

City of Brighton
Principal Shopping District Board Meeting Minutes
November 13, 2018 7:30 a.m.

1. Meeting called to order by Jon Innes at 7:30 a.m.

Those in attendance:

Mark Binkley Y

Kristoffer Tobbe Y (arrived 7:57 a.m.)

Annette Jacoby N

Matt Becker Y

Jennifer Ling Y

Robert Lulgjuraj Y

John Okoniewski N

Lisa Nelson Y (arrived 7:42 a.m.)

Jon Innes Y

Motion by Becker, seconded by Ling, to excuse Jacoby and Okoniewski. The motion carried 5-0-4.

Staff:

Nate Geinzer

Audience: 7

2. **Approval** of November 13, 2018 Agenda

Jennifer Ling asked that the agenda include a discussion of the Downtown Brighton website under New Business item C.

Motion by Becker, seconded by Innes, to approve the November 13, 2018 agenda as amended. The motion carried 5-0-4.

3. **Approval** of October 2, 2018 Meeting Minutes

Motion by Innes, seconded by Ling, to approve the October 2, 2018 meeting minutes. The motion carried 5-0-4.

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

Nate Geinzer stated the holiday lighting was paid and that the fund balance was just under \$21,000. He stated there was an encumbrance of \$1,800 for banners.

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Motion by Innes, seconded by Becker, to approve the October 2018 financial report. The motion carried 5-0-4.

5. Call to the public was opened at 7:40 a.m.

Gale Sherman, 428 W. Main, asked if the PSD SAD discussion could be moved up on the agenda.

Mike Lenninger, Neighbor's Magazine, stated there were five downtown related events on page six of their latest issue.

Call to the public was closed at 7:41 a.m.

6. New Business

a. Discussion of Optimists Banner Request for the Annual Fishing Derby

Dale R. Snyder stated he was a volunteer who was heading up the event and asked for financial support for a banner downtown. He stated their board is in favor of providing the banner this year, but is asking for a donation. Nate Geinzer stated Patty Thomas will present the banner calendar to the Board in December. He stated they had shopped around and found a cheaper option for replacement of the Spring Ladies Night Out and Memorial Day banners. Mark Binkley stated the criteria for a banner was that the event would benefit the downtown. Nate Geinzer stated the fishing derby is a big event for downtown. Mark Binkley stated they could make a decision in December when the banner calendar is approved.

b. Approval of 2019 Meeting Calendar

The Board discussed moving the meetings to 7:45 a.m. and changing the September and November meetings.

Motion by Becker, seconded by Innes, to approve the 2019 Meeting Calendar as amended with the adjusted date of 2019 and start time of 7:45 a.m. with meetings moved to November 12 and September 10. The motion carried 6-0-3.

c. Downtown Brighton Website

Jennifer Ling stated the website was outdated and had event dates from 2017. Nate Geinzer stated the website will be shut down and the City will have a new website, which will include

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downtown. Matt Becker stated the downtown website could have an “under construction” page in the meantime. Nate Geinzer discussed the City maintaining the website. Lisa Nelson suggested having the downtown website re-routed to the Downtown Brighton Facebook page.

7. Old Business

a. WHMI Advertising

Emily Marone, WHMI, discussed changes to the holiday campaign. She stated the ads were changed from 60 seconds to 30 seconds long. She also added Mother’s Day and Valentine’s Day to the campaign. Mark Binkley noted that the spring Ladies Night Out was not included. Emily Marone stated it could be added for an additional \$760. Jon Innes discussed the option of doing Facebook ads. The Board discussed their current budget and advertising options. Jennifer Ling stated she has put together Facebook ads and could make some for the events.

Motion by Tobbe, seconded by Becker, to untable the WHMI discussion. The motion carried 7-0-2.

Kristoffer Tobbe discussed doing the holiday campaign without the optional Valentine’s Day and Mother’s Day campaigns, and looking into digital advertising for next year.

Motion by Becker, seconded by Tobbe, to approve the WHMI campaign, including the optional Valentine’s Day and Mother’s Day campaigns, and the Spring Ladies Night Out campaign at the amended price of \$760, for a total of \$11,040. The motion failed 3-2-3.

Jon Innes stated he is not comfortable including Valentines and Mother’s Day. Jennifer Ling stated she would be abstaining.

Motion by Becker, seconded by Innes, to approve the WHMI campaign for \$8,360 not including the optional Valentine’s Day, Mother’s Day, and Spring Ladies Night Out campaigns. The motion carried 6-0-3 with Jennifer Ling abstaining.

b. Update on Ladies Night Out & Winter Sale

Jennifer Ling stated there are 53 participating merchants for Ladies Night Out, including ten in the pop-up shop. She stated everything is on schedule and she is waiting on the event brochures. She stated the Ladies Night Out website was being updated and would need to be

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reconfigured. She also discussed ending the event at 9 p.m. in the future and taking a survey of the merchants to get feedback after the event.

Jennifer Ling discussed passing out sign up sheets to merchants for the Winter Sale. She stated in the past it cost \$50 for merchants to participate. Kristoffer Tobbe discussed the event being coordinated between the Chamber and merchants association. Jennifer Ling stated she did not think the PSD would need to chip in for the event and that she was waiting on the marketing quote from PDQ. Mark Binkley stated the date on the Winter Sale banner would need to be changed.

c. Discussion of PSD SAD

Kristoffer Tobbe discussed a financial plan City Council had put together that involves a 7-year millage of 2.5 mills, as well as cuts and non-millage revenue. Mark Binkley stated the discussion would be open to the public. Gale Sherman stated merchants had discussed their opposition to the SAD and asked why it was brought up again for discussion. Lisa Nelson stated many merchants were concerned about the increase in the SAD rather than the SAD itself. She discussed merchant meetings that were done in the past. Kristoffer Tobbe discussed the need for a forum and a plan that includes metrics and how funds will be spent. Jennifer Ling discussed communicating with merchants and educating them about the PSD. Kristoffer Tobbe suggested having work sessions as part of future meetings. Nate Geinzer recommended the Board create a list of discussion topics for future meetings. Jennifer Ling stated she could visit merchants to obtain input regarding the PSD. The Board discussed scheduling roundtable meetings for merchants. An informal roundtable was scheduled for February 5 at 7:45 a.m.

8. Liaison Reports:

a. City Council

Kristoffer Tobbe stated there were still some ongoing projects, such as the Second Street construction.

b. Chamber of Commerce

Jennifer Ling announced Holiday Glow from 4 p.m. to 7 p.m. on Saturday, November 17.

c. Downtown Development Authority (DDA)

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None

9. Board Member Updates

None

10. Staff Updates

None

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

George Moses, Marketeer, stated the Ladies Night Out ad would be in their issue which is sent out to 10 zip codes and covers a 10-mile radius. He offered design and marketing support to the PSD and stated he could bring metrics to present to the Board.

Call to the public was closed at 9:25 a.m.

12. Adjournment

Motion by Innes, seconded by Ling, to adjourn the meeting at 9:25 a.m. The motion carried 7-0-2.

Respectfully submitted,

Wendy Ayala, Recording Secretary
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