

City of Brighton
Principal Shopping District Board Meeting Minutes
December 4, 2018 7:30 a.m.

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

Those in attendance:

Mark Binkley Y (left at 8:51 a.m)

Robert Lulgjuraj N

Kristoffer Tobbe Y

John Okoniewski N

Annette Jacoby Y

Lisa Nelson Y

Matt Becker Y

Jon Innes Y

Jennifer Ling Y

Motion by Tobbe, seconded by Innes, to excuse Lulgjuraj and Okoniewski. The motion carried 7-0-2.

Staff:

Nate Geinzer

Audience: 4

2. **Approval** of December 4, 2018 Agenda

Motion by Nelson, seconded by Tobbe, to approve the December 4, 2018 agenda with the additions of Ladies Night Out and Winter Sale under Old Business, and Civic Event Fees under New Business. The motion carried 7-0-2.

3. **Approval** of November 13, 2018 Meeting Minutes

Motion by Tobbe, seconded by Innes, to approve the November 13, 2018 meeting minutes. The motion carried 7-0-2.

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

Motion by Nelson, seconded by Ling, to approve the November 2018 financial report. The motion carried 7-0-2.

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

George Moses, Marketeer, stated he added a full page ad for Ladies Night Out in the *Marketeer* which was sent to 85,000 homes.

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

6. Old Business

- a. Ladies Night Out and Winter Sale

Jennifer Ling stated everything was set to go for Ladies Night Out and 53 merchants would be participating.

Jennifer Ling stated she had collected ten checks for the Winter Sale and that the deadline for merchants to sign up would be December 11. She stated she will send out reminders to the merchants. Mark Binkley stated the Board could discuss an ad campaign for the Winter Sale at their January meeting. The Board discussed canceling the Winter Sale if not enough merchants signed up.

7. New Business

- a. Discussion of Social Media Strategies

Kristoffer Tobbe suggested tabling the discussion and Lisa Nelson suggested that they have presentations. Nate Geinzer stated he could schedule speakers for the January 8 meeting and asked that the Board give him names of speakers.

Motion by Tobbe, seconded by Nelson, to table the discussion of social media strategies until a list of speakers is put together for January. The motion carried 7-0-2.

- b. Discussion of February 5th Meeting Format and Goals

Nate Geinzer asked the Board to plan the discussion and format for the meeting. Kristoffer Tobbe suggested the Board provide information on PSD promotion over the years and a history of downtown promotion before the PSD. Lisa Nelson suggested asking the questions "What works well?" and "What would be better if...?" The Board discussed the things they had done in

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the past that had worked. Mark Binkley discussed the Downtown Blueprint from 2003 and how the PSD was originally formed. Nate Geinzer asked that the Board choose a facilitator for the meeting. The Board discussed how the meeting would be organized and how the merchants would be informed about the meeting. Annette Jacoby asked that they have an evening meeting as well.

Motion by Innes, seconded by Ling, to have a special meeting to discuss the PSD on February 12 at 6:30 p.m. The motion carried 7-0-2.

c. 2019 Banner Calendar

Nate Geinzer stated there was a supplemental page for January in the packet. He stated the Winter Sale banner was pushed down a week. The Board discussed not always having a banner up. Nate Geinzer stated the Winter Sale banner would come down on January 22 and the Valentine's Day banner would go up January 31. Jon Innes discussed approving the calendar up until June.

Motion by Becker, seconded by Innes, to approve the 2019 Banner Calendar as amended through June 30. The motion carried 7-0-2.

d. Civic Event Fees

Mark Binkley stated the City Council would be voting to approve the civic event fees at their next meeting and wanted the PSD to discuss their thoughts. The Board discussed the impact the fees would have on the organizations who have events in Brighton. Nate Geinzer stated City Council had put together a task force who recommended that the City seek reimbursement for civic events. He stated other cities, such as Howell, charge a fifty percent reimbursement. He also discussed the DDA allocating a budget toward community promotions. Mark Binkley discussed the unintended consequences of charging civic event fees and the impact on downtown. Kristoffer Tobbe stated the Board could send individual letters to City Council stating their concerns. Nate Geinzer stated City Council would have to discuss the value of civic events in the city and the cost share involved.

8. Liaison Reports:

a. City Council

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Kristoffer Tobbe discussed the Second Street reconstruction. Nate Geinzer stated they were in the process of milling and prepping the road for the winter. He stated paving would begin in the spring and they expect the road to be open by next week.

b. Chamber of Commerce

Sophia Frenni stated Holiday Glow was successful. Jennifer Ling announced a ribbon cutting for Lake Michigan Credit Union on December 6 at 5 p.m.

c. Downtown Development Authority (DDA)

Nate Geinzer stated the DDA would be discussing sponsorships at their next meeting. He stated the DDA awarded a proposal on streetscape design to Giffels Webster. He stated the area covered would be between the railroad tracks to East Street and St. Paul to North Street. He also stated it would be an eighteen to twenty-four month process and public input would begin in late winter to early spring.

9. Board Member Updates

None

10. Staff Updates

None

11. Last call to the public was at 9:00 a.m.

None

12. Adjournment

Motion by Nelson, seconded by Jacoby, to adjourn the meeting at 9:01 a.m. The motion carried 6-0-3.

Respectfully submitted,

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Wendy Ayala, Recording Secretary
December 4, 2018