

City of Brighton
Principal Shopping District Board Meeting Minutes
December 5, 2017 7:30 a.m.

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

Those in attendance:

Mark Binkley Y	Robert Lulgjuraj Y
Shawn Pipoly Y	John Okoniewski N
Annette Jacoby Y	Lisa Nelson Y
Sheryl Kemmerling Y	Matt Becker Y
John Innes Y (left early at 8:29 a.m.)	

Staff:

Jessica Lienhardt, Lydia Macklin-Camel, and Brandon Skopek

Audience: 7

2. **Approval** of December 5, 2017 Agenda

Motion by Kemmerling seconded by Innes to approve the December 5, 2017 agenda; as amended. The motion carried 8-0-1.

3. **Approval** of November 14, 2017 Meeting Minutes

Motion by Innes seconded by Nelson to approve the November 14, 2017 Meeting Minutes. The motion carried 8-0-1.

4. **Approval** of November 9, 2017 Special Meeting Minutes

Motion by Jacoby seconded by Becker to approve the November 9, 2017 Special Meeting Minutes. The motion carried 4-0-1.

5. **Approval** of November 2017 Financial Report

Motion by Becker seconded by Nelson to approve the November 2017 Financial Report. The motion carried 8-0-1.

6. Call to the public was opened at 7:37 a.m.

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George Moses from the Marketeer, gave a report on the PSD's Ladies Night Out promotions that were disseminated through the Brighton, Pinckney, South Lyon, and Livingston County editions of the Marketeer. Nearly 85,000 people receive the Marketeer through these avenues. Moses also let the Board know that they did not receive much interest in the collaborative holiday advertising opportunity.

Call to the public was closed at 7:39 a.m.

7. New Business

a. Legacy Center Update Sponsorship Proposal

Kevin Winningham presented 3 sponsorship/promotion package proposals to the PSD Board. Shawn Pipoly asked about the "in-kind" piece that was discussed to be included in these packages. Winningham asked to see last year's proposal in order to accurately include an "in-kind" piece. The Board directed staff to share last year's proposal with Winningham.

The proposals outlined indoor and outdoor promotional opportunities. The Board discussed their preference for indoor or outdoor promotions and directed Winningham to return to the January meeting with a proposal that combined indoor and outdoor promotional opportunities into one package.

The Board also discussed the value of committing an extra \$5,000 to Legacy Center and decided to revisit the discussion if the SAD is renewed successfully.

b. January Meeting Date

As the regular January meeting date falls on a day in which City offices are closed, the Board decided to reschedule the meeting date to January 9, 2018.

8. Old Business

a. SAD Zones

Jessica Lienhardt outlined the rate changes applied to the SAD Zones as well as the new SAD zone boundaries for the Board. Zone B, which includes West Grand River businesses, will see a slight decrease in rates, whereas Zone A, which includes Main Street businesses, will see their current rates doubled in the new SAD.

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Mark Binkley saw the double rate scenario for Main Street businesses as a tough sell and may warrant pushback from businesses. Robert Lulgjarai made a point that businesses will complain about rates regardless and that the PSD Board should focus on selling the value that PSD members will receive from the SAD renewal rather than affordable or acceptable rates. Lulgjarai also made a point about the indirect and direct benefits to PSD merchants. The PSD will not be able to provide the same benefit to each merchant, but they can focus on bringing people to Downtown Brighton and promoting the community as a whole.

Lisa Nelson asked that the Board add Christmas Lights to upcoming priorities as she has received numerous comments on their lack thereof this year. Jessica Lienhardt let the Board know about a conversation between Mark Binkley and her about creating a separate Christmas Lights Committee to lead holiday décor planning in 2018.

The PSD Board liked the idea of including Creamery lot buildings in the PSD District and directed staff to apply recommendations and revise SAD zones accordingly to be discussed at the January meeting.

Motion by Becker seconded by Nelson to move Creamery lot buildings to Zone B. The motion carried 7-0-2.

b. Friends of Downtown

The PSD Board discussed the Friends of Downtown concept and offered ideas moving forward. Mark Binkley suggested creating a sub-committee to keep the ball rolling on the project and encourage and more detailed discussion outside of the regular meeting. Lisa Nelson, Matt Becker, and Annette Jacoby, along with Lydia Macklin-Camel, will serve on the sub-committee and work out the details for the Friends of Downtown and report back to the PSD Board.

c. Ladies Night Out

Jessica Lienhardt reminded the Board that Ladies Night Out event was on Thursday, December 7, from 5 to 10 p.m. Lienhardt let the Board know that the event was all set to go.

9. Liaison Reports

a. City Council

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Shawn Pipoly reported that City Council is working on reviewing and assigning liaison positions for all Boards and Commissions. Council is also in process of determining engineering costs for the residential area of the northeast quadrant of the City.

b. Chamber of Commerce

Jessica Lienhardt will share an email from Sophia Freni. The email is asking for volunteers to participate in their Trees of Hope campaign.

c. DDA

Brandon Skopek reported that the DDA is currently evaluating the scope of work for the Second Street development which includes expanded sidewalks.

10. Board Member Updates

Matt Becker reported that sales at Brewery Becker were up 45% on the Wednesday before Thanksgiving.

11. Staff Updates

None.

12. Last call to the public was at 8:56 a.m.

None.

Call to the public was closed at 8:56 a.m.

13. Adjournment

Motion by Nelson, seconded by Becker to adjourn the meeting at 8:56 a.m. The motion carried 7-0-2.

Respectfully submitted,

Lydia Macklin-Camel, Recording Secretary
January 3, 2018