

City of Brighton
Principal Shopping District Board Meeting Minutes
November 14, 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
Sheryl Kemmerling Y
John Innes Y

Robert Lulgjuraj Y
John Okoniewski Y
Lisa Nelson Y
Matt Becker Y

Staff:

Jessica Lienhardt, Lydia Macklin-Camel, and Brandon Skopek

Audience: 7

2. **Approval** of November 14, 2017 Agenda

Because there were no minutes from the November 9, 2017 Special Meeting, the Board moved to remove that item and approve the agenda as amended.

Motion by Nelson, seconded by Okoniewski, to approve the November 14, 2017 agenda as amended. The motion carried 9-0-0.

3. **Approval** of October 3, 2017 Meeting Minutes

Motion by Kemmerling seconded by Innes to approve the October 3, 2017 Meeting Minutes. The motion carried 9-0-0.

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

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

5. Call to the public was opened at 7:36 a.m.

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Hearing no response the Call to the Public was closed at 7:36 a.m.

6. Discussion

a. Grand River PSD Members

Mark Binkley reported on the Special Meeting held on November 9, 2017. The meeting was an opportunity for the Board to hear from Grand River PSD members on the SAD renewal. Turnout at the meeting was low, but Binkley said the Board will continue to extend the invitation for Grand River PSD members to voice ideas and concerns as well as questions of the PSD Board throughout the process.

At the last meeting, Board members were each given 5 Grand River PSD members to contact. Those that were able to get in contact with the other PSD members gave a report to the Board on the individual conversations. Sheryl Kemmerling drafted a letter that she used to talk to her contacts and said she would share with other Board members.

7. New Business

a. WHMI Yearly Advertisement Proposal

At the last meeting, WHMI was asked to prepare a full year advertising proposal for the Board. Jessica Lienhardt summarized the proposal for the Board members stating that the proposal covers all events for the rest of 2017-2018 FY. Ladies Night Out and Holiday Glow were not included as the advertising for those events was approved at the October 2017 meeting.

Motion by Innes, seconded by Kemmerling, to approve the WHMI Yearly Advertisement Proposal for FY 2017-2018. The motion carried 9-0-0.

b. Legacy Center Update

Jimmy Banish let the Board know that he is leaving the Legacy Center for a new position and wanted to discuss that transition and the future of the Legacy Center's relationship with the PSD.

Banish also discussed PSD sponsorship opportunities at the Legacy Center for the upcoming year. The PSD gave the Legacy Center a \$10,000 sponsorship last year. Sheryl Kemmerling noted that the PSD Budget for FY 2017-2018 set aside \$5,000 for Legacy Center sponsorship.

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Motion by Becker seconded by Nelson to approve \$5,000 sponsorship to Legacy Center.

Post-Motion Discussion:

After Matt Becker motioned for approval of the \$5,000 sponsorship to Legacy Center the Board continued the discussion. The Board asked Banish if they could supplement the other \$5,000 with some sort of "in-kind" sponsorship. The Board requested that Banish bring back a new proposal outlining their promotional opportunities with a \$5,000 + in-kind sponsorship to be discussed at the December 2017 meeting. Becker withdrew the previous Motion.

c. Livingston County Convention and Visitors Bureau Update

Mary Zucchero from the Livingston County Convention and Visitors Bureau (LCCVB) gave a presentation to the PSD Board. The LCCVB is a destination marketing organization that works to market Livingston County and the individual areas and events within it. Zucchero asked the PSD Board if they would like to advertise with the LCCVB and shared the promotional opportunities that would come with the \$650 advertising fee. The Board said they saw a benefit to the co-op advertising and motioned to approve. The \$650 will come out of the general budget.

Motion by Nelson, seconded by Jacoby, to approve \$650 to the Livingston County Convention and Visitors Bureau for co-op advertising. The motion carried 9-0-0.

d. The Marketeer Holiday Ad

George Moses from the Marketeer explained to the PSD Board that in the past they had done some holiday shopping ads in the Marketeer. Jessica Lienhardt let the Board know that there was money left in the budget that was meant for holiday lights but was not used and could be put towards this effort.

John Okoniewski suggested the Board offer financial assistance to PSD member businesses who are placing an ad in the Marketeer. Moses explained that this was done in the past and the PSD subsidized individual PSD member ads within the Marketeer. Instead of \$125/ad they were \$99/ad. Moses showed the glossy ad option that the PSD Board could offer with this financial incentive. After discussion the Board agreed to move forward with the idea with up to \$1000

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dedicated to the effort. Jessica Lienhardt requested that the idea be run by the City Attorney first to ensure that there was no “conflict of interest” if a PSD Board member were to take advantage of the incentive.

Motion by Okoniewski, seconded by Nelson, to approve up to \$1000 to Marketeer for co-op holiday advertising and financial incentives to PSD members. The motion carried 9-0-0.

