

City of Brighton
Principal Shopping District Board Meeting Minutes
October 29, 2019 11:00 a.m.

1. Meeting called to order by Mark Binkley at 11:01 a.m.

Those in attendance:

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

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

Motion by Tobbe, seconded by Becker, to excuse Jacoby and Lulgjuraj. The motion carried without objection.

Audience: 1

2. **Approval** of October 29, 2019 Agenda

Motion by Okoniewski, seconded by Becker, to approve the October 29, 2019 agenda as amended removing "Approval of the October 1, 2019 Minutes." The motion carried without objection.

- ~~3. Approval of October 1, 2019 Meeting Minutes~~

4. Call to the public was opened at 11:05 a.m.

Susan Bakhaus stated that there were a number of meetings on the website that had no minutes shown. It was noted by the board that those meetings were canceled or there was no quorum.

Hearing no further comment, the call to the public was closed at 11:08 a.m.

5. Discussion: PSD Next Steps

Boardmembers discussed the need for a budget and strategy prior to reproaching the City Council about beginning the SAD process. Boardmembers discussed not increasing assessment

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amounts, reducing the higher assessment rate area, using funds to support more digital marketing and part-time staff, and more.

It was concluded that Boardmembers would plan to “finalize the ‘ask’” and generate a list of stakeholders for direct outreach and advocacy at the next meeting.

6. Last call to the public was at 12:07 p.m.

Susan Bakhaus noted confusion about the next PSD meeting and asked for clarification/correction.

Hearing no further comment, the call to the public was closed at 12:08 p.m.

7. Adjournment

Motion by Tobbe, seconded by Nelson, to adjourn the meeting at 12:08 p.m. The motion carried without objection.

Respectfully submitted,

Nate Geinzer, City Manager