

**City of Brighton
Principal Shopping District Board Meeting Minutes
September 12, 2017 7:30 a.m.**

1. Meeting called to order by Lisa Nelson at 7:30 a.m.

Those in attendance:

Mark Binkley N

John Okoniewski Y

Shawn Pipoly Y

Lisa Nelson Y

Annette Jacoby Y

Jon Innes Y

Sheryl Kemmerling Y

Steve Pilon N

Motion by Okoniewski, seconded by Jacoby, to excuse Binkley and Pilon. The motion carried 6-0-2.

Staff:

Jessica Lienhardt, Lydia Macklin-Camel, and Brandon Skopek

Audience: 1

2. **Approval** of September 12, 2017 Agenda

Motion by Jacoby, seconded by Okoniewski, to amend the agenda and swap items (d) and (e) under New Business. The motion carried 6-0-2.

Motion by Innes, seconded by Pipoly, to approve the September 12, 2017 agenda. The motion carried 6-0-2.

3. **Approval** of August 1, 2017 Meeting Minutes

Motion by Jacoby, seconded by Okoniewski, to approve the August 1, 2017 Meeting Minutes. The motion carried 6-0-2.

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

Motion by Piopoly, seconded by Innes, to approve the August 2017 Financial Report. The motion carried 6-0-2.

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5. Call to the public was opened at 7:36 a.m.
No response.
6. New Business

- a. Board Member Applications

Jessica Lienhardt let the Board know that Steve Pilon has chosen not to renew his appointment to the PSD Board and that today's meeting would have been his last meeting. That being the case, there are now two Board member vacancies so the Board members present must recommend two of the five applicants to fill those vacancies to the Mayor for appointment consideration at the September 21, 2017 City Council Meeting.

The Board discussed the five applications received:

1. Michael Patino, Paint and Pour
2. Robert Lulgjuraj, Ciao Amici's
3. Peggi Burke, Old National Bank
4. Susan Bakhaus, Resident
5. Matt Becker, Becker Brewery

At the August Meeting Matt Becker expressed his desire and intent to apply to be on the PSD Board, this action was received positively by the PSD Board.

Shawn Pipoly expressed that one of his top choices was Peggi Burke because of her previous experience on the PSD Board and her appointment would keep the Main Street/Grandriver Business representation in balance. Lisa Nelson expressed her concern for Peggi Burke's appointment due to her frequent absences as a Board member in the past. She encouraged the Board to pick someone who they can trust will be dedicated. Nelson also expressed that her top choice would be Mike Patino due to his unique experience and background. John Okoniewski expressed his opinion in agreement with both Pipoly and Nelson stating his top choices were Peggi Burke, Mike Patino, and also Matt Becker.

Jon Innes suggested that since the Board just lost two restaurant representatives that they consider replacing one of the vacancies with a restaurant representative. Sheryl Kemmerling and Annette Jacoby agreed with Innes' point and recommended Robert Lulgjuraj to be appointment due to his connection with Ciao Amici's and the Michigan Restaurant Association.

Motion by Jacoby, seconded by Kemmerling, to recommend Matt Becker and Robert Lulgjuraj for appointment to the PSD Board. The motion carried 6-0-2.

b. Board Member Reappointments

Jessica Lienhardt let the Board know that the Mayor and Council reappointed Annette Jacoby, Lisa Nelson, John Okoniewski to the PSD Board.

c. Branding RFP Review

Lisa Nelson gave an overview of where the Board left off in their Branding discussion. Jessica Lienhardt reported that the City is looking into redesigning their website and there is an opportunity to create a “sister” site for Downtown Brighton in the same style. Creating the site with the same style and company would mean that the cost associated would be about half the cost of the redesign of the City’s website and the content management side would be streamlined.

John Okoniewski asked City Staff about Nick Palizzi’s website design participation. Jessica Lienhardt said that his participation in the redesign has stalled but Nick Palizzi could apply his design if a new RFP was issued. A discussion involving issuing a new RFP ensued. City Staff recommended the Board remove item (3) and reduce item (4) to ask only for an hourly fee for graphic design and wait to see what City Council decides in terms of website and logo redesign. The Board also suggested making item (3) and optional item on the RFP.

