

City of Brighton
200 N. First Street, Brighton, MI 48116
Joint Meeting of the Downtown Development Authority
And
Brownfield Redevelopment Authority
Special Meeting Minutes
February 2, 2021

The Board for the Downtown Development Authority (DDA) held a Joint Special Meeting with the Brownfield Redevelopment Authority on Tuesday, February 2, 2021, conducted virtually.

1. Call to Order – Chairperson Corrigan called the meeting to order at 7:15 a.m.

2. Roll Call

Members Present: Lisa Nelson, Jon Emaus, Dave Beauchamp, Alex Pushman, Scott Griffith, Bill Albert, Shawn Pipoly, Pam McConeghy, Tim Corrigan, Mark Binkley and Bob Herbst. All members participated remotely and disclosed their location.

Members Absent: Ashley Israel and Cal Stone

Also present: Doug Cameron, Mancuso & Cameron Law Office; Nate Geinzer, City Manager; Mike Caruso, Community Development Manager; Henry Outlaw, Management Assistant; Denise Murray, Ann Arbor SPARK; Kelly Haataja, Executive Assistant to Community Development; Marcia Gebarowski, Ann Arbor SPARK; and an audience of three (1).

Motion by Emaus, supported by Griffith to excuse Board Members Israel and Stone for personal reasons. **Motion passed unanimously by a roll call vote.**

Board Member Stone joined the meeting at 7:32 am.

3. Approval of February 2, 2021 Agenda

Motion by Pipoly, supported by Herbst to approve the agenda. **Motion passed unanimously by a roll call vote.**

4. Approval of Consent Agenda Items

- a. **Approval of Minutes: December 15, 2020 Regular Meeting**
- b. **Approval of Bills**
- c. **Financial Report: FY 20-21 Adopted Budget and YTD Summary through 12/31/2020**

Motion by Emaus, supported by Griffith to approve the Consent Agenda. **The motion carried unanimously by a roll call vote.**

5. Call to the Public

Chairperson Corrigan opened the call to the Public at 7:19 a.m.

Hearing no comments, the Call to the Public was closed at 7:20 a.m.

6. New Business

a. Discussion on Small Town, Big Hearts Round 2

Mr. Outlaw discussed the idea behind starting another Patronicity campaign in collaboration with Brighton Area Schools. He stated discussions with the Community Engagement Committee proceeded, and it was determined that businesses owners were interested in a “shop local” campaign, but showed disinterest in doing another Patronicity event at this time. He further stated staff was recommending not to proceed with another Patronicity, but to move forward with the “shop local” campaign, in assistance with the Schools.

The Board had discussions regarding the extent of the School's involvement. Mr. Outlaw reviewed some of the program initiatives the Schools have discussed with staff.

Mr. Albert questioned what role Lake Trust and First National would play, as they were donators to the Patronicity campaign, which now would not happen.

Mr. Outlaw stated conversations are ongoing with these supporters, as to how they can be utilized with this campaign. Mr. Outlaw also asked the Board to consider a donation to the Schools to support and kick-start the campaign. The amount stated was not to exceed \$5000.

Mr. Binkley commented the Board needs to focus on a marketing plan for the upcoming spring season.

Mr. Outlaw stated supporting the School's initiative would fall along the same time line as Mr. Binkley had stated, and he would hesitate against recommending a full marketing plan at this time. He further stated this would be addressed in the DDA budget plan staff is currently comprising.

Mr. Binkley stated the committee discussed a \$5,000 amount for marketing downtown, but doesn't recall discussion of donations to the Schools.

Ms. McConeghy also commented about the committee's plans for marketing.

Mr. Outlaw discussed the feedback received from business owners, and the reasons to move away from the Patronicity aspect, and support the School's campaign.

Ms. Nelson commented that her conversation with the school representative was not the same as staff has presented.

Mr. Pipoly asked if any specific reasons were given by business owners as to not supporting the Patronicity drive. He stated with the support of two local financial institutions, the Board should consider not giving up on it.

Mr. Outlaw stated there wasn't any specific reasons received.

The Board had discussions regarding the survey sent out to the business owners in regards to a second round of Patronicity.

Motion by Griffith, supported by Herbst to have the committee meet and discuss this topic, and give a recommendation for the Board to consider. **The motion carried unanimously by a roll call vote.**

b. Consider Approval of Market Analysis Proposal by Gibbs Planning Group

Ms. Murray presented the proposal and explained why a market study is beneficial for the Board to proceed with.

The Board discussed the proposal with staff and what would be done with the information gained.

Mr. Geinzer explained further that this data will help Ms. Murray in all aspects of her job, which the Board should consider, since they hired her to reach all avenues of economic development.

Ms. Murray and Mr. Geinzer explained how the proposed study is much more in depth than the last analysis completed in 2017, and discussed with the Board how she will use this information to do recruitment.

Mr. Geinzer showed the Board the area this study would cover, and how this type of study should be updated every three to five years.

Motion by McConeghy, supported by Pushman to approve the purchase of the market analysis proposal by Gibbs Planning Group. **The motion carried unanimously by a roll call vote.**

7. Advisory Committee Reports

No reports given by the committees.

8. Administrative/Consultant Reports

Ms. Murray gave a report on the "Heated Streets" program that the City of Northville is doing to support their businesses which includes a Social District.

Mr. Binkley asked who is the main organizer of the Northville program.

Mr. Geinzer stated it was organized by the City of Northville DDA.

9. Chamber of Commerce Report

Ms. McConeghy reported the Farmer's Market had considered requesting to utilize Main Street again for the upcoming season, but the Chamber has decided not to pursue closing Main Street, as it affects too many core businesses who do not want the closure. She also stated, they are moving forward with planning of the Art Festival and it would be at the end of July.

10. City Council Report

Mayor Pipoly reported that City Council voted to postpone any fees required for the Main Street events this year. He also gave a summary of the City Council retreat held January 26 thru January 28.

11. Brownfield Redevelopment Authority (BRA) – New Business

- a. Approval of Bills:
 - i. Mancuso & Cameron (December)

Motion by Herbst, supported by Griffith to approve the BRA Bills. **The motion carried unanimously by a roll call vote.**

- a. Consider Approval of Reimbursement & Performance Agreement

Mr. Geinzer gave a summary of the two agreements that would be in place to move forward with the demolition of Lindbom School.

Motion by Herbst, supported by Emaus to approve the Brownfield Redevelopment Plan reimbursement and performance agreement for 1010 State Street with any adjustments the DDA attorney and staff recommends. **Motion passed unanimously by a roll call vote.**

12. Adjournment

Motion by Pipoly supported by Griffith to adjourn the meeting. **The motion carried by a roll call vote.** Meeting was adjourned at 8:40 a.m.

Respectfully submitted,

Kelly Haataja
Executive Assistant to Community Development