a brand and that the PSD doesn't need to be spending money on a new one.

Mark Binkley wanted everyone in the audience to understand that the PSD's job is to bring "feet on the street" and not into individual businesses. The PSD promotes Downtown Brighton and if they are bringing in people they are doing their job. It is the business owner's job to bring them into their individual stores, however, the PSD will do its best to support that and create opportunities for local merchants.

Kristoffer Tobbe asked staff to share the Strategic Marketing Study completed in 2017 with all of the PSD merchants.

Dave Norman – Owner, Lu and Carl's Bar & Grill/Stout Irish Pub: Norman told the Board that he sees the value in the PSD, however, he is not happy about doubling the rate for Main Street merchants. Norman stated that he thinks the PSD should be able to work within the budget they are given and refrain from taking more money from the business owners.

Call to the public was closed at 9:34 a.m.

15. Adjournment

Motion by Nelson, seconded by Innes to adjourn the meeting at 9:34 a.m. The motion carried 7-0-2.

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Respectfully submitted,
Lydia Macklin-Camel, Recording Secretary
February 15, 2018