

City of Brighton
Principal Shopping District Board Meeting Minutes
January 9, 2018 7:30 a.m.

1. Meeting called to order by Mark Binkley at 7:31 a.m.

Those in attendance:

Mark Binkley Y

Kristoffer Tobbe Y

Annette Jacoby Y

Sheryl Kemmerling N

John Innes Y

Robert Lulgjuraj Y - arrived late at 7:35 a.m.

John Okoniewski Y

Lisa Nelson Y

Matt Becker N

Motion by Tobbe seconded by Nelson to excuse Matt Becker and Sheryl Kemmerling from the January 9, 2018 regular meeting. The motion carried 6-0-3.

Staff:

Jessica Lienhardt, Brandon Skopek, and Lydia Macklin-Camel

Audience: 8

2. **Approval** of January 9, 2018 Agenda

Motion by Okoniewski seconded by Jacoby to approve the January 9, 2018 agenda. The motion carried 6-0-3.

3. **Approval** of December 5, 2017 Meeting Minutes

Not enough members from December 5, 2017 meeting were present. This will be moved to the February 6, 2018 regular meeting agenda.

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

As a new member, Kristoffer Tobbe asked staff to provide him with an expense report including the last 10 years so that he can better understand the PSD's budget and purchase history.

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Motion by Innes seconded by Okoniewski to approve the December 2017 Financial Report. The motion carried 7-0-2.

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

None.

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

6. New Business

a. Branding Proposals

Jessica Lienhardt provided an overview of the branding proposals and summarized the submitted proposals outline of services and expenses for the Board. Lienhardt pointed out that during the previous RFP, the Board liked Trent Creative and New Moon, both of which reapplied under the current RFP. Lienhardt also pointed out the differences between the previous RFP the current one, the major difference being that the current RFP isolated website design and maintenance services and also requested an hourly design fee.

The Board discussed their favorites and narrowed it down to three proposals Trent Creative, New Moon, and Q + M.

Motion by Tobbe seconded by Innes to narrow down the marketing firms to three: Trent Creative, New Moon, and Q+M and invite them back to provide presentations and continue the discussion with the PSD Board at the February 6, 2018 meeting. The motion carried 7-0-2.

In order to learn more about their services and proposals the PSD asked that each be invited to the February 6, 2018 regular meeting and provide a presentation to the Board. The Board directed staff to contact the companies and schedule them at the next meeting as well as invite DDA and City Council members to participate in the presentation and discussion with the branding companies.

b. SAD Information Letter

Jessica Lienhardt asked the Board to review a draft letter that will be distributed PSD members and finalize letter language, proposed SAD districts, proposed SAD rates, and dates for informational meetings. This letter will be mailed to each PSD member.

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The Board discussed the SAD Information Letter and set two dates for four information meetings:

Tuesday, January 30, 2018

8 a.m. to 10 a.m.

6 p.m. to 8 p.m.

Thursday, February 8, 2018

8 a.m. to 10 a.m.

6 p.m. to 8 p.m.

The Board asked staff to send them a signup sheet so that they can divide attendance responsibility among all Board members.

Motion by Innes seconded by Jacoby to approve the SAD Information Letter and the dates for the informational meetings. The motion carried 7-0-2.

The SAD districts and SAD rates that were agreed upon by the Board are only “proposed” rates and are not finalized. Proposed SAD districts and SAD rates will be presented at the informational meetings in order to initiate a discussion.

c. Michigan International Women’s Show

Jessica Lienhardt let the Board know that the PSD did not sponsor or participate in the Michigan International Women’s Show in 2017 and this year’s event also happens to be during the same week as the spring Ladies Night Out event. Lienhardt asked the Board if they would like to participate again this year. The Board decided not to participate in the 2018 Michigan International Women’s Show.

d. Banner Calendar for 2018

Jessica Lienhardt is currently confirming dates with event coordinators to finalize a draft version of the 2018 Banner Calendar. Lienhardt asked the Board to approve the month of January on the Banner Calendar.

Motion by Tobbe seconded by Nelson to approve the month of January on the 2018 Banner Calendar. The motion carried 7-0-2.

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Staff will present the entire draft 2018 Banner Calendar for approval at the February 6, 2018 regular meeting.

Mark Binkley requested that staff inventory the condition of each of the banners that the PSD owns and share this information with the Board at the February 6, 2018 meeting so that if need be, the Board can budget for banner replacements.

7. Old Business

a. Winter Sale Update

Lydia Macklin-Camel provided an update to the Board about the upcoming Winter Sale event. Due to a lack of participation, the Board will not be able to commit funds as they required a minimum of 20 businesses to participate in order to do so. Currently, 14 businesses have committed a \$50 participation fee. Macklin-Camel asked the Board if they would like to commit the \$700 collected from participating businesses to promotions and advertising that highlights the 14 participating businesses specifically.

The Board recommended that they use the funds collected from the 14 participating businesses to print Posters and run a special Facebook Ad. These posters and ads will specifically highlight the 14 participating businesses. The Board directed staff to alter the WHMI ad that is running for Winter Sale to be a more general Downtown Brighton ad.

Motion by Tobee seconded by Lulgjuraj to generalize the language of the WHMI Winter Sale ad and use the \$700 from the 14 businesses participating in the Winter Sale to create special posters and Facebook ads that highlight these 14 businesses. The motion carried 7-0-2.

8. Liaison Reports

b. 150th Anniversary Committee

None.

c. City Council

Kristoffer Tobbe gave a quick City Council update stating that it's budget season for Council and there are a lot of different things being discussed at the moment.

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d. Chamber of Commerce

Sophia Freni invited everyone to attend their annual meeting on Thursday, January 18, 2018 happening at 5 p.m. at Lake Trust in Brighton.

e. DDA

Brandon Skopek reported that the DDA recently approved funding for road improvements on N Second Street and provided an update on the Millpond Bandshell and Amphitheater project timeline: construction is set to begin in April of 2018 and completed in September of 2018.

9. Board Member Updates

None.

10. Staff Updates

Moving forward, Jessica Lienhardt will be transitioning out of the staff liaison role with the PSD Board and Brandon Skopek and Lydia Macklin-Camel will be moving into this role.

11. Last call to the public was at 8:41 a.m.

Richard Starnes, Owner of The Vitamin Company: PSD misrepresents downtown merchants, has not helped his business, and is not in favor of the SAD renewal.

Gail Sherman, Owner of Impulse Boutique: Feels as though Winter Sale should not occur because not enough participation.

Linda Botka, Owner of CW Interiors: Would like to see the PSD put on new events and be more creative.

Owner Tribute Salon: Likes the idea of having informal "coffee talks" with the PSD Board in order to come up with new ideas.

Elena Borg, Owner of Brighton Bar and Grill: Would like to see the PSD Board meet in the middle with other PSD merchants and offer more opportunities to exchange ideas.

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Michael Lenninger, Neighborhood Magazine: Let the Board know that the first edition of the new magazine has been published.

The Board encouraged those in the audience to continue to share their thoughts, ideas, and concerns and do so more consistently at upcoming meetings or by contacting Board members directly.

Call to the public was closed at 9:03 a.m.

12. Adjournment

Motion by Nelson, seconded by Tobbe to adjourn the meeting at 9:03 a.m. The motion carried 7-0-2.

Respectfully submitted,

Lydia Macklin-Camel, Recording Secretary
January 30, 2018