

**City of Brighton**  
**Principal Shopping District Board Meeting Minutes**  
**May 14, 2019 7:45 a.m.**

1. Meeting called to order by Mark Binkley at 7:45 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 N  
Lisa Nelson Y  
Jon Innes Y

**Motion** by Tobbe, seconded by Innes, to excuse Jacoby, Okoniewski, and Lulgjuraj. The motion carried 6-0.

Audience: 0

2. **Approval** of May 14, 2019 Agenda

The Board discussed adding Ladies Night Out (LNO) to the agenda.

**Motion** by Innes, seconded by Ling, to approve the April 2, 2019 agenda as amended. The motion carried 6-0.

3. Approval of April 2, 2019 Meeting Minutes

**Motion** by Tobbe, seconded by Innes, to approve the April 2, 2019 meeting minutes as presented. The motion carried 6-0.

4. Acceptance of April 2019 Financial Report

Nate Geinzer stated the reimbursement for banners went back into the available fund balance and that reimbursements paid to Taste of Brighton and Ladies Night Out would show up on the next financial report.

**Motion** by Becker, seconded by Innes, to accept the April 2019 Financial Report. The motion carried 6-0.

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5. Call to the public was opened at 7:49 a.m.

Hearing and seeing none, the call to the public was closed at 7:49 a.m.

6. Unfinished Business

- a. Ladies Night Out Update

Jennifer Ling stated the event went pretty well and received a lot of positive feedback. She also stated the pop up shop was very busy throughout the night. The Board discussed the event turnout as well as individual business sales. They also discussed having a meeting to brainstorm ideas for future Ladies Night Out events and inviting merchants.

- b. PSD Next Steps

The Board discussed the proposal for a new Special Assessment District (SAD) to City Council. Kristoffer Tobbe stated City Council believes marketing the city is critical at this time and suggested relaunching the PSD's past proposal. He also recommended doing a 3-year SAD and collecting letters of support from businesses and property owners. He discussed needing a tactical plan to measure the success of the PSD and planning for the SAD to be on the February 2020 tax bill. Nate Geinzer suggested the PSD have a study session to discuss the proposal with City Council prior to starting the formal process. The Board discussed where the funds would be allocated, the use of digital and radio marketing for PSD promotion, and future scheduling of merchant forums to obtain feedback. They also discussed obtaining quotes from digital marketing companies for the June meeting. The Board asked that detailed PSD financial reports for 16/17 and 17/18 be provided for the next meeting in order to put together a proposed budget.

7. New Business

- a.

8. Liaison Reports:

- a. City Council

Kristoffer Tobbe stated Council would have a busy plate the next couple of months including a plan for the roads. He stated civic event fees are going to be on Thursday's study session

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agenda. Nate Geinzer stated the City would begin doing road maintenance projects including spray patching Main Street and Grand River. He discussed which streets would be repaired first and stated they would be identified and budgeted for year by year. He also discussed the grand opening of the AMP and stated the event was very successful.

b. Chamber of Commerce

Jennifer Ling announced a few Chamber events including a Washington Update with Senator Gary Peters, a Power Lunch discussing cybersecurity, and the Chamber Golf Classic on June 17.

c. Downtown Development Authority

Nate Geinzer stated PSD input on the streetscape project would be coming up on the agenda soon. He stated the project will include strong merchant participation and would address maintenance of sidewalks, pole locations and street widths, and wayfinding.

9. Board Member Updates

None

10. Staff Updates

Nate Geinzer announced Dash or Crash happening on May 19<sup>th</sup>. He also stated the pavilion restrooms were being updated. He stated Second Street Flats were half sold and discussed a proposed development for eight townhomes which would be on the next Planning Commission agenda. He stated the site plan for Brighton Square would be in front of City Council for approval on May 16<sup>th</sup> and discussed the DTN development as well as ongoing downtown developments.

11. Last call to the public was at 9:05 a.m.

Hearing and seeing none, the call to the public was closed at 9:05 a.m.

12. Adjournment

**Motion** by Tobbe, seconded by Innes, to adjourn the meeting at 9:05 a.m. The motion carried 6-0.

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Respectfully submitted,

Wendy Ayala, Recording Secretary  
May 14, 2019