

City of Brighton
Principal Shopping District Board Special Meeting Minutes
March 6, 2018 7:30 a.m.

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

Those in attendance:

Mark Binkley Y
Kristoffer Tobbe Y
Annette Jacoby N
Sheryl Kemmerling Y
Jon Innes Y

Robert Lulgjuraj Y
John Okoniewski Y
Lisa Nelson Y
Matt Becker Y (arrived at 7:43 a.m.)

Staff:

Brandon Skopek

Audience: 2

2. **Approval** of March 6, 2018 Agenda

Motion by Tobbe seconded by Kemmerling to approve the March 6, 2018, agenda. The motion carried 7-0-2.

3. **Approval** of February 6, 2018 Meeting Minutes

Motion by Innes, seconded by Kemmerling, to approve the February 6, 2018 meeting minutes. The motion carried 6-0-3 with Okoniewski abstaining.

4. **Approval** of February 8, 2018 Informational Meeting Minutes

Motion by Tobbe, seconded by Innes, to approve the February 8, 2018 meeting minutes. The motion carried 6-0-3 with Okoniewski abstaining.

5. **Approval** of February 2018 Financial Report

Brandon Skopek stated the WHMI Winter Sale ad and Facebook ads came in as February expenses. He stated outstanding expenses include the WHMI promotions, Legacy Center sponsorship, and Livingston County Visitors Guide.

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Motion by Kemmerling, seconded by Nelson, to approve the February 2018 financial report. The motion carried 7-0-2.

6. Call to the public was opened at 7:33 a.m.

None.

Call to the public was closed at 7:33 a.m.

7. New Business

a. Branding Proposals

Mark Binkley stated staff would like the Board to narrow the proposals down to two.

Brandon Skopek stated based on first impressions, staff would recommend Q&M. He stated staff would like the Board to narrow down the choices to two and let those companies know that the PSD is waiting to hear back on the Special Assessment District (SAD) renewal.

The Board discussed the different proposals and stated which ones they preferred. Kristoffer Tobbe discussed holding off on a decision since there were still a lot of unknowns concerning funding. The Board felt there was no rush to pick one but did not mind narrowing down the proposals. Mark Binkley discussed the PSD and City budgets and stated Christmas Lights were also an unknown at the moment. The Board discussed a timeframe for the branding proposal based on the August Headlee override and April SAD renewal decision.

Brandon Skopek stated out of the three proposals, Trent Creative was the most expensive, New Moon was the second, and Q&M was the least expensive.

Motion by Tobbe, seconded by Kemmerling, to keep New Moon and Trent Creative as potential marketing companies for the PSD. The motion carried 8-0-1.

b. SAD Discussion

Brandon Skopek discussed the previously proposed rates for the two zones. Zone A was 28 cents per square foot for the first floor and 12 cents per square foot for the second floor. Zone B was 13 cents for the first floor and 6 cents for the second floor, for a total assessment of \$112,000. He stated staff has put together a new calculation for Zone A, which has decreased 7

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cents, from 28 to 21 cents per square foot. Zone B remained the same. With this change the total assessment has decreased to \$88,000. He stated staff would like the PSD to make a motion for one of the two proposed assessments in preparation for the March 15 City Council meeting.

Mark Binkley discussed how these numbers had been calculated. The Board discussed which rates would be better received by the businesses as well as the current PSD budget. They discussed the Christmas Lights and who should be in charge of them. Lisa Nelson stated although many people have commented on the lack of Christmas Lights downtown, it has not changed their shopping patterns. Mark Binkley stated the PSD should not be in charge but would like to see collaboration between the DDA, PSD, Chamber of Commerce, and local businesses. The Board discussed better marketing for Grand River businesses as well as including it as a budget item.

Brandon Skopek stated the total assessment for Zone B was \$22,600.

The Board discussed which option was more likely to pass as well as the proposed millage which would also increase taxes for these businesses. Mark Binkley discussed the difference between the millage and the SAD, which would be used strictly for downtown. The Board discussed creating a prospective budget with the \$88,000 assessment.

Brandon Skopek stated the first resolution would go in front of City Council at the March 15 meeting and stated what items recommended to be included in their proposal. He stated it would be too difficult to come up with a 2018-19 PSD budget proposal due to the PSD not meeting before the March 15 City Council meeting.

