

**City of Brighton
Principal Shopping District Board Meeting Minutes
October 3, 2017 7:30 a.m.**

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

Those in attendance:

Mark Binkley Y

Shawn Pipoly Y

Annette Jacoby Y – arrived late at 7:34 a.m.

Sheryl Kemmerling Y

John Innes y

Robert Lulgjuraj Y

John Okoniewski Y – left early at 9:02 a.m.

Lisa Nelson Y

Matt Becker Y

Staff:

Jessica Lienhardt, Lydia Macklin-Camel, and Brandon Skopek

Audience: 4

2. **Approval** of October 3, 2017 Agenda

Motion by Okoniewski, seconded by Innes, to approve the October 3, 2017 agenda. The motion carried 8-0-1.

3. **Approval** of September 12, 2017 Meeting Minutes

Motion by Okoniewski, seconded by Kemmerling to approve the September 12, 2017 Meeting Minutes. The motion carried 8-0-1.

4. **Approval** of September 2017 Financial Report

Motion by Kemmerling, seconded by Innes, to approve the September 2017 Financial Report. The motion carried 9-0-0.

5. Call to the public was opened at 7:38 a.m.

Emily Marone from WHMI Radio was in attendance and was there to see what the Board was working on and let them know that they could offer some referrals for their re-branding project.

6. New Business

a. Welcome New Board Members

All Board members went around the table and introduced themselves. New Board members included Matt Becker, from Becker Brewery, and Robert Lulgjuraj, from Ciao Amici's. Both Becker and Lulgjuraj joined to be more involved in the community.

b. Tridge or Treat

Janice Ramirez and Kelly Dunn, from Tot Spot, were present to gather advice from the PSD Board on how to fund their Tridge or Treat event. Initially they plan on asking for donations, but were looking for some more ideas. Tridge or Treat has 12 sponsorship spots that needed to be filled as well. Board members offered ideas to Ramirez and Dunn for their event as well as \$500 to help fund the event.

Motion by Becker, seconded by Innes, to approve \$500 to fund Tridge or Treat. The motion carried 9-0-0.

c. Banner Calendar

Jessica Lienhardt asked the Board whether they would like to keep the Alzheimer's banner up or swap in the Shop/Dine banner before the Tridge or Treat banner was ready to be hung. Mark Binkley suggested putting the Farmers Market banner up in the meantime and the rest of the Board agreed.

d. PSD/Chamber Customer Service Training

Sophia Freni from the Chamber of Commerce was present to discuss the event. The theme of the training is "The Heart of Hospitality" with a focus on customer service. The presenting speaker is Ryan Pinot. Registration priority will be given to PSD members and the training will be offered for free to PSD members. The date for the training was scheduled for Tuesday, October 24, from 7 to 10 a.m.; the idea being that more PSD employees could attend if the training was scheduled before business open hours. Freni asked if the Board would like to move forward in offering this opportunity to all PSD members. The Board approved.

Principal Shopping District Board Meeting Minutes
October 3, 2017

Motion by Okoniewski, seconded by Nelson, to approve the PSD/Chamber Customer Service Training Opportunity. The motion carried 9-0-0.

Jessica Lienhardt will share details on the training and registration information once the Chamber of Commerce finalizes the event.

e. SAD Zones

Jessica Lienhardt gave the Board an overview of the 2014-2018 SAD, which will end in June 2018. The PSD Board plans on going for a renewal of this SAD. Lienhardt let the Board know that Staff is looking for direction from the PSD Board on how they would like to begin the SAD renewal process.

Lienhardt shared 2014-2018 SAD Maps with the Board and explained the zones: Zone 1 = higher assessment; Zone 2 = lower assessment. Lienhardt asked the Board if they would like to make any revisions to these zones for the SAD renewal.

Jon Innes suggested rezoning everything between St. Paul and Cross Street to Zone 2. Innes suggested that although Grand River Businesses are a part of the PSD, they don't truly get the benefit of being "downtown," therefore, should pay a lower assessment.

Mark Binkley said he would be open to a discussion about a rate difference between Grand River and Main Street businesses, but does not want to reduce the budget.

Matt Becker agreed that Main Street businesses should pay more than Grand River businesses, however, he reiterated that both benefit from being "downtown," noting that Grand River businesses along the Tridge have a direct connection through the walking path. Becker also suggested rates should be adjusted for inflation so as not to affect that budget.