PSD Board members may participate contingent upon City Attorney approval.
Financial assistance for each business will be available up to the value of (1) half page ad.

e. Friends of Downtown

Jessica Lienhardt explained that the City was talking to Brighton Ford about Millpond sponsorship opportunity that fell through, however, are now discussing with them a potential Downtown Brighton sponsorship. This has spurred an idea for a Friends of Downtown entity that would have the ability to market events and promotional opportunities to potential sponsors and grow into a foundation of sorts that would help Downtown Brighton remain financially sustainable.

Lienhardt explained that receiving sponsorships like this would not require the Board to be a separate organization or apply for 501 c3 status. The sponsorship funds could go directly into the PSD Budget. The Board expressed some concerns, but was overall in favor of the concept moving forward and asked that this be on the agenda for discussion at the January meeting.

f. Branding Proposals

Jessica Lienhardt provided branding proposals to each Board member that were received through the recent Branding RFP. The Board will take a month to comprehensively review the proposals and discuss at the January meeting.

g. Winter Sale

Lydia Macklin-Camel let the Board know that Winter Sale is coming up in January. It is scheduled for January 12 -15. Macklin-Camel explained that staff was looking for Board approval of the promotions budget that would cover the banner, WHMI ads, postcards, and posters. The PSD FY 2017-2018 budget has set aside \$2,000 for Winter Sale promotions. The approval of this budget for Winter Sale would be contingent upon at least 20 businesses

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participating. Each business pays \$50 to participate and that money goes to supplement the PSD's investment in promotions.

Motion by Becker, seconded by Nelson, to approve \$2,000 for Winter Sale promotions contingent upon at least 20 businesses participating. The motion carried 9-0-0.

8. Old Business

a. SAD Zones

Jessica Lienhardt reviewed the SAD discussion highlights from the October 2017 meeting and presented financial details on the adjusted SAD rates that provided a lower rate for Grand River businesses than Main Street businesses. Jessica Lienhardt asked the Board whether they would like to see any other rate scenarios and further the SAD renewal discussion.

Matt Becker asked about expanding the SAD zone to include businesses further down Grand River, but Lienhardt let him know that in order to expand the SAD zone, the PSD would have to prove these businesses would benefit equally being included in the district as current PSD businesses do.

Robert Lulgjaraj asked if finished basements could be included in the SAD and Lienhardt elaborated stating staff had previously explored this idea and noted that as it stands, there is not a distinct rule that applies to assessing basements. Moving forward, Lienhardt advised that a distinct rule should be outlined as part of the SAD renewal.

With these thoughts in mind, the Board will continue to discuss rate scenarios and explore them in more detail. Discussion on the SAD renewal will continue at the December 2017 meeting.

b. Ladies Night Out

Jessica Lienhardt gave an update to the Board on the Ladies Night Out event happening on December 7, 2017. The Marketeer ran an ad in their latest issue for the event, WHMI has been running radio ads, posters and brochures will be distributed to participating businesses. Over 50 are participating in this year's winter Ladies Night Out.

Lisa Nelson asked about a hashtag for the event, and staff let her know that the hashtag they

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have been promoting is #BrightonLNO and others are encouraged to use in their social media campaigns.

9. Liaison Reports

a. City Council

Shawn Pipoly reported that at the December 13, Biennial City Council Meeting, the current Mayor Muzzin gave the State of the City address and the four incumbents who were elected to City Council seats were sworn in. Jim Muzzin was reappointed as Mayor and Shawn Pipoly as Mayor Pro-Tem.

b. Chamber of Commerce

Sophia Freni let the Board know that the 20 foot tall “Tree of Hope” on the Millpond was up and would be lit at the Holiday Glow event happening on Sunday, November 18.

c. DDA

Brandon Skopek reported that at the last DDA meeting, they approved the Tridge or Treat sponsorship and the Second Street parcel condo development proposal was going to be discussed at the upcoming Planning Commission meeting.

10. Board Member Updates

None.

11. Staff Updates

Jessica Lienhardt let the Board know that Downtown Snow Removal Procedure updates would be discussed at the next City Council meeting.

12. Last call to the public was at 9:21 a.m.

Mike Lettinger wanted to introduce himself to the PSD Board and let them know about his new magazine, Neighbors, that was going to publish its first edition in January 2018. The magazine will tell community stories from the local area.

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Call to the public was closed at 9:22 a.m.

13. Adjournment

Motion by Binkley, seconded by Nelson to adjourn the meeting at 9:22 a.m. The motion carried 9-0-0.

Respectfully submitted,

Lydia Macklin-Camel, Recording Secretary
November 30, 2017

Next regular PSD Board meeting –Tuesday, December 5, 2017 – 7:30 a.m.