

**City of Brighton**  
**Principal Shopping District Board Meeting Minutes**  
**April 2, 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 N

John Okoniewski Y

Annette Jacoby Y (arrived at 7:46 a.m.)

Lisa Nelson Y

Matt Becker Y

Jon Innes Y

Jennifer Ling Y

**Motion** by Becker, seconded by Nelson, to excuse Jacoby and Tobbe. The motion carried 7-0.

Audience: 4

2. **Approval** of April 2, 2019 Agenda

Jen Ling asked that a Special Assessment District (SAD) outline discussion be added under new business.

**Motion** by Ling, seconded by Nelson, to approve the April 2, 2019 agenda as amended. The motion carried 8-0.

3. Approval of March 5, 2019 Meeting Minutes

**Motion** by Becker, seconded by Innes, to approve the March 5, 2019 meeting minutes as presented. The motion carried 8-0.

4. Acceptance of March 2019 Financial Report

Nate Geinzer stated the PSD had approximately \$5,600 available fund balance.

5. Call to the public was opened at 7:51 a.m.

Michael Lenninger, *Neighbors Magazine*, stated the deadline for submittals was the 15<sup>th</sup> of every month and that the magazine reaches three thousand households west of downtown.

Principal Shopping District Board Meeting Minutes  
April 2, 2019

Emily Marone, WHMI, stated she had brought the Ladies Night Out script for the PSD to review.

The call to the public was closed at 8:01 a.m.

6. Unfinished Business

a. Ladies Night Out and Mother's Day Updates

Jen Ling discussed the survey that was sent out to merchants to gather feedback on the proposed time change for the event. She stated there were 53 participating merchants and discussed the pop up shop being located at the Mill Pond this year. She discussed the event website needing to be rebuilt or redirected to the Downtown Brighton Facebook page. She also stated the *Marketeer* ad for the event had been donated by George and Melanie Moses. She stated the event is currently under budget at \$2,496 and discussed asking the Livingston Lamplighters to participate by donation this year. The Board reviewed and accepted the WHMI Ladies Night Out script with proposed changes.

7. New Business

a. Taste of Brighton Discussion

Jon Innes stated pricing for the event had increased to \$325 for PSD merchants and \$500 for non-PSD merchants. He discussed the logistics of the event and stated the Taste of Brighton Board was looking for assistance from the PSD to cover advertising costs.

**Motion** by Okoniewski, seconded by Nelson, to support the Taste of Brighton with a \$3,000 contribution. The motion carried 6-0-2 with Innes and Becker abstaining.

b. SAD Plan Discussion

The Board discussed rescheduling their May meeting due to elections being held the same day.

**Motion** by Becker, seconded by Ling, to reschedule the May 7 PSD meeting to May 14. The motion carried 8-0.

The Board discussed preparing a request for an SAD renewal after the May election. Nate Geinzer suggested meeting with City Council to discuss their proposal. The Board discussed the

Principal Shopping District Board Meeting Minutes  
April 2, 2019

information needed for their May meeting, including the PSD funding map with rates for each zone, previous SAD proposal amounts, past PSD accomplishments, and PSD priorities.

8. Liaison Reports:

a. City Council

Nate Geinzer stated budget workshops would begin Thursday, April 4<sup>th</sup> and that a public hearing for the budget would be held on May 2<sup>nd</sup>. He also discussed the millage proposal on the May 7 ballot.

b. Chamber of Commerce

Sophia Freni announced a job fair on April 11 and a legislative breakfast at Cleary University on April 26.

c. Downtown Development Authority

Nate Geinzer stated the posters for the grand opening of the AMP were ready and that the fence would be coming down today. He discussed the DDA budget, streetscape project, and changes to the DBD zoning ordinance. He also discussed construction projects downtown and proposed residential developments.

9. Board Member Updates

None

10. Staff Updates

Nate Geinzer discussed the parking study and stated the consultant would be back in June with more data.

11. Last call to the public was at 8:59 a.m.

Hearing and seeing none, the call to the public was closed at 8:59 a.m.

12. Adjournment

Principal Shopping District Board Meeting Minutes  
April 2, 2019

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

Respectfully submitted,

Wendy Ayala, Recording Secretary  
April 2, 2019