Kristoffer Tobbe stated the City Council will want more details as far as what the money will be used for.

Brandon Skopek stated he could create a proposed 2018/2019 budget and add a line item for Grand River specific distinction.

Motion by Becker, seconded by Nelson, to recommend a four-year assessment at 21 cents per square foot for the first floor and 12 cents per square foot for the second floor for Zone A, and 13 cents per square foot for the first floor and 6 cents per square foot for the second floor for Zone B. The motion carried 8-0-1.

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Brandon Skopek stated staff will not have a recommendation to City Council as the SAD proposal is a PSD ask.

Mark Binkley asked that PSD Board members attend the City Council meeting or write letters to City Council in support of the SAS renewal.

Kristoffer Tobbe left at 8:23 a.m.

Robert Lulgjuraj asked if there was any way to get sponsors for the PSD. Mark Binkley stated outside sponsors could be used and explained the other types of funding the PSD has. Matt Becker asked about creating a Christmas Light Committee.

Brandon Skopek stated staff has had preliminary discussions about creating a committee that would include the PSD, DDA, City Council, merchants, and residents, and it would be similar to the Brighton 150th Committee.

Mark Binkley stated he thinks the PSD should spearhead the committee and would like a discussion on the next month's agenda.

c. Ladies Night Out

Brandon Skopek stated there is no one from staff who can coordinate Ladies Night Out and he has reached out to the Chamber of Commerce, who has stated they also don't have enough staff for the event. He stated the event could be contracted out or be merchant led and merchant driven.

The Board discussed things they could do to coordinate the event such as creating a committee. They discussed printing and passing out brochures, and reaching out to merchants for the event. Mark Binkley stated the banner would need to be changed to show the correct date for the event.

Brandon Skopek stated he could take care of changing the dates on the banner and poster.

The Board discussed who would be on the Committee. Jon Innes, Sheryl Kemmerling, Matt Becker, and Lisa Nelson all stated they would be involved.

d. Merchant Round Table Discussion

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Mark Binkley stated they would come back to this if they feel the need, but there are public hearings scheduled for April.

8. Old Business

a. Banner Assessment

Brandon Skopek discussed the assessment that was done which shows which banners are in good condition and which ones needed replacement. He stated all but one of the PSD banners needed replacement. The recommendation is that the Shop-Dine banner and Veteran's Day banner be replaced. The total cost to replace all the PSD banners is \$3,300.

The Board discussed which banners to replace as well as reaching out to the different organizations sponsored to have the banners repaired.

Motion by Innes, seconded by Becker, to propose replacement of the Shop-Dine and Veteran's Day banner in an amount up to \$1,400. The motion carried 7-0-2.

The Board discussed changing the design of the Shop-Dine banner to one of the designs included in the packet.

Motion by Becker, seconded by Nelson, to replace the Shop-Dine banner with the proposed design in the top-middle of the page. The motion carried 7-0-2.

b. Banner Calendar for July-December 2018

9. Liaison Reports:

a. City Council

None

b. Chamber of Commerce

None

c. DDA

Brandon Skopek stated bid documents for the Millpond Bandshell and Amphitheater were approved at the DDA meeting. Bid opening is March 13 at 2 p.m. The DDA also approved the

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stage rental agreement with Huron Clinton Metro Parks for the Sunday concerts. The stage will be located in the municipal parking lot. Utility line relocation for the development of Second Street Flats was also approved at the meeting.

10. Board Member Update

Lisa Nelson asked if the photographer had enough businesses sign up for his community service hours.

Brandon Skopek there were enough sign ups.

Jon Innes stated PSD members should show up to the City Council meeting for the SAD. He also discussed the parking that would be blocked off for construction crews on Main Street. The Board discussed who would be present at the City Council meeting to speak on their behalf.

11. Staff Update

None

12. Last call to the public was at 8:55 a.m.

None.

Call to the public was closed at 8:55 a.m.

13. Adjournment

Motion by Innes, seconded by Nelson, to adjourn the meeting at 8:55 a.m. The motion carried 7-0-2.

Respectfully submitted,

Wendy Ayala, Recording Secretary
March 6, 2018