

**City of Brighton**  
**Principal Shopping District Board Special Meeting Minutes**  
**May 1, 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 Y  
Annette Jacoby Y  
Sheryl Kemmerling Y  
Jon Innes Y

Robert Lulgjuraj Y  
John Okoniewski Y  
Lisa Nelson Y  
Matt Becker Y

Staff:

Brandon Skopek

Audience: 1

2. **Approval** of May 1, 2018 Agenda

**Motion** by Tobbe, seconded by Innes, to approve the May 1, 2018, agenda. The motion carried 9-0-0.

3. **Approval** of April 3, 2018 Meeting Minutes

**Motion** by Kemmerling, seconded by Innes, to approve the April 3, 2018 meeting minutes. The motion carried 8-0-1 with Okiniewski abstaining.

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

Brandon Skopek stated there were no expenses from April and the only thing added to the report was the \$12,500 for the July Taste of Brighton. He also stated the \$1,400 that the PSD approved for the banner replacement was not in the report and should be subtracted from the total funds available. He also discussed changes to the 17-18 budget based on the budget discussion from the previous meeting.

**Motion** by Tobbe, seconded by Becker, to approve the April 2018 financial report. The motion carried 9-0-0.

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5. Call to the public was opened at 7:36 a.m.

Mike Lenninger, Neighbors Magazine, stated the magazine is in its fifth issue with a new issue being published this week. They are looking for ways to support the downtown.

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

6. New Business

- a. 4<sup>th</sup> of July/Duck Race Banner Request

Brandon Skopek stated he received a request from Jim Gilmore of the Livingston Rotary Foundation asking the PSD to offset the costs of replacing the duck race banner. He stated the total cost would probably be around \$700 but the Board can choose to give a smaller amount. Mark Binkley stated the PSD paid for the banner last year but there are no funds available this year since the Special Assessment District (SAD) was not renewed. Brandon Skopek stated the DDA had discussed allocating funds for banner replacement since the PSD will no longer be able to fund that. He stated there was enough consensus from the Board to let Mr. Gilmore know the PSD cannot pay for the banner replacement at this time.

- b. Ladies Night Out Update

Lisa Nelson stated the brochures for the event were ready and needed to be distributed. Jon Innes stated the banner was up, the radio promotion was being aired, and posters were made. Sheryl Kemmerling stated George Moses had donated posters for the event which looked really nice. She stated she will be setting up for the pop up shop and was waiting to hear back from the photographer. Lisa Nelson stated she received better responses from merchants by reaching out to them personally rather than through survey monkey. Matt Becker stated going door to door was important for coordinating events. Mark Binkley discussed the services they contracted in the past through the Chamber and how critical it was for the PSD to have support for their events. Brandon Skopek stated the Ladies Night Out website is up and Facebook posts are scheduled to go out. Kristoffer Tobbe asked for analytics regarding the Facebook posts.

- c. Taste of Brighton Update

Thaddeus McGaffey gave the Board an update and stated planning for the event is going well. He stated there were three sponsor spots still open and some sponsors had upgraded their sponsorship level to receive more exposure at the event. May 15 is the deadline to sign up

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before the event opens to non-PSD merchants. Brandon Skopek stated he had received the documentation for the 501c3 approval. Thaddeus McGaffey discussed the street maintenance done last year for the event and the set up for the event. Matt Becker announced a fundraiser for Taste of Brighton at Brewery Becker on May 31<sup>st</sup>. Lisa Nelson asked if home businesses could participate in the event. Thaddeus McGaffey stated they could have a single tent dedicated to home-based businesses.

7. Old Business

a. Banner Calendar for July-December 2018

Brandon Skopek stated he had looked into whether or not the PSD can charge for banners. He stated the PSD cannot charge for banners because the banners do not meet the sign ordinance and are only allowed because the PSD is a government entity. He stated the PSD could choose to accept donations and sponsorships for the banners. Mark Binkley stated it would be better to avoid any issues and discuss other options in the future. The Board reviewed the calendar for the months of July through December.

**Motion** by Tobbe, seconded by Nelson, to approve the banner calendar for July-December 2018. The motion carried 9-0-0.

8. Liaison Reports:

a. City Council

Kristoffer Tobbe stated City Council adoption of the 2018/2019 Budget would be on the May 3<sup>rd</sup> meeting agenda. He also stated the Second Street reconstruction project would begin in three weeks. Brandon Skopek discussed the Second Street Flats condominium project and utility upgrades to Second Street. He also stated there was a proposed 200-unit apartment development on Second Street that will be submitting for site plan approval. Brandon Skopek also discussed the Challis Road construction stating it was on target at should be completed in August. Kristoffer Tobbe asked about the Mill Pond construction and staging area. Brandon Skopek stated there would be limited construction during civic events.

b. Chamber of Commerce

None

c. DDA

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Brandon Skopek stated the DDA approved the Challis Road mill and overlay funding, which came in under budget, and approved replacement of curb and gutter on Second Street. He stated the DDA had a budget presentation, which included discussion of holiday lights, a holiday committee, and allocating funds for banner replacement. Mark Binkley asked if the DDA had discretionary funds that the DDA Chair could authorize without DDA approval. Brandon Skopek stated there are instances where the DDA Chair can authorize payments without DDA approval.

9. Board Member Update

None

10. Staff Update

Brandon Skopek stated the City is hiring a Community Development Director and the position will be open until filled.

11. Last call to the public was at 8:23 a.m.

Mike Lenninger, Neighbors Magazine, mentioned the conditions of the sidewalks around the Mill Pond and stated they were trip hazards.

Call to the public was closed at 8:24 a.m.

12. Adjournment

**Motion** by Innes, seconded by Becker, to adjourn the meeting at 8:24 a.m. The motion carried 9-0-0.

Respectfully submitted,

Wendy Ayala, Recording Secretary  
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