John Okoniewski suggested expanding the SAD zone to continue down Grand River and along Second Street. Shawn Pipoly warned that expanding the PSD District to include more businesses without weighing the benefit to the individual businesses might just dilute the PSD to get more funding. Pipoly suggested the PSD Board weigh the benefits before expansion. Pipoly also let the Board know he is unsure whether City Council will support the renewing the SAD as it is, however, if the Board can show a direct benefit to Grand River businesses, then he believes Council will be impressed. Pipoly stated that Council's major concern is that PSD dollars directly benefit Main Street only.

Principal Shopping District Board Meeting Minutes
October 3, 2017

Mark Binkley suggested the Board hold a Public Meeting for all Grand River businesses to learn more about their perceptions of the PSD and how they would like to see the PSD move forward. Jon Innes suggested inviting Grand River businesses to a Special Meeting as well as their next meeting in November and holding a Public Forum. Jessica Lienhardt will collaborate with the Board on reaching out these businesses.

Lienhardt also shared two comparable PSD Districts with the Board: Birmingham and Rochester. Lienhardt explained that these districts go for higher assessments than Brighton and that Brighton had attempted to go for a higher assessment in the past, but failed. Previous years' funding from the Brighton PSD SAD was between \$60,000-70,000.

Lisa Nelson suggested the PSD Board send a letter to each PSD member explaining the SAD renewal, what the PSD has done with the SAD dollars in the past, and what they could do in the future if the SAD is renewed.

Mark Binkley also suggested the Board hold a Special Meeting to discuss SAD zoning and rates.

The Board agreed that their first step needs to be holding public meetings for the Grand River Business discussions and then holding a special meeting to discuss SAD zoning and rates.

The next PSD Regular Meeting is on November 14 due to the Election being held on November 7. The PSD Board will host a Special Meeting on November 9 at 7 p.m. to discuss SAD with Grand River Businesses.

f. Ladies Night Out

Jessica Lienhardt let the Board know that Ladies Night Out is on Thursday, December 7 from 5 to 10 p.m. Lienhardt let the Board know that she sent out an email to LNO participants to gather descriptions for website and brochure. Lienhardt also asked the Board to approve a \$3,500 budget for the event.

Emily Marone from WHMI shared ad pricing with the PSD Board. Lienhardt explained that the Board would need to do an additional motion to approve \$8,500 for WHMI winter radio advertisements that include Ladies Night Out. Jon Innes pointed out that this motion would cut into the Mother's Day ad budget. Marone let the Board know that she can talk to her manager about doing co-advertising for all the events for the year within the PSD's

Principal Shopping District Board Meeting Minutes
October 3, 2017

\$10,000 budget. Moron will bring this proposal back to the Board for their November meeting.

Motion by Jacoby, seconded by Pipoly to approve a \$1,000 budget to support WHMI advertising for Ladies Night Out. The motion carried 8-0-1.

7. Old Business

a. Christmas Lights

Jessica Lienhardt let the Board know that the tree trunks are covered, however, the DPW does not have the equipment to access the upper branches safely.

b. Christmas Decorations

Sophia Freni from the Chamber of Commerce presented an idea to get more decorations in downtown Brighton. She suggested a tree decorating contest that would begin before Holiday Glow and then the trees would be donated to a family in need. The Chamber is currently working on gathering sponsors for the trees and working out who the judges would be. Chamber would create a walking map for the tree displays that could also go along with a window display. Shawn Pipoly suggested partnering with a local charity, like Adopt a Family. The Board supports the idea moving forward.

Motion by Nelson seconded by Innes to support the Chamber of Commerce's Christmas Tree/Window Display contest. The motion carried 8-0-1.

8. Liaison Reports

a. City Council

Shawn Pipoly reported that the Master Planning Open House went well with a steady stream of community members, City Staff, Council, and Boards/Commissions attending throughout the event. The City received great feedback and is moving forward with the project.

b. Chamber of Commerce

No update.

Principal Shopping District Board Meeting Minutes
October 3, 2017

c. DDA

Brandon Skopek reported that the DDA approved funding for the Millpond Bandshell and Amphitheater project, Challis Road improvements, a Grand River grant match, along with several other contingencies for projects.

9. Board Member Updates

No update.

10. Staff Updates

Jessica Lienhardt let the Board know that the enhanced crosswalk lights were being installed and should be completed soon.

11. Last call to the public was at 9:27 a.m.

No response.

Call to the public was closed at 9:27 a.m.

12. Adjournment

Motion by Binkley, seconded by Pipoly to adjourn the meeting at 9:27 a.m. The motion carried 8-0-1.

Respectfully submitted,

Lydia Macklin-Camel, Recording Secretary
November 3, 2017

Next regular PSD Board meeting –Tuesday, November 14, 2017 – 7:30 a.m.