

**City of Brighton
Downtown Development Authority
Special Meeting Minutes
April 14, 2020**

The Board for the Downtown Development Authority (DDA) held a special meeting on Tuesday, April 14, 2020 conducted virtually, pursuant to law and mandates of Executive Order 2020-42.

1. Call to Order – Chairperson Corrigan called the meeting to order at 3:00 p.m.

Members Present: Cal Stone, Mark Binkley, Pam McConeghy, Tim Corrigan, Bill Albert, Lisa Nelson, Shawn Pipoly, Bob Herbst, Scott Griffith, Alex Pushman and Ashley Israel.

Members Absent: Jim Muzzin and Dave Beauchamp

Also present: Doug Cameron, Mancuso & Cameron Law Office; Jon Emaus, City Council; Piet Lindhout, Lindhout Associates; Nate Geinzer, City Manager; Mike Caruso, Community Development Manager, Kelly Haataja, Executive Assistant to Community Development; Henry Outlaw, Management Assistant; Tara Brown, City Clerk and an audience of three (3).

Moved by Pushman, supported by Griffith to excuse Board Members Muzzin and Beauchamp. The motion carried unanimously with a roll call vote.

Board Member Beauchamp joined the meeting at 3:11 p.m.

2. Approval of the April 14, 2020 Agenda

Moved by McConeghy, supported by Griffith to approve the April 14, 2020 Agenda. The motion carried unanimously with a roll call vote.

3. Call to the Public

Chairman Corrigan opened the Call to the Public at 3:03 p.m.

Susan Bakhaus asked for people not using video to identify themselves while speaking.

Hearing and seeing no further comment, the Call to the Public was closed.

4. New Buisness

a. Discussion of DDA COVID Crowdfunding Initiative

Manager Geinzer discussed an individualized crowdfunding campaign initiative, hosted by Patronicity, to support local for profit businesses within the Brighton DDA district, affected by the economic impacts of the COVID pandemic. He stated Lake Trust Credit Union will provide 50% matching contributions up \$750 for a total of \$20,000 for all campaigns. Additionally, Lake

Trust Credit Union will issue five \$1000 contributions to the campaigns that best embody a spirit of community and which captures the organizational culture of Lake Trust. He stated the campaign name will be called Small Town, Big Hearts. He stated he is asking the DDA board for a total budget of \$2500 to help create the central page for the initiative.

Management Assistant Outlaw gave a presentation of the MEDC landing page hosted by Patronicity. He explained the application process, access to funds, and individual hands on coaching offered by Patronicity. He noted Patronicity will be waiving all administrative and processing fees for all campaigns created prior to May 15.

Mr. Geinzer stated that everyone will have an opportunity to participate from a business and patron standpoint.

Board member Beauchamp asked when it will be launched.

Mr. Geinzer stated the landing page should be operational by the end of the week.

Board member Binkley asked if big box stores will be allowed to participate.

Mr. Geinzer stated the legalities are still being worked on.

Mr. Binkley stated he wants to make sure that small businesses have the advantage of receiving the benefits over big box businesses. He stated he has concerns some businesses may not have the ability to compose a campaign for themselves.

Mr. Geinzer explained the idea for the crowdfunding initiative is for businesses and patrons to work together and help each other out.

Board member Griffith asked about the funding time-frame.

Mr. Outlaw stated the plan is for funds to be distributed by Patronicity weekly.

Mr. Binkley asked if there is an end date to the campaign.

Mr. Outlaw stated fund matching is until May 15. A second round may be considered thereafter.

Board member Israel asked Mr. Geinzer to summarize what he is expecting of the DDA.

Mr. Geinzer stated he is asking the DDA for a budget of \$2500 to help support the creation and initial marketing. The funds would be used for the creation of the landing page, a banner over Main Street and social media.

Mr. Israel asked Chairperson Corrigan to comment on the amount being requested.

Chairperson Corrigan stated he believes the DDA can afford this budget, it is money well spent to show support for the kick-off, and he's in favor of the investment.

Moved by Herbst, supported by Pushman to approve a budget of \$2500 for the creation and initial marketing of the crowdfunding initiative. Motion passed unanimously with a roll call vote.

Council member Emaus noted Patronicity is waiving the administrative fee as well as the 5% credit card processing fee until May 15.

5. Adjournment

Moved by Herbst supported by McConeghy to adjourn the meeting. The motion carried unanimously with a roll call vote. The meeting was adjourned at 4:07 p.m.

Respectfully submitted,

Kelly Haataja, Recording Secretary