

City of Brighton
Principal Shopping District Board Meeting Minutes
Thursday, November 14, 2013 – 7:30 a.m. Special Session

1. Meeting called to order by Mark Binkley at 7:40 a.m.

Those in Attendance:

Mark Binkley Y	Thaddeus McGaffey (arr. at 7:44)
Cheryl Mayday Y	Nick Palizzi N
Sheryl Kemmerling Y	John Okoniewski N
Lisa Nelson Y	

Moved by Lisa Nelson, seconded by Peggi Mintz, to excuse Nick Palizzi. Motion was approved 5-0-3.

Staff:

Matt Modrack
Lauri French

2. **Approval** of November 14, 2013 Agenda as amended
Item 3, Approval of November 6, 2013 meeting minutes, was deleted.
Motion by: Lisa Nelson
Seconded by: Peggi Mintz
Motion approved 5-0-3

4. Call to the Public
Call to the public was made at 7:41 a.m. Hearing no response, call to the public was closed.

5. New Business

- a. Discuss and elect a PSD secretary to replace Claudia Roblee – Matt Modrack noted that the Mayor will appoint a new Council liaison to the PSD. This item will be discussed at the December 3 PSD meeting, and Mark Binkley asked the board members to think about whether they would like to take on the secretarial duties for the board.

6. Old Business

- a. Discuss possible special assessment to fund PSD marketing/promotion efforts

Discussion: Mark Binkley provided a history of the PSD special assessment which generated \$75,000 for three years. The PSD used a \$100,000 donation from the City as seed money prior to the SAD and the DDA provided \$25,000 after the SAD expired which has been increased to \$50,000 the past couple of years. Mark noted that the DDA budget is stretched pretty thin this

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year and next and there is no guarantee they will continue to fund the PSD. Also, City Council has veto power over the DDA budget and there is possible legislation from Lansing that would affect DDA funding (possibly a 20% decrease). Due to these factors, the PSD needs to be self-reliant and the SAD would help do that. The original SAD paperwork was reviewed and the same per square foot costs would be used for the SAD. There were some suggested changes to the PSD zones; these changes will be made and presented at the December 3 PSD meeting. Mark suggested that the Board hold at least two informational meetings with building owners and tenants to explain the PSD, what we have done and future projects planned. Next would be a presentation to City Council, followed by two public hearings (assuming City Council approves the SAD). He estimates it would take 8-10 weeks to get everything done. The SAD would be added to the summer 2014 tax bill. Lauri French will also update the SAD spreadsheets for the December 3 meeting.

b. Discuss various parking issues – Matt Modrack passed out a map showing all the private, public and street parking spaces. He explained that we currently have no coherent parking strategy and there is no money in anyone’s budget to maintain public parking lots. He also noted that we need a long-term parking enforcement strategy and that a Parking Subcommittee has been appointed by the DDA. In reviewing the map, Matt explained that he has shown alternate parking lots for business owners to send their employees first rather than parking in front of the business or in a prime spot that should be used by customers. He talked about the various enforcement alternatives such as posting signs for 2-hour parking, marking tires and issuing tickets for violations, and possibly parking meters, especially on Main Street. The Parking Subcommittee will recommend enforcement, and whether this will be done by police officers or retirees like they do in Petoskey. Matt wanted to bring the PSD Board members up to speed on this issue just in case they are asked questions about it by the merchants.

7. Call to the Public – no response.

8. Adjournment at 8:55 a.m.

Motion by: Lisa Nelson
Seconded by: Cheryl Mayday
Motion passed 5-0-3

Respectfully submitted,

Lauri French, Deputy Director
Community Development, Planning & Zoning

Next regular PSD board meeting – Tuesday, December 3, 2013 – 7:30 a.m.