

**City of Brighton**  
**Principal Shopping District Board Meeting Minutes**  
**September 11, 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  
Matt Becker Y

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

**Motion** by Tobbe, seconded by Innes, to excuse Lisa Nelson and John Okoniewski. The motion carried 6-0-2.

Staff:

Nate Geinzer, Brandon Skopek

Audience: 2

2. **Approval** of September 11, 2018 Agenda

**Motion** by Innes, seconded by Tobbe, to approve the September 11, 2018 agenda as presented. The motion carried 6-0-2.

3. **Approval** of August 14, 2018 Meeting Minutes

**Motion** by Innes, seconded by Becker, to approve the August 14, 2018 meeting minutes. The motion carried 6-0-2.

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

Brandon Skopek stated there were no expenses in August. He stated the PSD will be receiving a \$4,000 reimbursement from the Brighton 150<sup>th</sup> Committee and that there are \$22,430 remaining in the PSD's fund balance.

**Motion** by Tobbe, seconded by Jacoby, to approve the August 2018 financial report. The motion carried 6-0-2.

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5. Call to the public was opened at 7:33 a.m.

None

Call to the public was closed at 7:33 a.m.

6. New Business

- a. Vice-Chair Nominations and Selection

Mark Binkley stated Lisa Nelson had stepped down as Vice Chair.

**Motion** by Becker, seconded by Tobbe, to nominate Jon Innes as Vice Chair. The motion carried 6-0-2.

- b. WHMI Advertising

Brandon Skopek stated he had spoken with Debbie Platt at WHMI. He stated he would reach out to WHMI to see if they can make the October meeting to discuss the advertising agreement. Mark Binkley suggested adding a Winter Sale campaign to the advertising agreement. Kristoffer Tobbe stated they should consider the effectiveness of WHMI advertising as it makes up a majority of the PSD budget.

**Motion** by Tobbe, seconded by Innes, to table the discussion until the next meeting with a formal invitation for WHMI to present, and to add the Winter Sale campaign to the advertising agreement. The motion carried 6-0-2.

- c. Ladies Night Out

Brandon Skopek discussed the budget for the December 2018 Ladies Night Out and stated the Chamber of Commerce has offered to assist with the event. Nate Geinzer stated he had spoken with Pam McConeghy about utilizing Jen Ling as a staff resource for the event. He stated he would set up a meeting with Mark Binkley, Jon Innes, Kristoffer Tobbe, and Pam McConeghy to discuss this further.

**Motion** by Tobbe, seconded by Jacoby, to approve the budget for December 2018 Ladies Night Out to include the Livingston Lamplighters, Portraits by Alex, and miscellaneous items. The motion carried 6-0-2.

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d. PSD Board Member Vacancy

Brandon Skopek stated there were two applications received for the vacancy. He stated the Board could make a recommendation to the Mayor who would then meet with the recommended applicant. Kristoffer Tobbe suggested putting this on hold due to the PSD's funding situation and after City Council Retreat. Jon Innes stated both applicants were highly qualified and would be in favor of filling the vacancy. The Board discussed the qualifications of both applicants.

**Motion** by Tobbe, seconded by Becker, to award the vacancy to Jennifer Ling and communicate to Kathleen London that she is a strong candidate and could be considered for future opportunities. The motion carried 6-0-2.

7. Old Business

- a. None

8. Liaison Reports:

- a. City Council

Kristoffer Tobbe stated the City Council Retreat will be October 27-28 and that a Mayoral Task Force will be looking at the City's financial options. Nate Geinzer discussed a 22-acre property that is for sale and stated bids will be due October 8 at 10:00 a.m.

- b. Chamber of Commerce

Sophia Freni announced an HR Lunch Series the Chamber will be hosting that will take place at Ciao Amicci's. She also announced Beverly Rae's Ribbon Cutting on September 20 at 4:00 p.m. and a Candidate Power Lunch on October 5 at Oak Pointe. She stated she will have an update on Holiday Glow in October and discussed Smokin' Jazz.

- c. Downtown Development Authority (DDA)

Brandon Skopek stated the concrete for the Mill Pond Amphitheater seating was being poured and that construction would be completed in late September to early October. He stated Second Street Flats was beginning work on the third floor and site work would be completed by

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the end of November. He stated the DDA would be getting a tour of both projects at their October meeting.

9. Board Member Updates

None

10. Staff Updates

Nate Geinzer discussed the former Wilderrest building that is currently under construction. He stated staff has been in contact with the owner regarding the project and discussed the City's new Rental Inspector/Code Enforcement Officer, Genal Pratt. He also stated there was strong interest in residential development and discussed two proposed developments that would be up for Preliminary PUD approval at the Planning Commission meeting September 17.

Brandon Skopek stated he had accepted a position at the City of Auburn Hills as the Director of Authorities where he will oversee their DDA, Brownfield Redevelopment Authority, and various TIF Districts throughout the city. Nate Geinzer discussed downtown interest and stated there was turnover in building ownership and potential businesses coming in. Mark Binkley discussed the need for retail downtown.

11. Last call to the public was at 8:26 a.m.

None

Call to the public was closed at 8:26 a.m.

12. Adjournment

**Motion** by Tobbe, seconded by Becker, to adjourn the meeting at 8:26 a.m. The motion carried 6-0-2.

Respectfully submitted,

Wendy Ayala, Recording Secretary  
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