

City of Brighton
Principal Shopping District Board Meeting Minutes
October 1, 2019 7:45 a.m.

1. Meeting called to order by Mark Binkley at 7:45 a.m.

Those in attendance:

Mark Binkley Y

Robert Lulgjuraj Y

Kristoffer Tobbe Y

John Okoniewski N

Annette Jacoby Y (8:10 AM)

Lisa Nelson Y

Matt Becker Y

Jon Innes Y

Jennifer Ling Y

Motion by Innes, seconded by Becker, to excuse Okoniewski. The motion carried 6-0.

Audience: 1

2. **Approval** of October 1, 2019 Agenda

Motion by Tobbe, seconded by Innes, to approve the October 1, 2019 agenda as amended. The motion carried 7-0.

3. Approval of May 14, 2019 Meeting Minutes

Motion by Tobbe, seconded by Innes, to approve the May 14, 2019 meeting minutes as presented. The motion carried 7-0.

4. Acceptance of September 2019 Financial Report

Motion by Ling, seconded by Nelson, to accept the September 2019 Financial Report. The motion carried 7-0.

5. Call to the public was opened at 7:50 a.m.

Michael Lenninger of Neighbors Magazine informed the board that the October Issue was out and they were working on the November Issue.

Emily Marone provided information regarding new promotional opportunities and services provided by WHMI.

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Hearing no further comment, the call to the public was closed at 7:52 a.m.

6. Unfinished Business

- a. None

7. New Business

- a. Discussion: Updates from the Livingston County Convention and Visitors Bureau

Mary Robinson, Director of the LCCVB, provided an update to the PSD Board regarding their upcoming branding project and collaboration with the Legacy Center.

- b. Discussion: Ladies Night Out

Motion by Tobbe, seconded by Nelson, to request that the A Taste of Brighton organize the December Ladies Night out and offer a \$2,500 sponsorship to be used to cover event expenses. The motion carried 8-0.

- c. Discussion: 4th Quarter Marketing

It was the consensus of the board for Chairman Binkley to send out a letter to PSD Merchants informing them that the PSD would not be doing any collective 4th Quarter marketing due to depleted revenues.

- d. Discussion: PSD Next Steps

Boardmembers discussed the need for a budget and strategy prior to reproaching the City Council about beginning the SAD process. It was the consensus of the Board to schedule a work session for October 29 at 11:00 AM at City Hall.

8. Liaison Reports:

- a. City Council

None

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b. Chamber of Commerce

None

c. Downtown Development Authority

Nate Geinzer stated that the Streetscape Open House was scheduled for Monday, October 14th at City Hall from 3:00 PM to 6:00 PM.

9. Board Member Updates

None

10. Staff Updates

None

11. Last call to the public was at 8:50 a.m.

None

12. Adjournment

Motion by Nelson, seconded by Ling, to adjourn the meeting at 8:50 a.m. The motion carried 8 - 0.

Respectfully submitted,

Nate Geinzer, City Manager