Motion by Innes, seconded by Kemmerling, to move forward with issuing a new RFP adjusting item (3) to be optional and reducing item (4) to express only the cost of an hourly fee for graphic design. The motion carried 6-0-2.

d. PSD/Chamber Training Opportunity

Sophia Freni from the Greater Brighton Area Chamber of Commerce discussed an opportunity to collaborate with the PSD and host a training specifically for PSD members. PSD members would have priority registration and be able to choose the training topics offered and speakers present. The event would be hosted by the Chamber who can leverage their resources and contacts. The Board advised City Staff to move forward in planning the Training Opportunity in collaboration with the Chamber.

e. Kaleidoscope Banner Calendar Request

Jessica Lienhardt explained to the Board that there was a recent late request submitted by the Brighton Art Guild to have their banner hung the week of their Kaleidoscope Exhibition, September 11 through 18. This request was approved by PSD Board Chair Mark Binkley. The late request and approval subsequently took one week from the Harvest Festival whose banner was previously scheduled to go up during this time and the week following.

Shawn Pipoly pointed out that this occurrence highlights the fact that the PSD Board needs to stick to the Banner Schedule set out at the beginning of each year so that in the future, late requests do not cause any controversy. Lisa Nelson suggested the Board create a stricter policy regarding the banner schedule requests and applications. Jessica Lienhardt suggested the Board design a detailed internal process to set the calendar at the beginning of each year and the Board advised Staff, with the help of Lisa Nelson, to draft this policy for review at the October 3 meeting.

f. Pink Week Millpond Banner Request

Jessica Lienhardt let the Board know that the Pink Week banner cannot hang over Main Street due to current reservations and so The Pound, who is presenting sponsor of Pink Week, will be allowing Pink Week organizers to hang the banner on their restaurant. This will cost the Pink Week organizers a \$50 sign permit fee.

7. Old Business

a. Fundraising

Jessica Lienhardt let the Board know that the Christmas Lights the City owns from Shine will be hung in early fall between summer and leaf collection season by DPW. DPW will be doing trunk wrap and is looking into whether they have the equipment to do the upper branches of trees. Lienhardt reminded the Board that they need to consider fundraising options if they would like to do more lights Downtown. Lienhardt suggested the money the Board raises be applied first to purchasing more lights for DPW to use on tree wraps and any extra funds could go to paying an outside company to do buildings, etc.

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Mark Binkley suggested the Board ask the Chamber if they might be interested in helping the PSD host a fundraiser for a commission. Binkley suggested the commission could be 10% of the first \$5000 raised and 20% for the second \$5000 raised. The PSD Board would be responsible for raising the money, but the Chamber would be paid to assist with planning and coordinating the fundraising. Jon Innes said that the commission percentages Binkley suggested seemed a bit steep. The Board advised staff to consider this option and work out the details with the Chamber.

8. Liaison Reports

a. City Council

Shawn Pipoly reported that City Council renewed their contract with the Economic Development Council of Livingston County.

Pipoly also reported that the lot on Whispering Oaks that the City obtained through a tax foreclosure was torn down and the property will be put up for sale this year. Due to the circumstances of which the lot was obtained, the City cannot profit on the lot and can only recoup the money they put into it.

Pipoly let the Board know that the City is trying to be proactive about parking due to construction projects in Downtown and is looking into ways to offer parking elsewhere.

Pipoly invited the Board to volunteer at the biennial resealing of the Imagination Station on Saturday, September 23 reminding the Board that this effort happens every other year to stay in compliance with the MDEQ. Pipoly also invited the Board to the Council retreat, which is scheduled tentatively for December 9 and 10.

b. Chamber of Commerce

Sophia Freni from the Chamber gave a short update letting the Board know that the Smoke and Jazz Festival went well and the Chamber's next focus is preparing for Holiday Glow, which is on November 18.

c. DDA

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Brandon Skopek reported that the DDA had received an updated design for the Millpond Bandshell and Amphitheater that contains larger trees and an improved stormwater basin and seating area. The DDA approved the new design, which is now up for approval by the Planning Commission at their September meeting. Skopek also let the Board know that the N Second Street parcel has awarded a bid for a 15 unit condo complex.

9. Board Member Updates

No update.

10. Staff Updates

Jessica Lienhardt invited the Board to the City's Master Plan Public Open House on Monday, October 2 from 4 to 8 p.m. to share thoughts, ideas, concerns, and ask questions to City Staff and staff from Giffels Webster who is helping prepare the Master Plan.

11. Last call to the public was at 8:50 a.m.

No response.

Call to the public was closed at 8:50 a.m.

12. Adjournment

Motion by Pipoly, seconded by Innes to adjourn the meeting at 8:50 a.m. The motion carried 6-0-2.

Respectfully submitted,

Lydia Macklin-Camel, Recording Secretary
September 26, 2017

Next regular PSD Board meeting –Tuesday, October 3, 2017 – 7:30 a.m.