

**City of Brighton**  
**Principal Shopping District Board Special Meeting Minutes**  
**April 3, 2018 7:30 a.m.**

1. Meeting called to order by Mark Binkley at 7:32 a.m.

Those in attendance:

Mark Binkley Y

Robert Lulgjuraj Y

Kristoffer Tobbe Y (arrived at 7:34 a.m.)

John Okoniewski N

Annette Jacoby N

Lisa Nelson Y

Sheryl Kemmerling Y

Matt Becker Y

Jon Innes Y

**Motion** by Nelson, seconded by Kemmerling, to excuse John Okoniewski. The motion carried 6-0-3.

Staff:

Brandon Skopek

Audience: 7

2. **Approval** of April 3, 2018 Agenda

**Motion** by Kemmerling, seconded by Nelson, to approve the April 3, 2018, agenda. The motion carried 6-0-3.

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

**Motion** by Innes, seconded by Becker, to approve the March 6, 2018 meeting minutes. The motion carried 6-0-3.

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

Brandon Skopek stated this report was more detailed than previous ones.

**Motion** by Nelson, seconded by Innes, to approve the March 2018 financial report. The motion carried 7-0-2.

5. Call to the public was opened at 7:35 a.m.

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None.

Call to the public was closed at 7:35 a.m.

6. New Business

a. PSD Moving Forward

Kristoffer Tobbe stated City Council did not have a lot of discussion on the Special Assessment District (SAD) renewal at their meeting, but PSD members and the public did express their thoughts about it. He stated Council has a lot on their plate and probably wants to see if the millage goes through first. Mark Binkley reminded the board that the SAD funding expires June 30, but the PSD Board will still exist, only with limited funding. Jon Innes suggested that everyone watch the City Council meeting video. Matt Becker stated the PSD should consider alternate sources of funding. He suggested charging non-PSD events for use of the banners. Mark Binkley stated after the Headlee Override vote in August they will have a better idea of funding. Kristoffer Tobbe stated some of the public comment suggested business owners did not see value in the PSD. Sheryl Kemmerling discussed the need for the community to work together in order for downtown to be successful.

b. Budget Revisions

Mark Binkley stated the current PSD budget was \$32,500 and asked the Board to look at what changes could be made. Matt Becker suggested ending the branding study as well as the Legacy Center sponsorship and saving the funds for events since those bring the biggest impact.

Brandon Skopek stated there were no funds committed for the Legacy Center, but he can reach out and let them know where the PSD budget currently stands. He stated there is money left over from Taste of Brighton from last year, but nothing has been committed for this year.

Matt Becker asked the Board their thoughts on charging for the banners. The Board asked Brandon Skopek to find out if they can charge for them. They discussed the \$5,000 budget set aside for banners and asked that correspondence be sent out notifying the organizations that the PSD is considering pricing options. Mark Binkley stated there was \$37,529 left in the budget for Taste of Brighton and Ladies Night Out. Sheryl Kemmerling stated many business owners had stated they were not interested in a December Ladies Night Out. The Board discussed what

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was good for the downtown as a whole and the feedback received from merchants regarding civic events.

c. A Taste of Brighton

Thaddeus McGaffey gave the Board an update and stated planning for the event is going well. He stated the PSD has been a significant contributor to the event, putting in between \$10,000 and \$12,500 annually. He stated they had been approved as a nonprofit and discussed the sponsorships received so far for the event. Sheryl Kemmerling asked how many booths they had last year. Thaddeus McGaffey stated they had 80 booths and participation has continued to increase every year. Mark Binkley stated the event's promotion of downtown is in line with the PSD's goals and he would like to see the Board commit to the \$10,000. Jon Innes stated Taste of Brighton is a great event and would be in favor of contributing the \$12,500.

