

**City of Brighton**  
**Principal Shopping District Board Meeting Minutes**  
**October 2, 2018 7:30 a.m.**

1. Meeting called to order by Jon Innes at 7:39 a.m.

Those in attendance:

Mark Binkley N  
Kristoffer Tobbe Y  
Annette Jacoby N  
Matt Becker Y  
Jennifer Ling Y

Robert Lulgjuraj N  
John Okoniewski N  
Lisa Nelson Y  
Jon Innes Y

**Motion** by Tobbe, seconded by Becker, to excuse the absent members. The motion carried 5-0-4.

Staff:

Nate Geinzer, Patty Thomas

Audience: 0

2. **Approval** of October 2, 2018 Agenda

Kristoffer Tobbe requested that Item 6b be moved to Item 7a.

**Motion** by Tobbe, seconded by Ling, to approve the October 2, 2018 agenda as amended. The motion carried 5-0-4.

3. **Approval** of September 11, 2018 Meeting Minutes

**Motion** by Becker, seconded by Tobbe, to approve the September 11, 2018 meeting minutes. The motion carried 5-0-4.

4. **Approval** of September 2018 Financial Report

**Motion** by Tobbe, seconded by Becker, to approve the September 2018 financial report. The motion carried 5-0-4.

5. Call to the public was opened at 7:42 a.m.

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None

Call to the public was closed at 7:42 a.m.

6. New Business

a. Welcome New Board Member

The Board welcomed Jennifer Ling as the new PSD Board Member.

b. Discussion of Ladies Night Out and Winter Sale

The Board discussed the date for the Winter Sale, which would be January 18-19. They also looked at the budget for December Ladies Night Out.

c. Receive Update on PSD Banners and Conditions

Patty Thomas discussed the previous assessment of banner conditions by W4 signs and stated W4 had recommended replacing the Veteran's Day Banner and Shop/Dine Banner. She also reviewed the banner calendar and stated the Board would have to approve the calendar for next year. The Board discussed having the DPW crew evaluate the conditions of the banners. Nate Geinzer stated the Board had a budget shy of \$4,400. The Board discussed their current budget and asked that staff compare prices for the banners with different companies.

**Motion** by Tobbe, seconded by Becker, to approve up to \$1,800 for banner replacement. The motion carried 5-0-4.

7. Old Business

a. WHMI Advertising

Debbie Platt from WHMI went over the current advertising agreement. The Board discussed the proposal for the Winter Sale campaign and talked about including Valentine's Day and the Spring Ladies Night Out in the proposal. The Board also discussed WHMI coverage and other methods of marketing. They asked that WHMI come up with a new proposal for all of the advertising for now until June along with creative ways to measure it.

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8. Liaison Reports:

a. City Council

Kristoffer Tobbe stated the City Council Retreat will be October 27-28 and that they will be discussing revenues.

b. Chamber of Commerce

Jennifer Ling stated there will be a ribbon cutting for London Beauty and Bourbon's on the same day.

c. Downtown Development Authority (DDA)

Nate Geinzer stated the Mill Pond Bandshell and Amphitheater was ninety percent complete and would be closed off during the winter. He stated it would open for Veteran's Day and that there would be a ribbon cutting in April.

9. Board Member Updates

The Board discussed the possibility of Lisa Nelson stepping down due to personal reasons. The Board also discussed changing the meeting times for next year.

10. Staff Updates

Nate Geinzer discussed two vacant full time positions and stated they will be filling only one for the time being. He stated a preliminary PUD proposal will be on the Planning Commission agenda for October for 72 homes at Spring Hill and I-96. He also stated DTN might submit in November for site plan review for a 200-unit apartment complex on Second Street. Nate Geinzer also stated Jameson's had applied for a redevelopment liquor license for the former Bagger Dave's building. He stated Jameson's will also occupy the space where Modern Vintage was formerly located. He stated the Imperfections and Yum Yum Tree buildings were close to being filled and that the current interest downtown was all restaurant.

11. Last call to the public was at 8:52 a.m.

None

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Call to the public was closed at 8:52 a.m.

12. Adjournment

**Motion** by Tobbe, seconded by Becker, to adjourn the meeting at 8:52 a.m. The motion carried 5-0-4.

Respectfully submitted,

Wendy Ayala, Recording Secretary  
October 2, 2018