**Motion** by Innes, seconded by Kemmerling to give A Taste of Brighton \$12,500. The motion carried 7-0-2.

d. Ladies Night Out

Mark Binkley stated he had met with downtown merchants and stated they would be included in the discussion. Jon Innes stated the civic event application had been submitted and will be voted on at the April 5 City Council meeting. He gave an update of the posters and brochures for the event. Sheryl Kemmerling stated they will not have the Livingston Lamplighters this year. She stated they will still have Portraits by Alex and the pop up shop. She stated merchants will be passing out posters and brochures and that Tribute Salon has volunteered to advertise the event on Instagram. Gail Sherman suggested brochures be passed out one week ahead of time. Brandon Skopek discussed the WHMI script included in the meeting packet. He stated a Facebook event had been started and he will be updating it as needed. The WHMI commercial starts April 28 and ends the day of the event.

Motion by Nelson, seconded by Becker approve up to \$3,500 for Ladies Night Out advertising and such. The motion carried 7-0-2.

e. WHMI Ladies Night Out/Mother's Day Advertising

Brandon Skopek asked the Board if there were any changes that should be made to the Mother's Day ad.

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**Motion** by Tobbe, seconded by Becker to approve the WHMI Ladies Night Out/Mother's Day Advertising. The motion carried 7-0-2.

**Motion** by Tobbe, seconded by Nelson to approve the second script. The motion carried 7-0-2.

f. Branding Proposals

**Motion** by Tobbe, seconded by Innes to direct staff to send a letter to the two companies stating this issued has been tabled for the time being and to table the discussion until funding has been secured. The motion carried 7-0-2.

7. Old Business

a. Banner Calendar for July-December 2018

Motion by Tobbe, seconded by Innes to table the discussion to the May PSD meeting. The motion carried 7-0-2.

8. Liaison Reports:

a. City Council

Kristoffer Tobbe stated City Council is going to be busy the next two months with many important issues on the agenda. He suggested sending a congratulatory email to the City of Howell and Main Street group for their award.

b. Chamber of Commerce

Sophia Freni thanked the PSD for all their hard work and important decisions. She stated the Chamber events are done for the good of the entire city and bring in a lot of people. She stated she was available to support the PSD with marketing.

c. DDA

Brandon Skopek announced construction for the Mill Pond bandshell and amphitheater will begin April 16 and has been awarded to Contracting Resources. Construction is expected to be completed by the end of July. He stated the DDA has a lot of upcoming projects and will be reviewing their budget at their next meeting. He also discussed the staging area for the construction. Thaddeus McGaffey asked if there would be construction during the events.

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Brandon Skopak stated there would be no construction or limited construction during events. He also stated Second Street Flats had been approved by City Council. They are waiting on the closing between the developer and DDA and plan to break ground in May. The proposed apartment development on Second Street is also moving forward. He also stated the Cheresko development fell behind schedule due to the weather but the developer anticipates a December opening. The Board asked about other current downtown developments. Brandon Skopak discussed the remodel of 102 East Grand River and the tenant build out of the former Wilderest building.

9. Board Member Update

Mark Binkley discussed the need to plan for Christmas lights and have a Christmas committee. Jon Innes discussed communities where the merchants put out decorations for different holidays. He also brought up the Legacy Center stating the Brighton lounge was busy and presented a good opportunity for merchants to promote themselves.

10. Staff Update

None

11. Last call to the public was at 8:54 a.m.

George Moses, publisher of the Marketeer, congratulated the PSD on their hard work and stated the Marketeer's support as a downtown merchant and availability as a community resource. He stated he would donate design work to the PSD for things such as posters and post cards.

Gail Sherman, owner of Impulse, stated merchants are trying to get together with the Chamber and there are a lot of different meetings going on. She stated the merchants were interested in working together as a community and invited the Board to come to the meetings.

Call to the public was closed at 8:59 a.m.

12. Adjournment

**Motion** by Innes, seconded by Nelson, to adjourn the meeting at 8:59 a.m. The motion carried 7-0-2.

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Respectfully submitted,

Wendy Ayala, Recording Secretary  
April 3, 2018